Skipso

Exploring the Power of
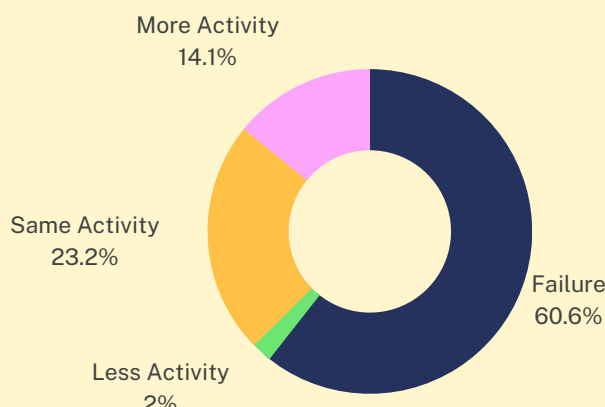# Corporate Accelerators

Everything you need to know about running an accelerator program

What is a Corporate Accelerator

A corporate accelerator, at its core, is a collaboration program between corporate and startups, that allows organizations to experiment and validates solutions with clear goals and outcomes.
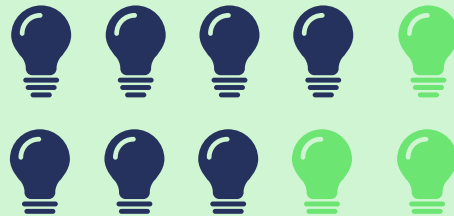
As of 2016, corporate accelerator programs had facilitated a remarkable global investment of over $206.740 million in 11,305 startups worldwide.

More Activity 14.1%
Same Activity 23.2%
Less Activity 2%
Failure 60.6%

However, more than 60% of corporate accelerators fail after 2 years...

Source: CBInsight

...and more than 70% of startups aren't happy with their corporate partnership

Source: SIFTED

Why?

One of the reasons why companies frequently struggle with establishing a corporate accelerator is that there is a lack of an internal mindset that aligns with this endeavor.

PROJECTS

PROJECT NO. 1

Due to their limited resources and expertise, numerous companies may find it challenging to independently manage an accelerator program.

That's why it is crucial to seek the support and guidance of a consultancy company throughout the journey. Collaborating with a consultancy enables effective planning and optimization of program outcomes.

So How Can You Ran a Succesful Corporate Accelerator

1 DEFINE CLEAR OBJECTIVES
Clearly identify the goals and objectives of your corporate accelerator program, aligning them with the organization's strategic priorities.

2 CULTIVATE A SUPPORTIVE CULTURE
Foster an innovation-friendly culture within the organization, encouraging openness, collaboration, and a willingness to embrace new ideas and approaches.

3 ESTABLISH A DEDICATED TEAM
Assemble a team with the right skill sets and expertise to manage and execute the accelerator program effectively. This team should have a mix of business acumen, entrepreneurial mindset, and experience in startup ecosystems.

4 PARTNER WITH THE RIGHT STARTUPS
Select startups that align with your organization's strategic goals and can benefit from your resources and expertise. Conduct thorough due diligence to ensure compatibility and potential for mutual growth.

5 PROVIDE MENTORSHIP AND RESOURCES
Offer startups access to mentors, subject matter experts, and industry resources. Provide guidance and support to help them navigate challenges and accelerate their growth.

6 FACILITATE NETWORKING OPPORTUNITIES
Create platforms and events where startups can connect with industry experts, potential investors, and other relevant stakeholders. Encourage networking and collaboration among participants.

7 ENCOURAGE PILOT PROJECTS AND EXPERIMENTATION
Foster an environment that allows startups to test their ideas and solutions within your organization. Encourage pilot projects and provide feedback to iterate and refine their offerings.

8 MEASURE AND TRACK PROGRESS
Establish key performance indicators (KPIs) to assess the success and impact of the accelerator program. Regularly evaluate and track progress against these metrics to make informed decisions and improve the program.

9 FOSTER ONGOING RELATIONSHIPS
Support ongoing relationships between startups and the organization even after the accelerator program ends. Explore opportunities for partnerships, investments, or further collaboration.

10 LEARN AND ADAPT
Continuously learn from the experiences and feedback gathered throughout the accelerator program. Adapt and refine the program based on lessons learned to enhance its effectiveness and relevance.