



Create innovation in  
*an ecosystem  
with startups*

Yvonne Campfens  
STM US Annual Conference  
Washington, 12 April 2019



*“Seeing is believing”*

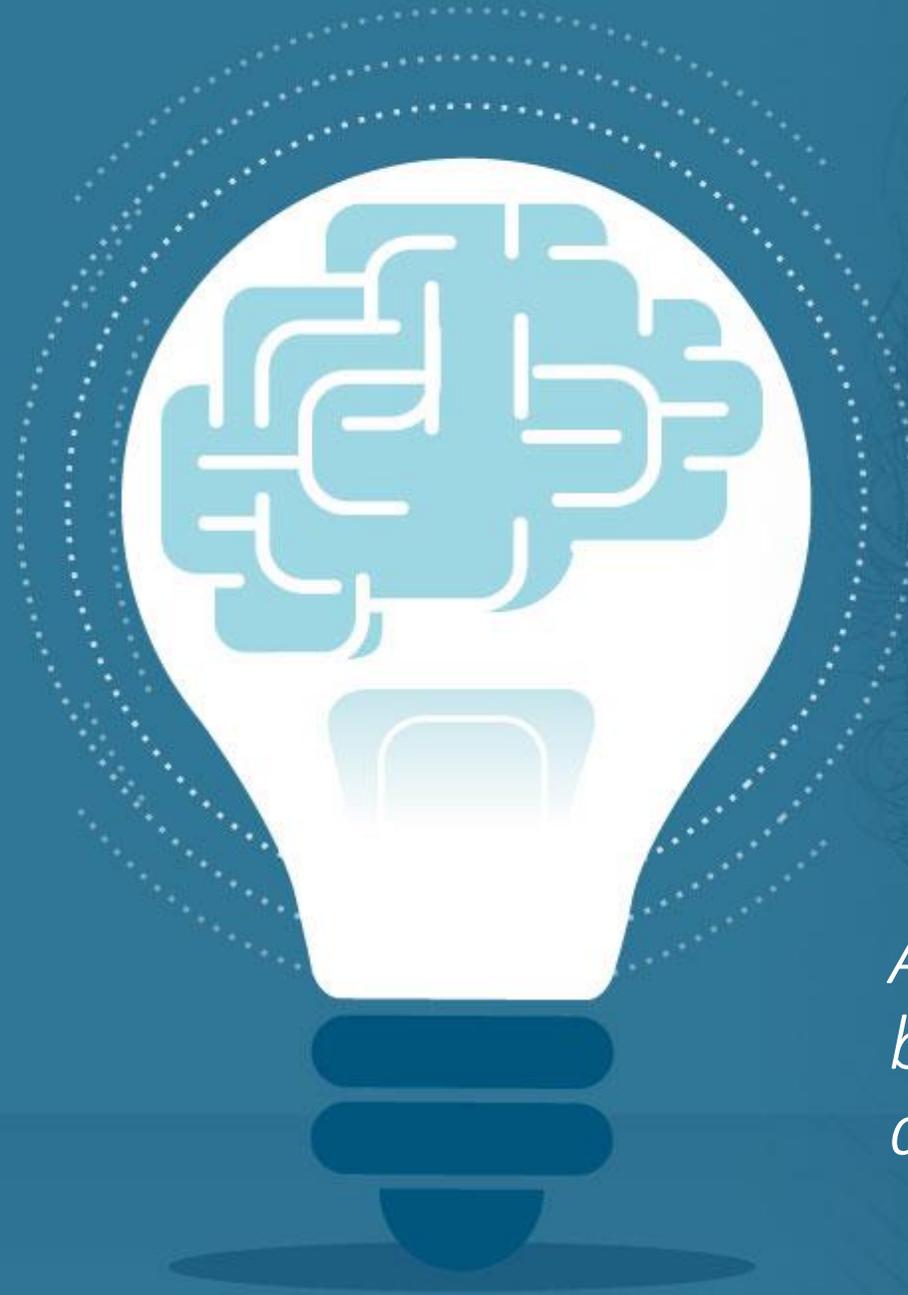


Hall  
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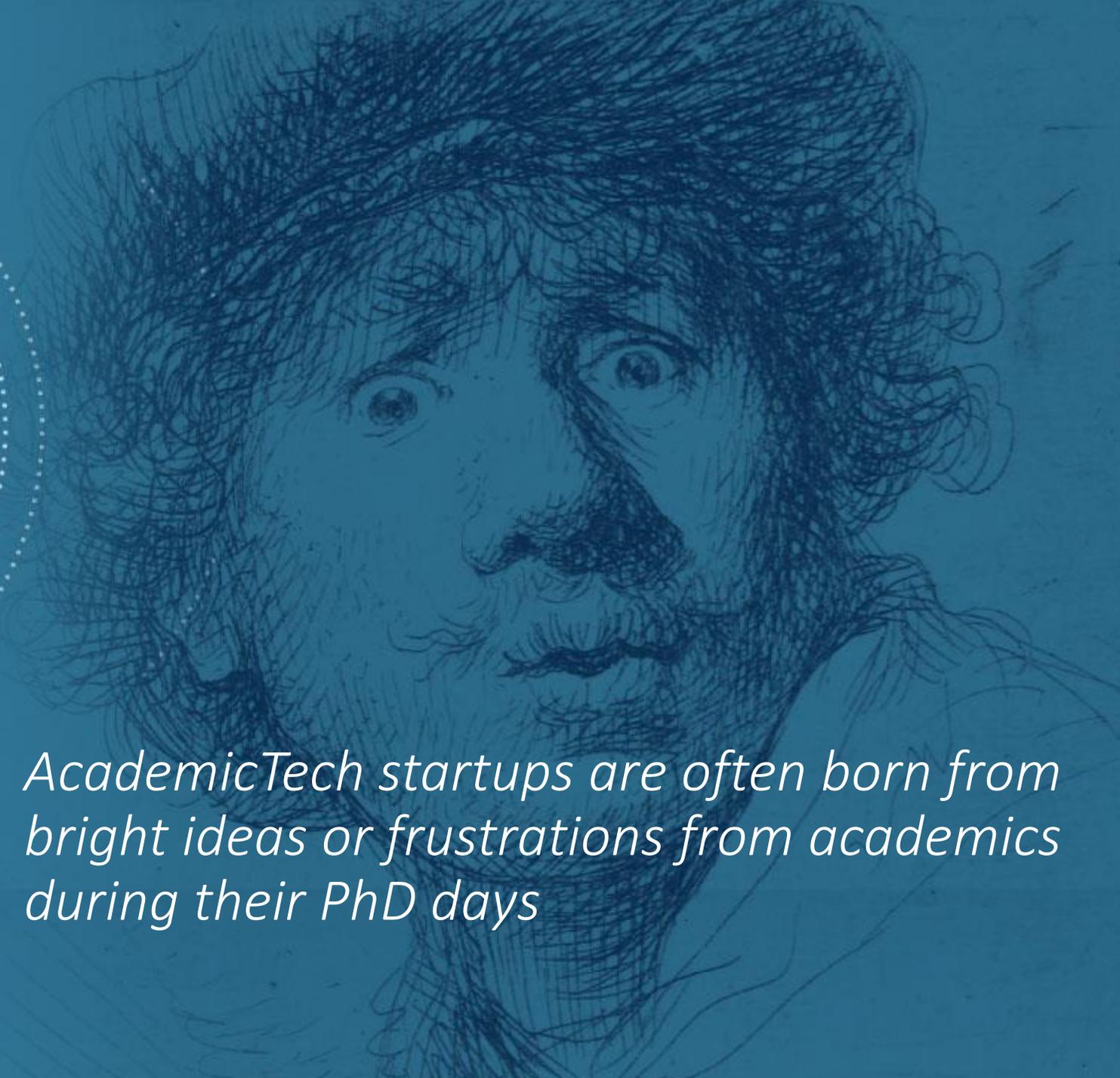


Research cycle  
innovation  
is happening





*AcademicTech startups are often born from bright ideas or frustrations from academics during their PhD days*



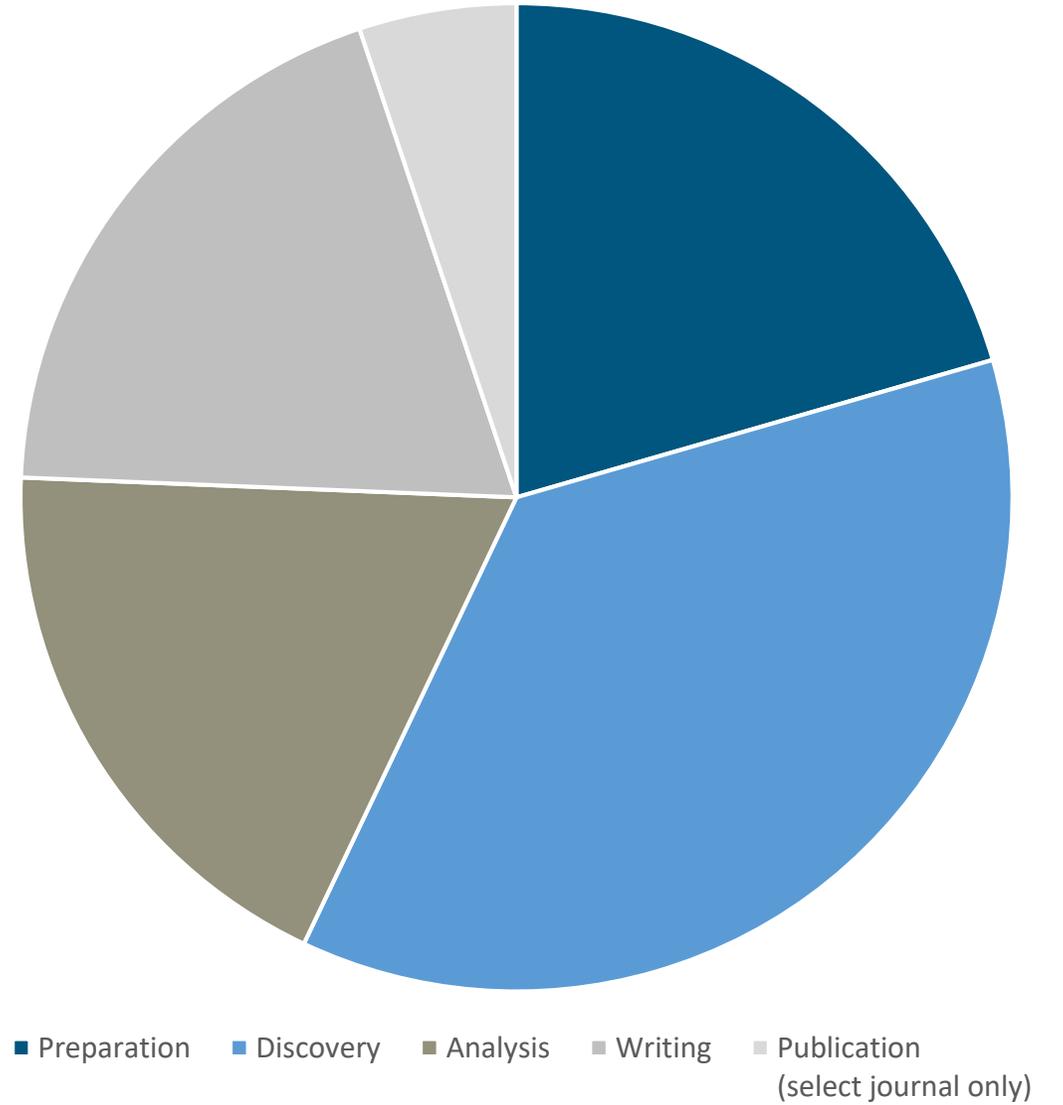


## Research cycle innovation

- New idea
- Application
- Impact

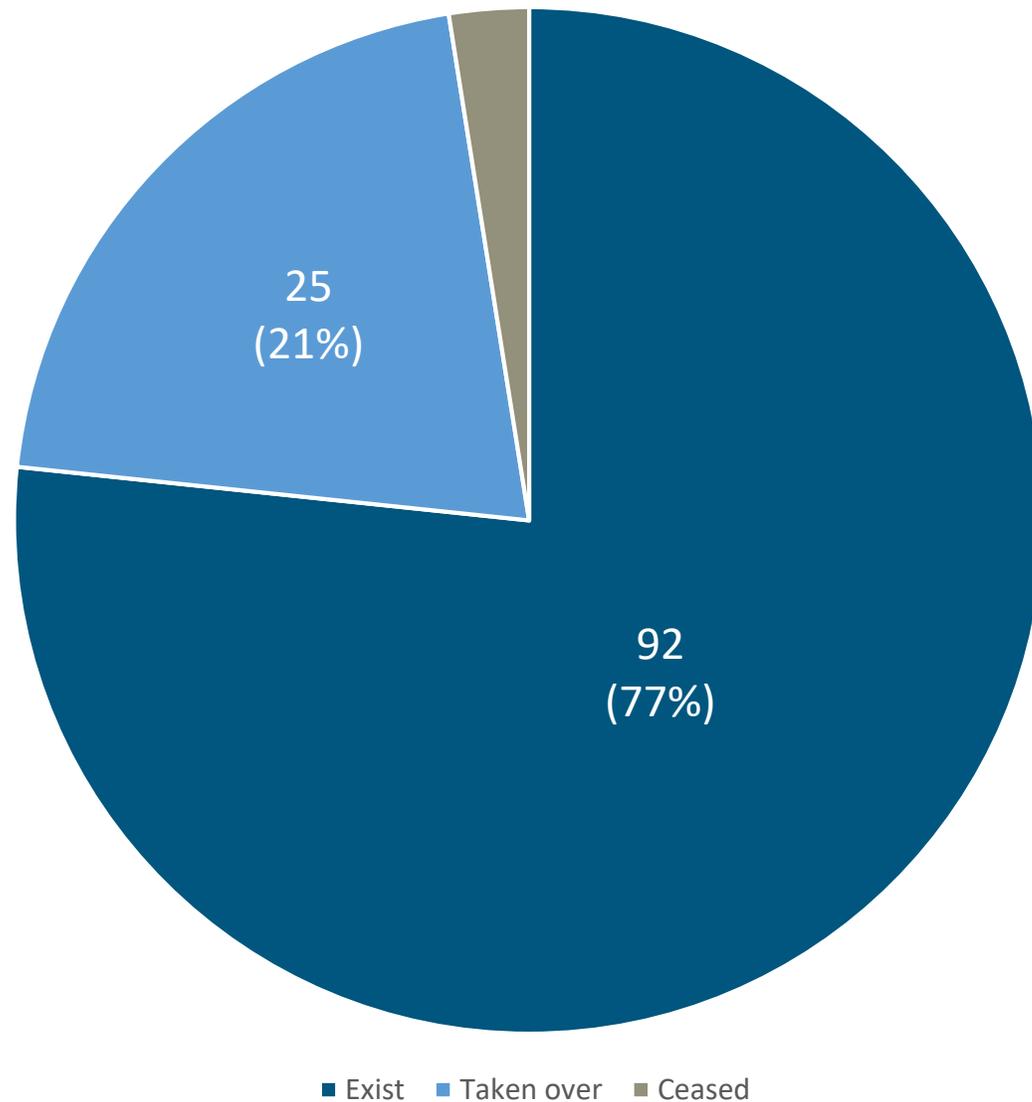


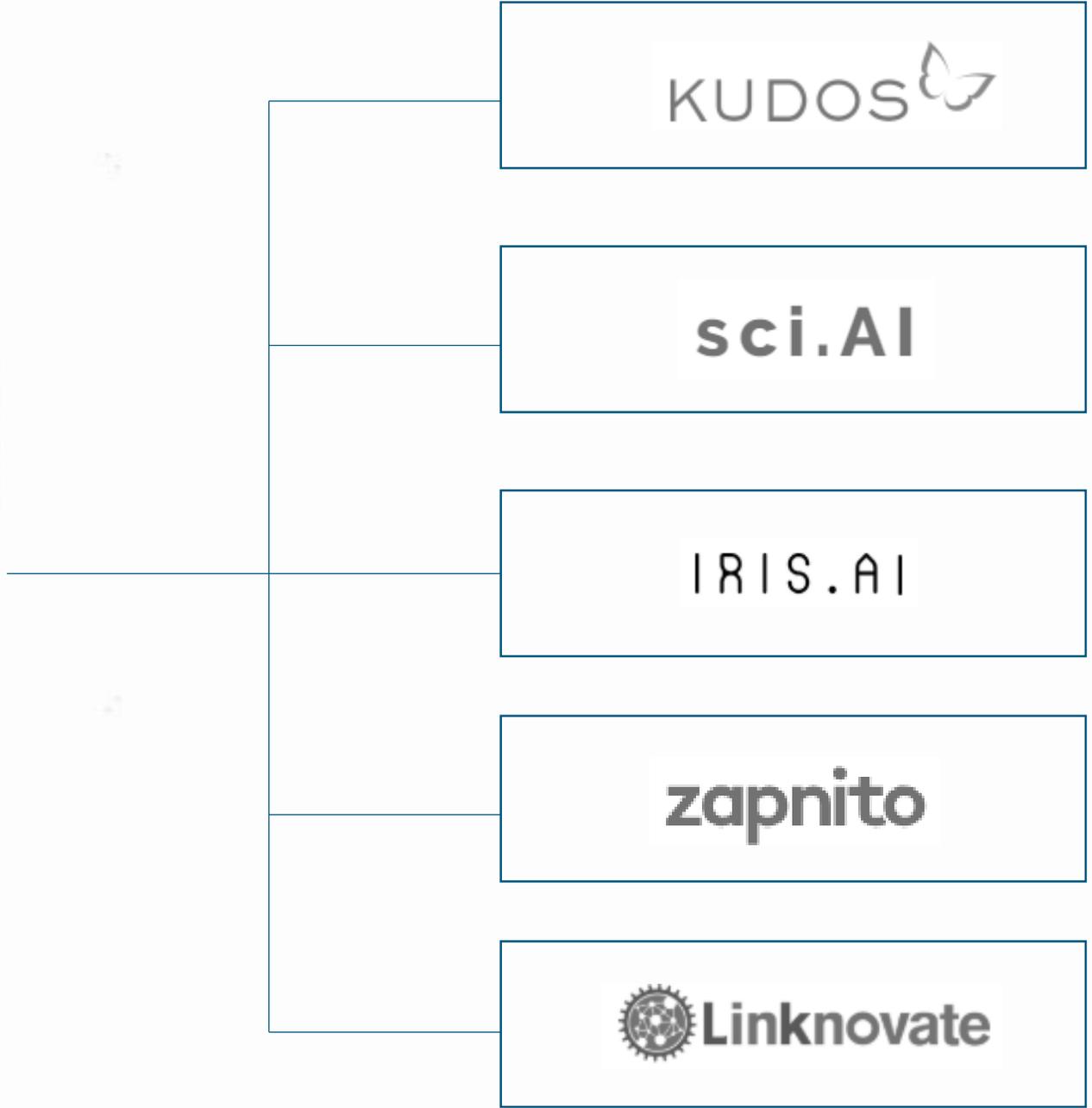
Market research sample: startups in AcademicTech





Startups (2007-2017) in 2018





KUDOS 

sci.AI

IRIS.AI

zapnito

 Linknovate



Conduct  
research



ACADEMICCLABS



TriNetX



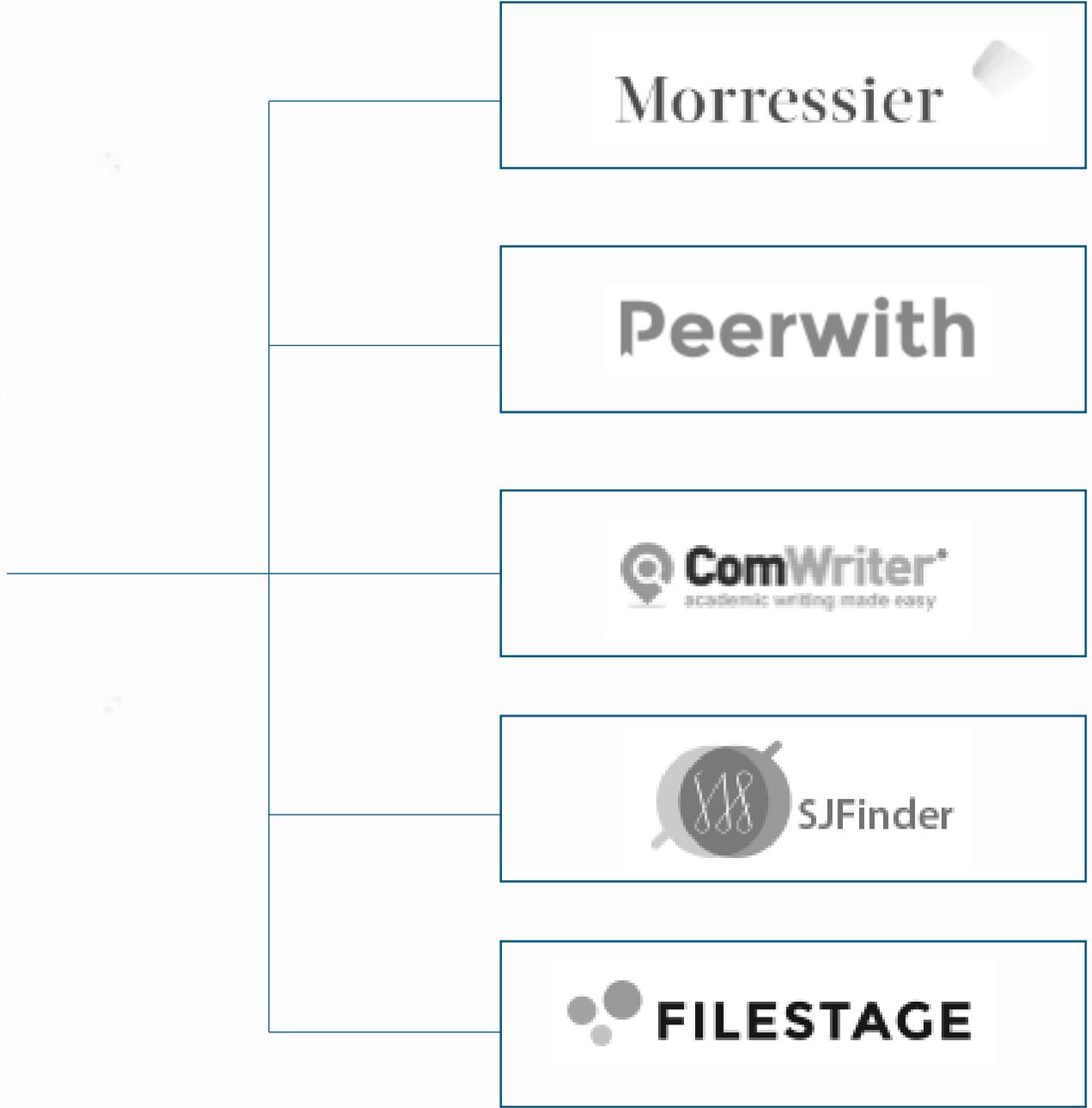
labarchives  
Research Notebook



labfolder



Prolific



**Morressier**

**Peerwith**

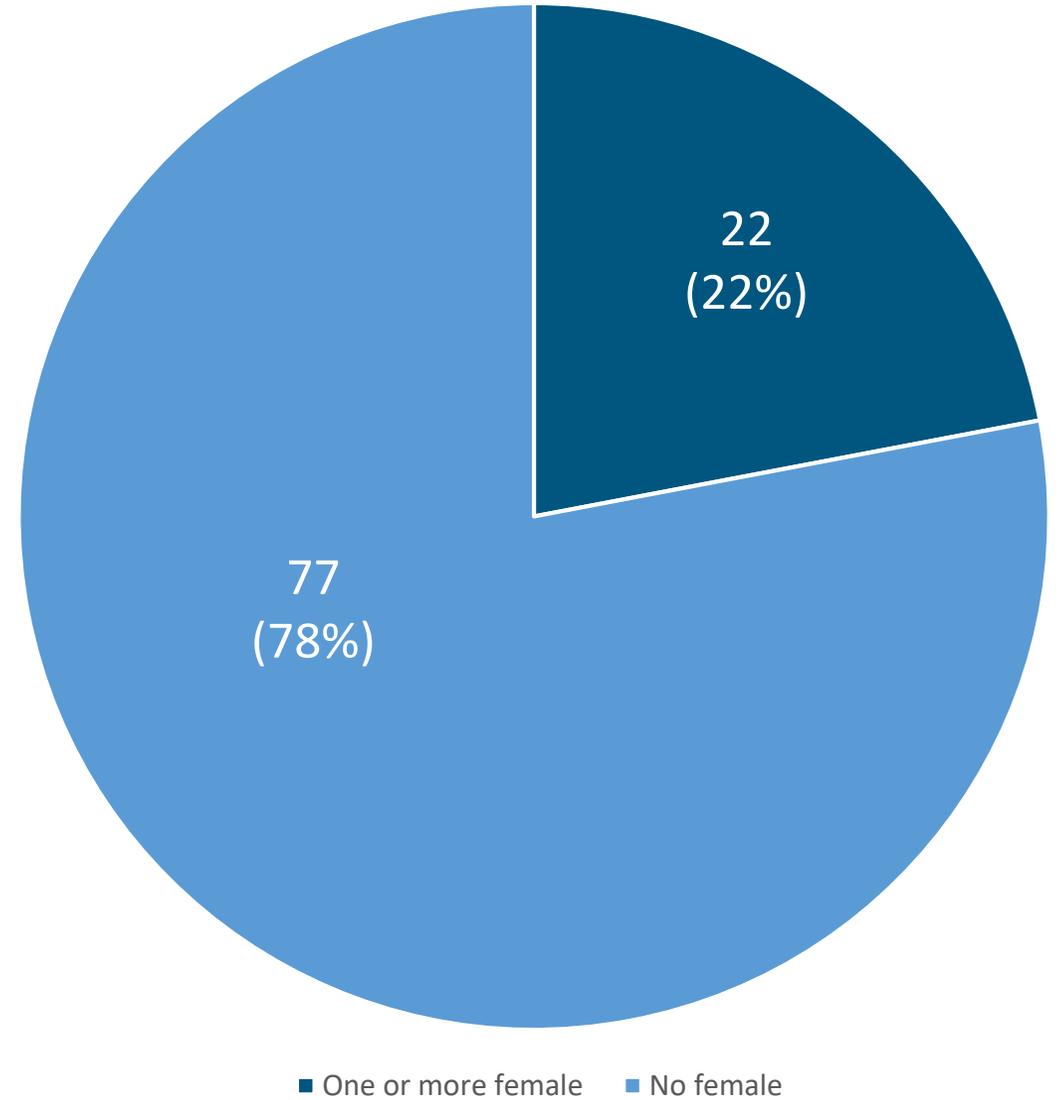
**ComWriter**  
academic writing made easy

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**FILESTAGE**

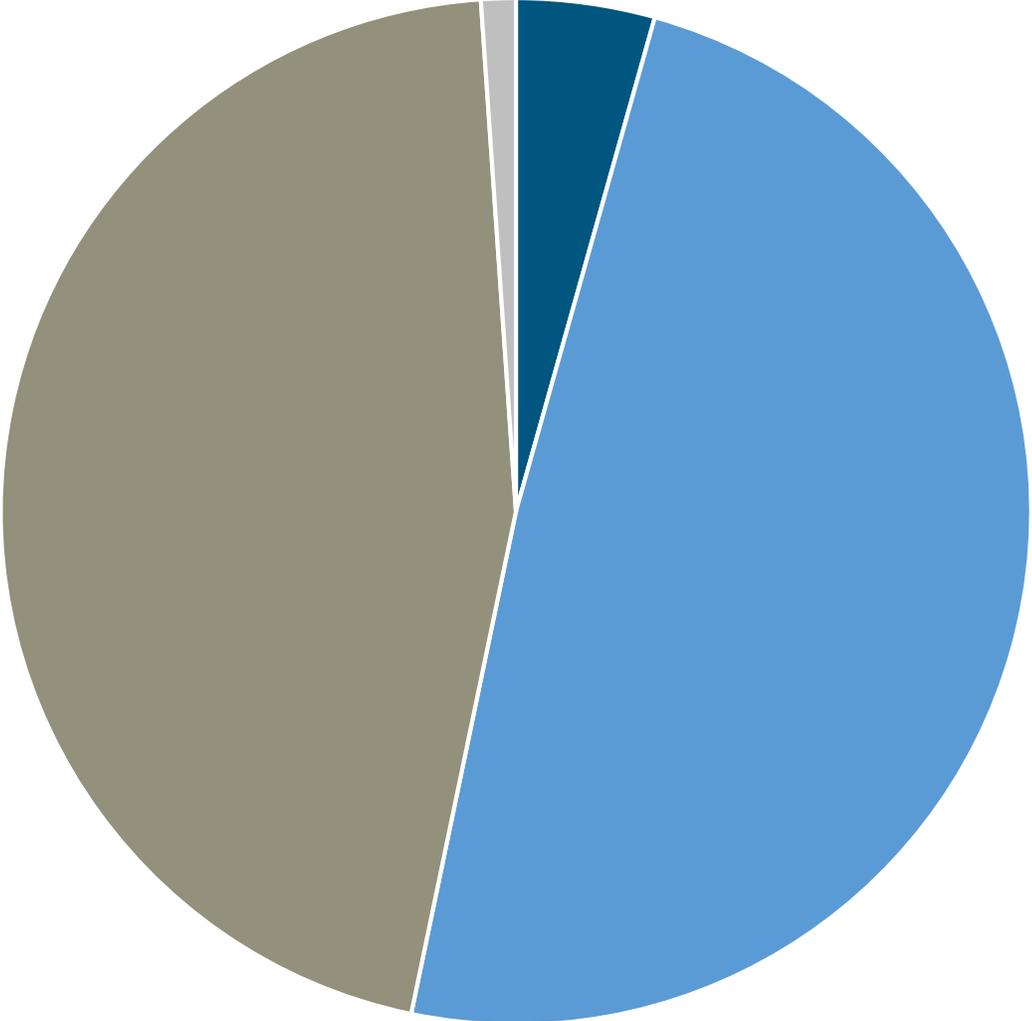


## Startups with one or more female founders





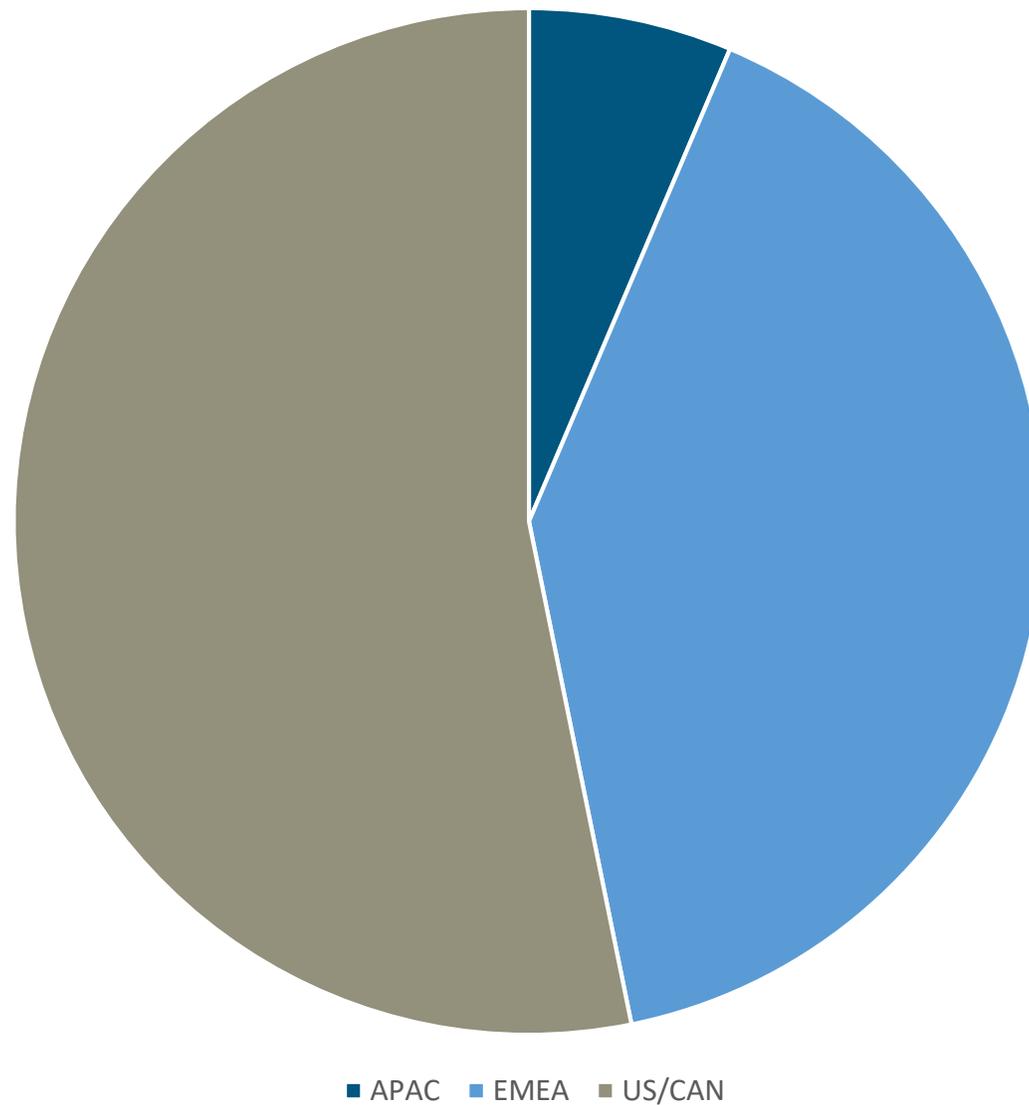
Region of the 92 independent startups



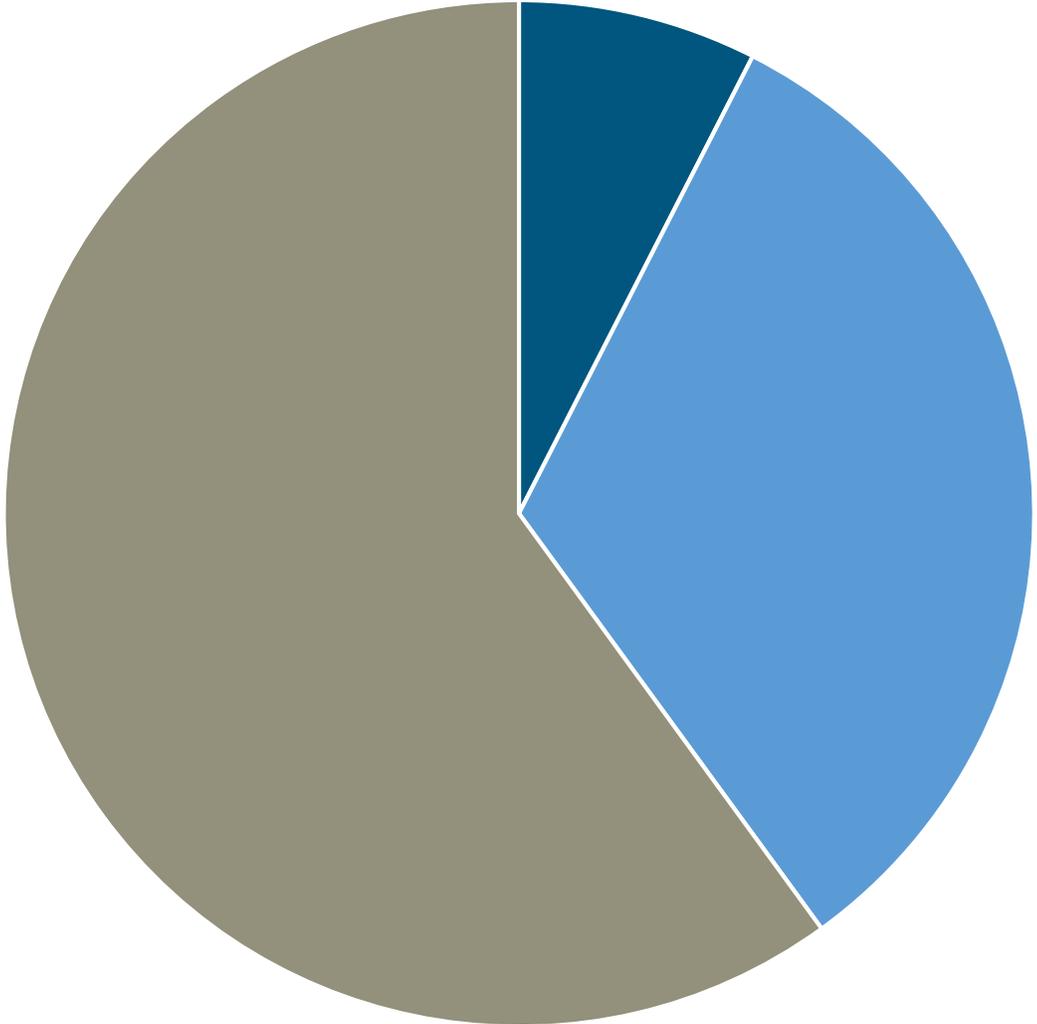
■ APAC ■ EMEA ■ US/CAN ■ unknown



Region of those for which we know latest funding round



Region of those for which we know funding amount



■ APAC ■ EMEA ■ US/CAN

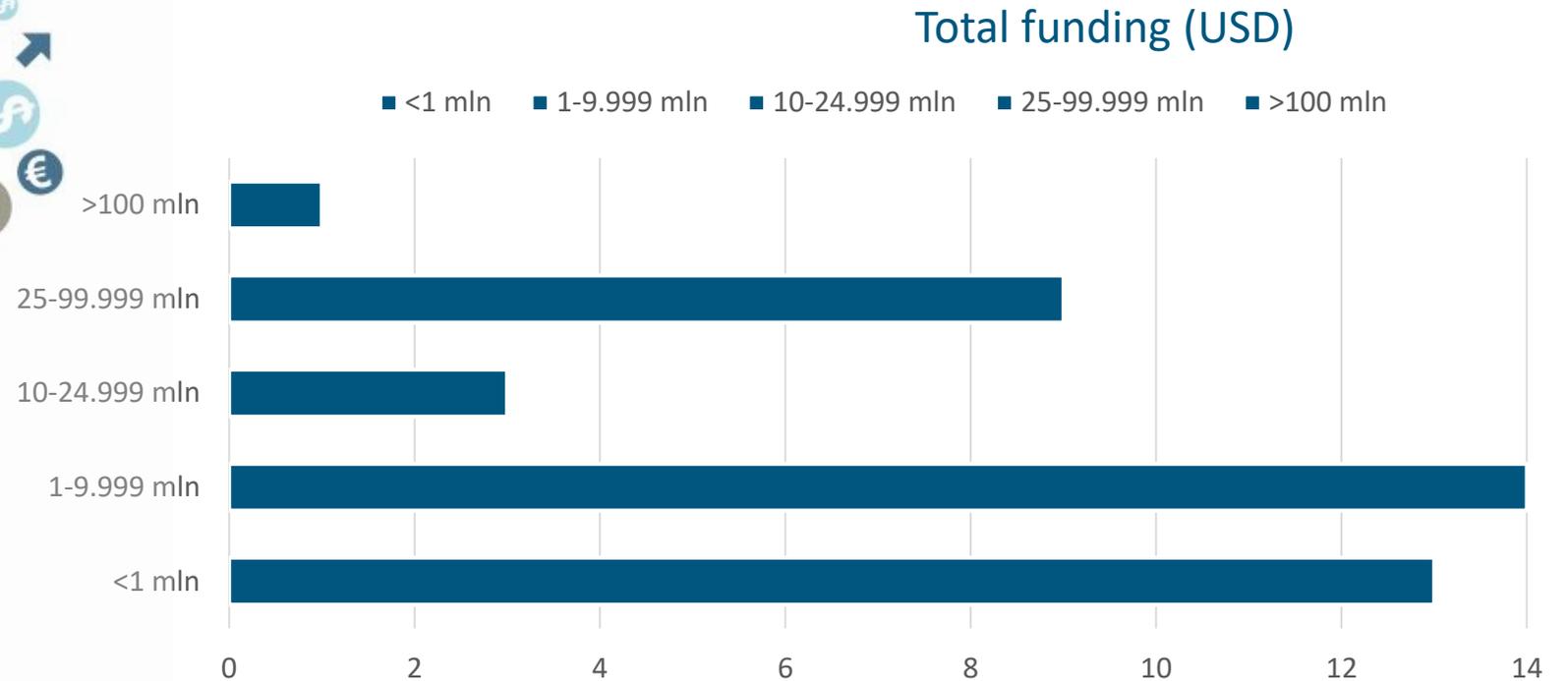
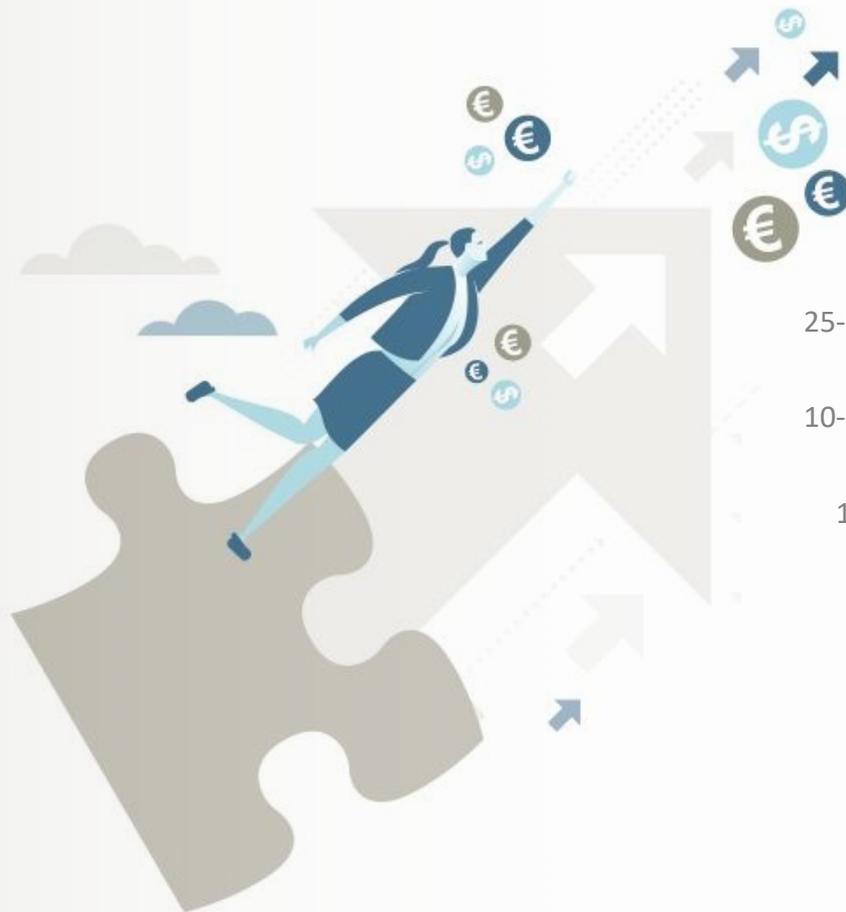
# Startup funding



<b>Startup:</b>	<b>What do they do:</b>
Asana	PREPARATION
ResearchGate	PREPARATION / DISCOVERY / ANALYSIS / PUBLICATION
Doximity	PREPARATION
ScienceExchange	PREPARATION
Typeform	ANALYSIS
Import.io	ANALYSIS
Scientist.com	PREPARATION/ DISCOVERY / ANALYSIS /
Yewno	DISCOVERY
Transcriptic	ANALYSIS
Benchling	PREPARATION / ANALYSIS

Who are the top funded startups, and what do they do?

# Startup funding



At least 10 (8%) got >USD 25 mln, and at least 17 (14%) got USD 1–25 mln

# Startup funding



Examples of well-funded startups

 asana

 Science  
EXCHANGE

  
Yewno

 protocols.io

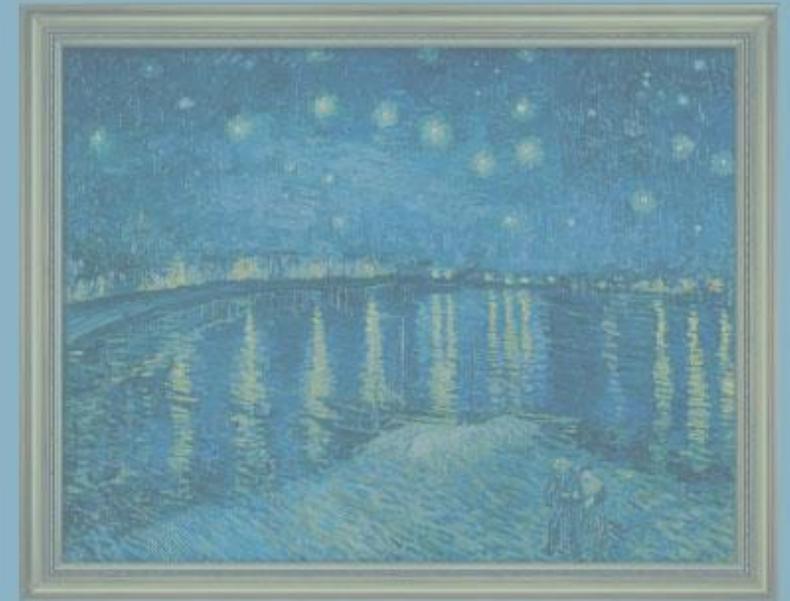
 Altmetric  figshare  labguru

 readcube  Overleaf  über  
RESEARCH



Traditional  
value chain and  
economic model  
are changing

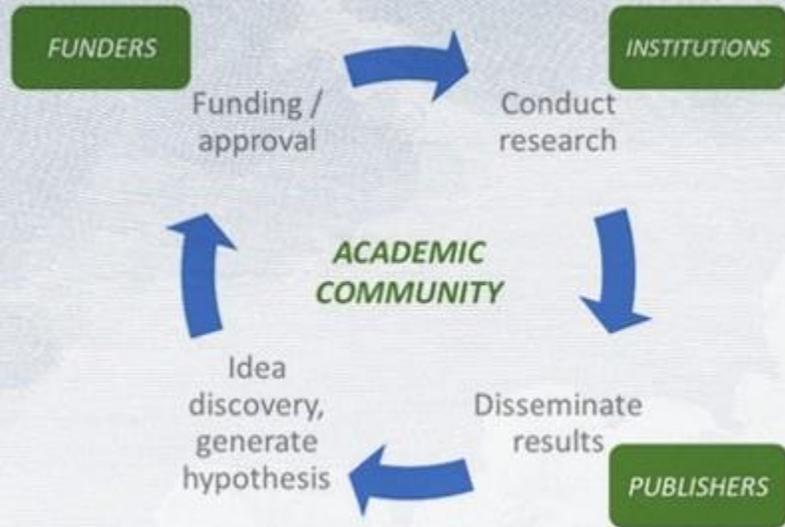
Hall  
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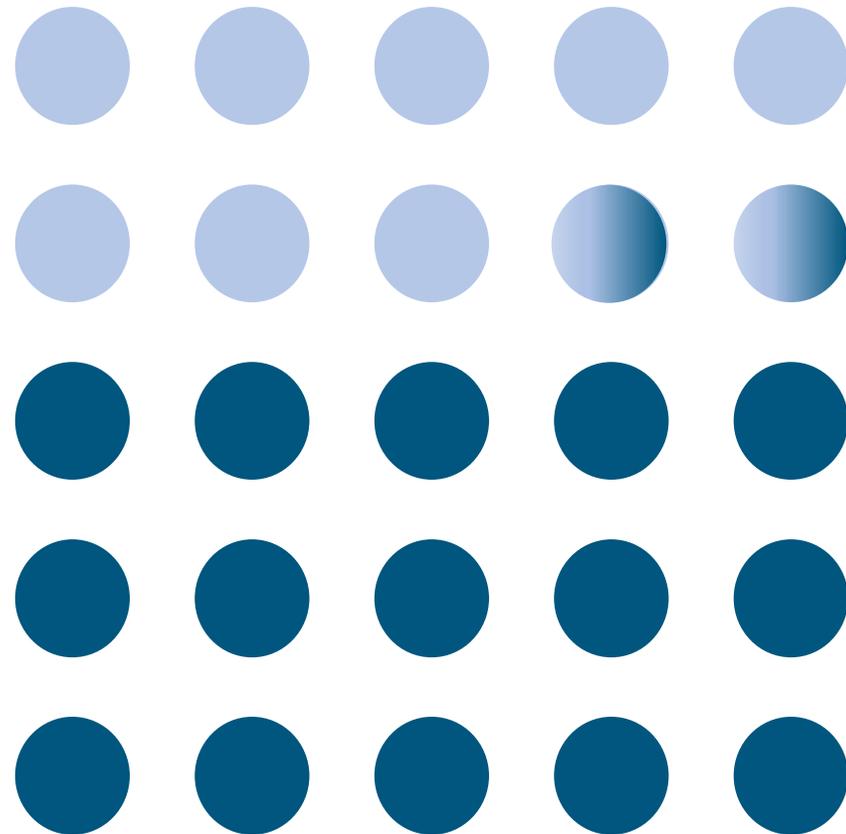
*The traditional value chain  
(publishing workflow) is  
unlikely to weather the storm*





*Digital technologies open the door for new business models and investors*

# Acquisitions



**Acquiring party:**

 Publishers

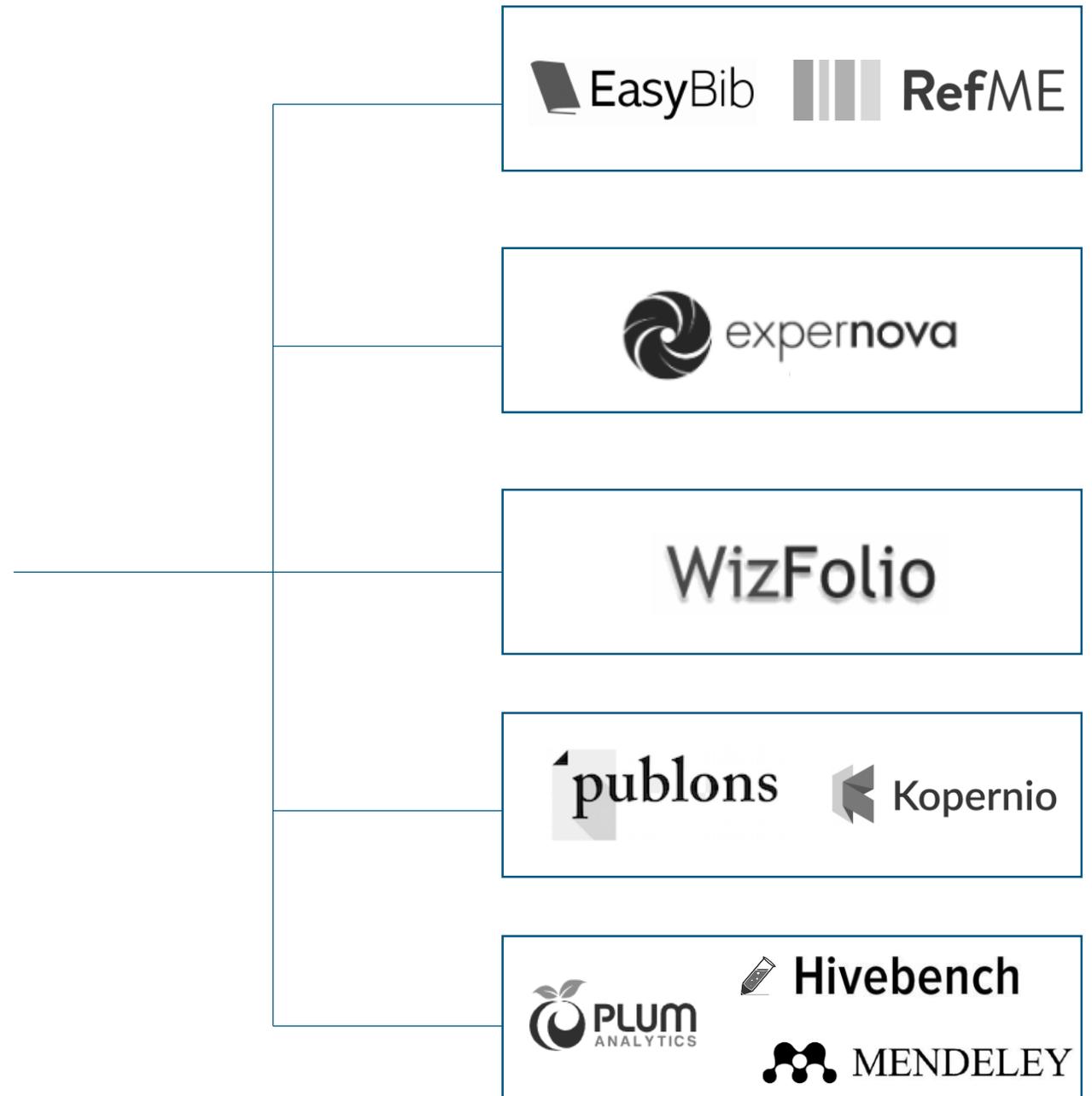
 Non-publishers

Acquisitions were not all done by the big STM players.  
The majority not even by publishers.

# Acquisitions



Examples of acquired startups



# Investors – Y Combinator



The world's most powerful start-up incubator has invested in five independent startups

 asana

 Science  
EXCHANGE

 Benchling

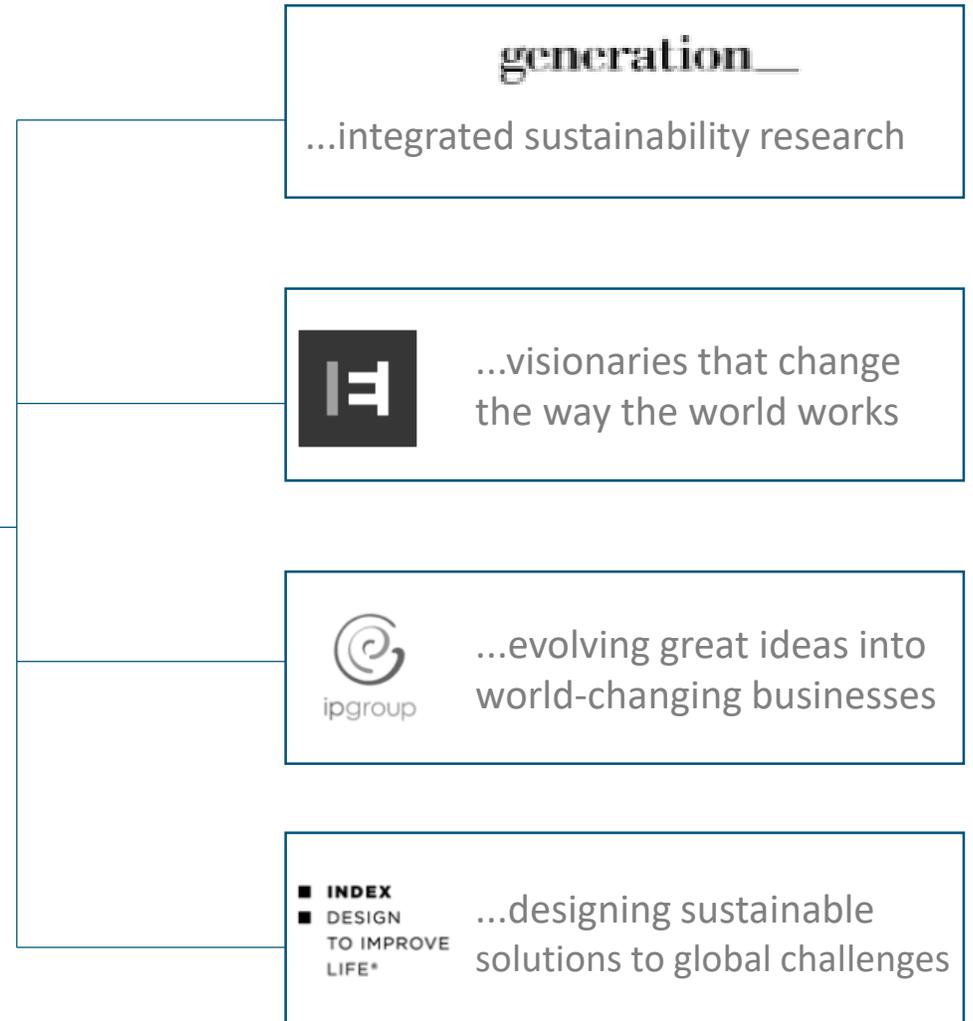
**TrendMD**

QUARTZY

# Investors



Investors in independent startups are not just motivated by financial objectives



# Investors



Some of those invest in multiple startups and initiatives

Chan  
Zuckerberg  
Initiative

## A Future for Everyone

Our mission is to find new ways to leverage technology, community-driven solutions, and collaboration to accelerate progress in Science, Education, and within our Justice & Opportunity work.



...and we fund people who are unafraid to re-imagine the world and the way we live in it.



Hall  
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Build your  
ecosystem of  
value by investing  
in a 'smart fleet'



*Accelerate growth through collaboration  
with startups, to deal with your changing  
customer, market and technology*



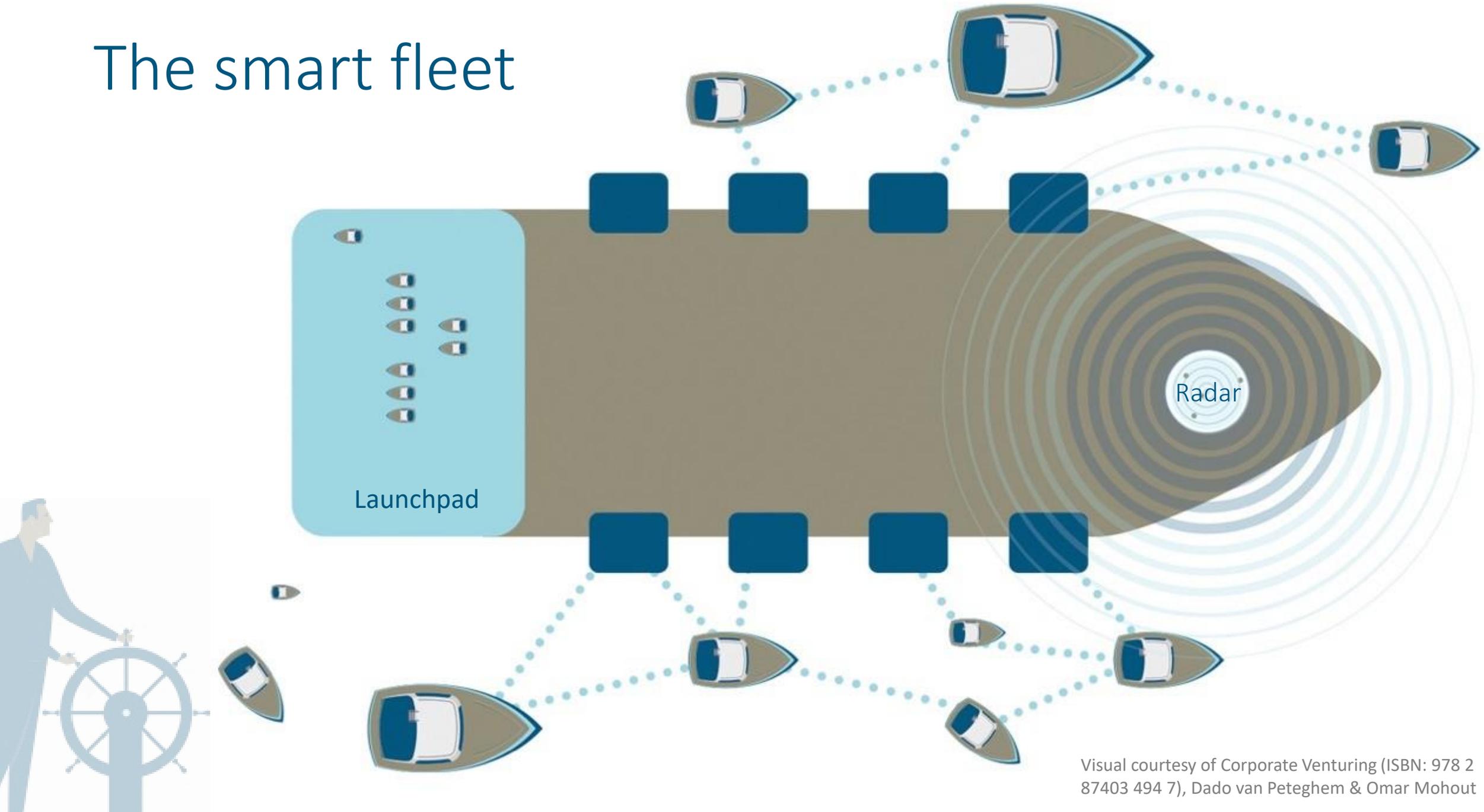
# Corporate Venturing: Venture Sourcing & Venture Building

*An ecosystem of value*

*Upgrade  
the mothership*

*Agile  
speed(y) boats*

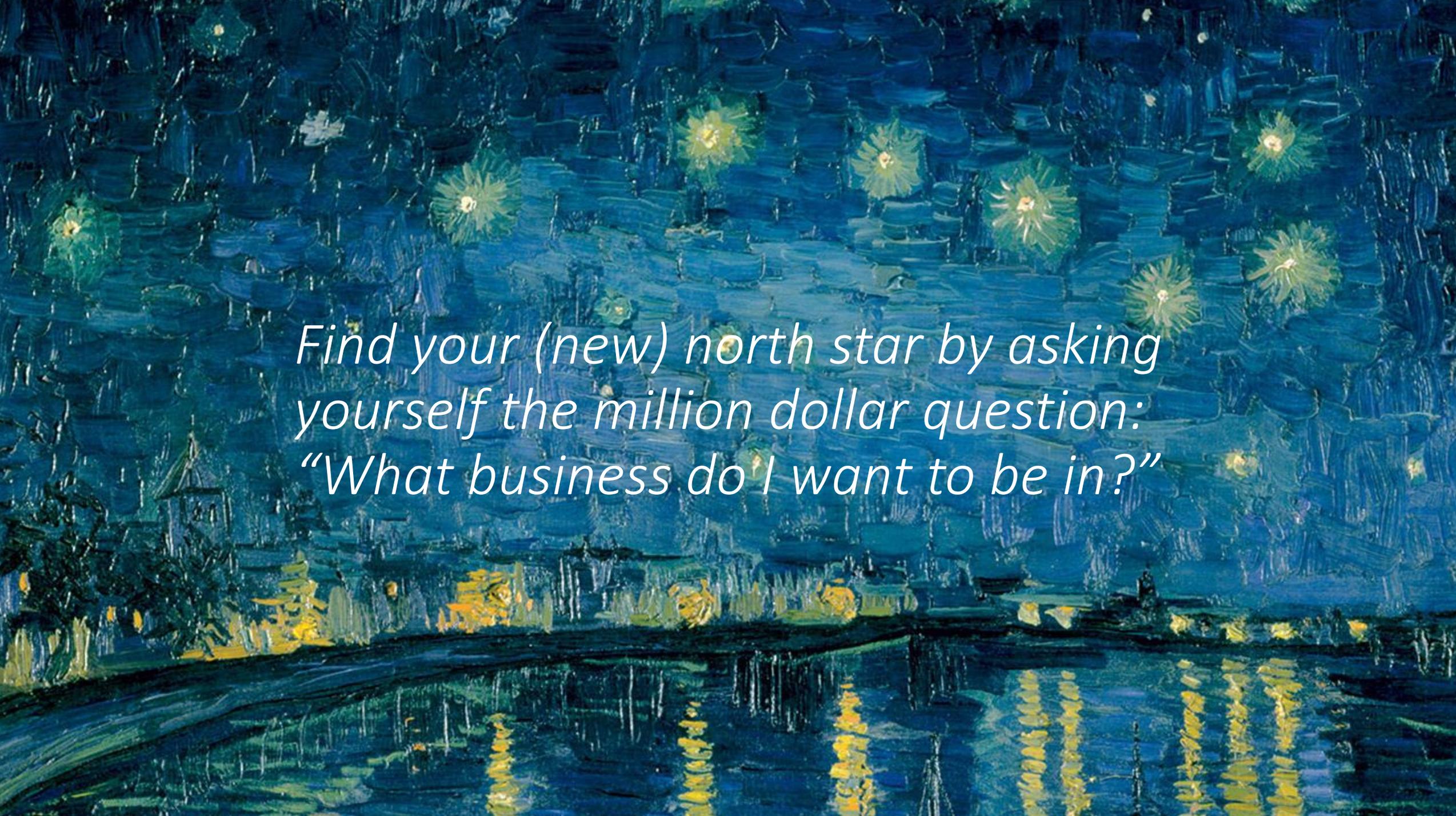
# The smart fleet



How?

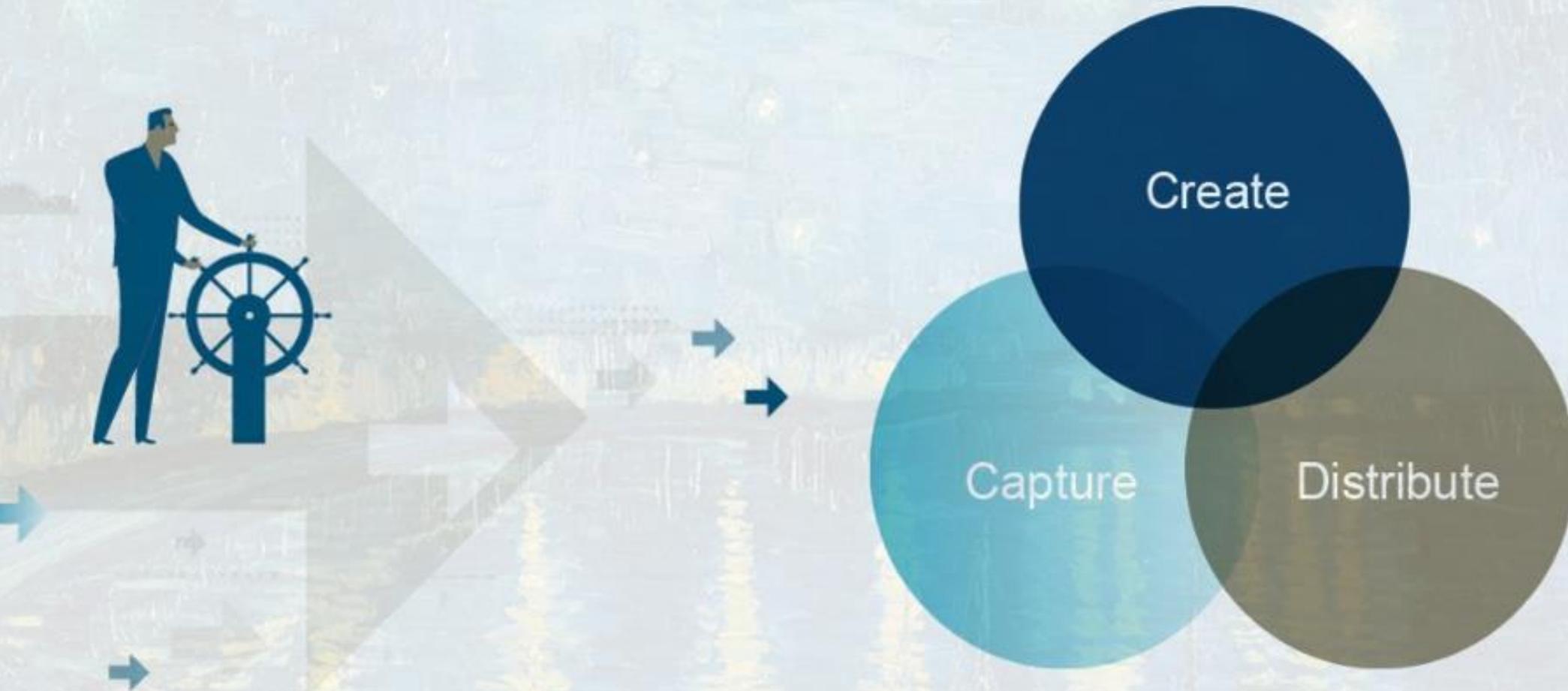
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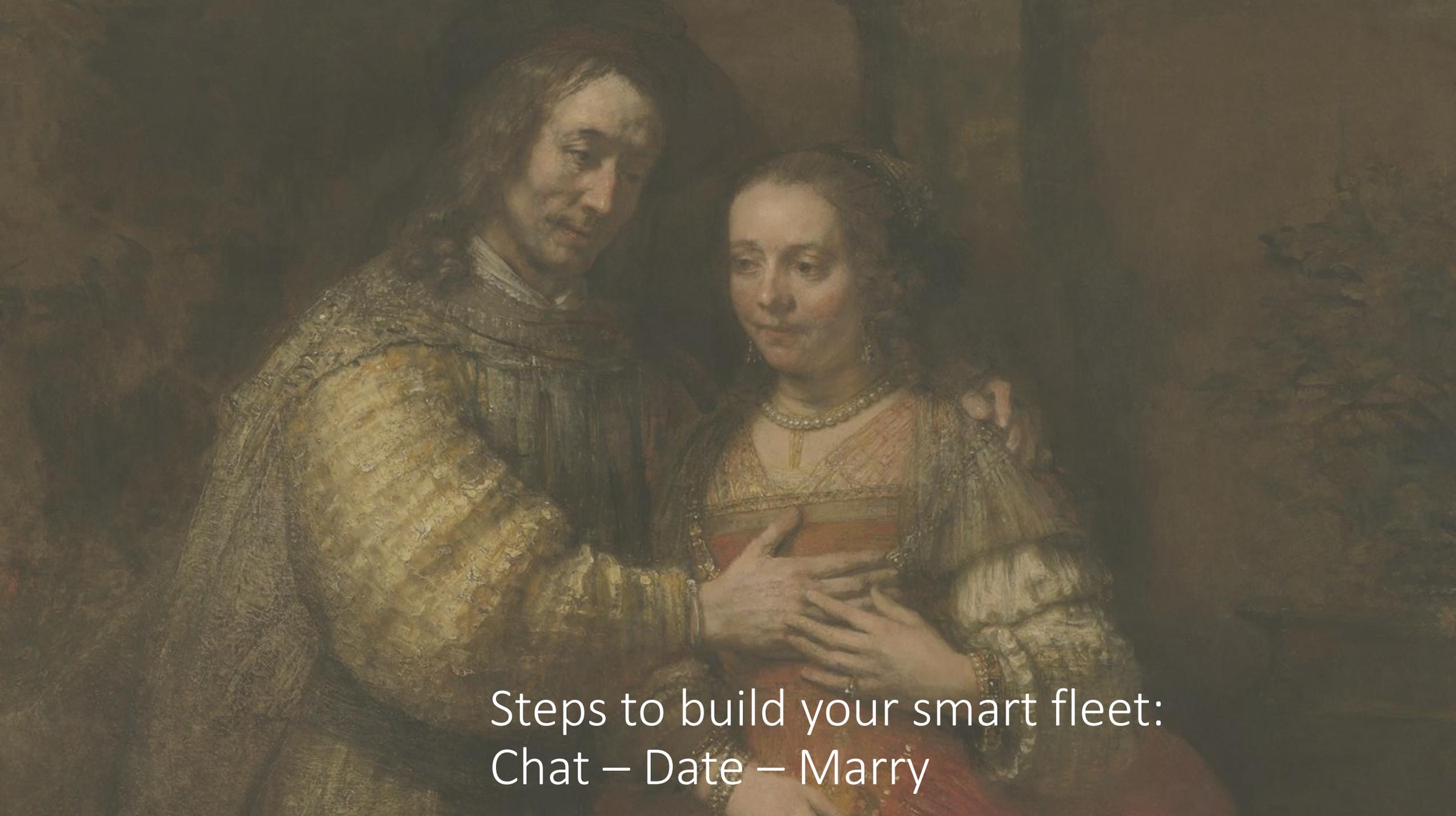


The background is a painting of a night sky, likely by Vincent van Gogh's 'Starry Night'. It features a dark, swirling blue sky filled with numerous bright, glowing stars and a prominent crescent moon. Below the horizon, a dark body of water reflects the vibrant colors and light of the sky above. The overall mood is serene and contemplative.

*Find your (new) north star by asking yourself the million dollar question:  
“What business do I want to be in?”*

Make the business model whole: create, distribute, and capture value





Steps to build your smart fleet:  
Chat – Date – Marry



# Steps to build your smart fleet:

## Discovery ('chat'):

- network events
- startup Monday
- startup safaris
- hackathon
- innovation challenge

## Collaboration ('date')

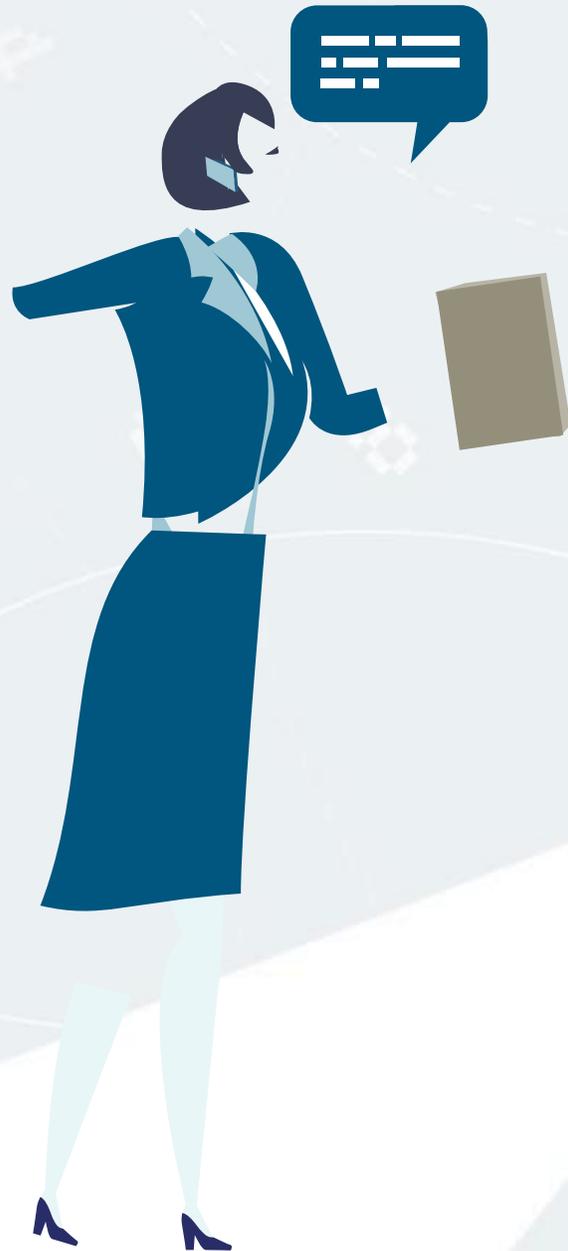
- buy from startups
- startup-as-a-service
- co-habitation

## Co-ownership ('marry'):

- accelerator
- joint venture
- equity investments
- non-equity investments
- acqui-hire
- M&A



Key take-away's



Start first thing tomorrow:

- Analyse your boat and the ocean
- Find your (new) true north star vision
- Seek partners for collaboration or help

*Deal with your changing customer, market and technology by creating an ecosystem of innovation, and accelerating growth through collaboration with startups*

*"We don't see things as they are.  
We see them as we are."*

Anaïs Nin



# Thank you

Follow me on LinkedIn & Twitter

Contact me: [yvonne.campfens@campfens.net](mailto:yvonne.campfens@campfens.net)

Or, come find me during the break today

