Create innovation in an ecosystem with startups

Yvonne Campfens
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“Seeing is believing”

https://www.linkedin.com/pulse/seeing-believing-yvonne-campfens/
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

- Preparation
- Discovery
- Analysis
- Writing
- Publication

(select journal only)
Startups (2007-2017) in 2018

- **Exist**: 92 (77%)
- **Taken over**:
- **Ceased**: 25 (21%)
Idea discovery / generate hypothesis

- KUDOS
- sci.AI
- IRIS.AI
- zapnito
- Linknovate
Conduct research

- ACADEMICLABS
- TriNetX
- labarchives
- labfolder
- Prolific
Disseminate results
Startups with one or more female founders

- 22 (22%)
- 77 (78%)
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
## Startup funding

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

<table>
<thead>
<tr>
<th>Startup</th>
<th>What do they do:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asana</td>
<td>PREPARATION</td>
</tr>
<tr>
<td>ResearchGate</td>
<td>PREPARATION / DISCOVERY / ANALYSIS / PUBLICATION</td>
</tr>
<tr>
<td>Doximity</td>
<td>PREPARATION</td>
</tr>
<tr>
<td>ScienceExchange</td>
<td>PREPARATION</td>
</tr>
<tr>
<td>Typeform</td>
<td>ANALYSIS</td>
</tr>
<tr>
<td>Import.io</td>
<td>ANALYSIS</td>
</tr>
<tr>
<td>Scientist.com</td>
<td>PREPARATION / DISCOVERY / ANALYSIS /</td>
</tr>
<tr>
<td>Yewno</td>
<td>DISCOVERY</td>
</tr>
<tr>
<td>Transcriptic</td>
<td>ANALYSIS</td>
</tr>
<tr>
<td>Benchling</td>
<td>PREPARATION / ANALYSIS</td>
</tr>
</tbody>
</table>
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
Traditional value chain and economic model are changing
The traditional value chain (publishing workflow) is unlikely to weather the storm
Workflow visual courtesy of Pao Yue-kong Library, The Hong Kong Polytechnic University
Digital technologies open the door for new business models and investors
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
- Trend MD
- Quartzy
Investors in independent startups are not just motivated by financial objectives.
Investors

Some of those invest in multiple startups and initiatives
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?

Hall 4
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
Or, come find me during the break today