TechnoPark / CIPS-Switzerland
1. Pitching to Procurement
2. Collaborating with Start-Ups to Ignite Innovation

6th February 2018
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2. Collaborating with Start-Ups to Ignite Innovation
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CIPS-Switzerland

- Local, but international English speaking purchasing network. Swiss branch of CIPS, the world’s largest purchasing association. It is a not for profit organization (charity status)

- CIPS-CH operates in Zurich-Zug, Basel and West Switzerland lead by voluntary group of passionate procurement professionals

- Team is focusing on organizing events and activities that:
  - activate workshops on specific topics
  - allow best practice and benchmark exchange
  - provide plenty of networking
  - connect private and public sector communities
  - support life learning principles

- CIPS-CH is committed to support local communities, diversity and sustainability topics in the both country and globally

6-Feb-2018, Collaborating with Start-Ups to Ignite Innovation
CIPS-Switzerland Committee

Zurich
John Everett

West Switzerland
Alex Sidorec
Matteo Consonni

Basel
Nicole Everett
Pauline King

Bill Young
Sheetal Amit Singh
Fabien Cuisinier-Raynal
Wouter Vroom
Chris Holmes

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Leading global excellence in procurement and supply
CIPS-Switzerland Mission

“By procurement professionals for the international procurement community of Switzerland”, John Everett, CIPS-Switzerland Chairperson

- Enhance and protect the standing of the profession
- Promote the sharing of best practices and insights
- Promote highest standards of integrity
- Foster networking between professionals in Switzerland

6-Feb-2018, Collaborating with Start-Ups to Ignite Innovation
## CIPS Switzerland Events

<table>
<thead>
<tr>
<th>Description</th>
<th>Overview</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of events</td>
<td>11</td>
<td>in Switzerland (2017)</td>
</tr>
<tr>
<td>Locations</td>
<td>5</td>
<td>Zurich, Basel, Lausanne, Geneva</td>
</tr>
<tr>
<td>Speakers</td>
<td>2-3</td>
<td>per event, privileging practitioners</td>
</tr>
<tr>
<td>Participation</td>
<td>40-100+</td>
<td>participants per event</td>
</tr>
<tr>
<td>Representation</td>
<td>20-60</td>
<td>Organizations per event</td>
</tr>
<tr>
<td>Audience relevance</td>
<td>junior to senior</td>
<td>healthy mix of the job profiles</td>
</tr>
<tr>
<td>Industries</td>
<td>all sectors</td>
<td>FMCG, Pharma, Chemicals etc.</td>
</tr>
<tr>
<td>Segments covered</td>
<td>Private business NGOs</td>
<td>Multi-national and mid-size International Organizations</td>
</tr>
<tr>
<td>Participation Fee</td>
<td>CIPS Members Non-Members</td>
<td>Free of charge Approx. CHF 25,-</td>
</tr>
</tbody>
</table>
CIPS Membership: 7 Reasons People Join Us

- Free entrance to 10+ CIPS-Switzerland events and entrance to other branch events around the world, connecting public and private sectors
- Access to international professional networking and leading best practice content, e.g. tools, knowledge and expert advice
- Monthly “Supply Management” magazine
- Discounts for several Swiss based conferences, workshops and courses
- CIPS is the leading voice of the procurement and supply profession with a global community of over 103,000 members in 150 countries
- Opportunity to gain internationally recognized Chartered and Certified membership for continuous career development
- CIPS takes leading positions on ethics, modern slavery, sustainability

6-Feb-2018, Collaborating with Start-Ups to Ignite Innovation
Your are in great company tonight:

55 different Enterprises!

- Dow Chemical
- Vee2oo
- Freelance
- Barry Callebaut Group
- TechnoPark
- Randstad
- EscherTec
- Cimpress
- Swiss Re
- Coning Inc
- Unilever
- 4Quart
- Aspaa Algorithmic...

- Hitachi Zosen Inova
- Sidel
- La Prairie
- SIG Combibloc Procurement AG
- Vistaprint Schweiz
- SIX Group
- Xorlab
- SPECS
- Amcor
- SR Techniks
- Mondelez
- Enzian Ship Management

6-Feb-2018, Collaborating with Start-Ups to Ignite Innovation
Lots of procurement professionals here tonight
AGENDA

17.30 - Event registration and refreshments

18.00 - Event start and introduction

18.10 Four rounds with different start-up firms
   - Start up presentation
   - Buyer panel Q&A with the start-up, and
   - Audience Q&A with the start-up

19.30 Break-out groups brainstorming learnings, challenges and
    opportunities whilst enjoying wine, beer together

21.00 Event Close
Four start-ups will be pitching to the procurement and entrepreneur audience:

- **www.Veezoo.com**
  AI that answers plain English questions about a company's data with visualizations. Veezoo understands your data and simply gets you the answer you need in seconds, just like a conversation.

- **www.Aspaara.com**
  From your company's data we derive objective insights that you need to make faster and more appropriate decisions. Precise predictive decisions enable you to automate processes, reducing failure rates while increasing efficiency.

- **www.greenTEG.com**
  A compact, non-invasive solution for continuous and accurate core body temperature measurement

- **www.4Quant.com**
  to utilize the latest Big Data and Deep Learning technology to extract meaningful, actionable information from images and videos
Outline of Discussion

Benefits & business case
- ID the opportunity/problem
- Start-up should create need in other departments
- Be clear on audience and message
- Demonstrate business case
- Cost
  - +Value-add
  - +How customer business will improve
- Metrics
  - Bottom-line (savings)
  - Top-line (growth)
- Specialist focal point
- Customization is the strength

Methodology & tools
- Educate me / what do you do?
- How much time investment
- Hosting workshops
- Break paradigm of breaking in (i.e., Pilot)
- Innovation from Supplier (Prototyping)
- Early involvement
- Case studies (stories)
- Out of the Box model
- Go / No Go Org
- Prototype

Facilitation
- Patient money
  - Savings < 12 month
  - Growth > 1 year
- New agreements
  - 60 pages – old
  - One page – new
- Startup GoToMarket
  - Mindset @Company
  - Success stories (customers?)
  - Value-add, i.e. Workshop
- Flexible payment terms / WC of start-up / cash-flow

Challenges
- How to get an opportunity
- Don’t look as “Risk”
- Don’t be “ENGULFED” by a monster competitor
Procurement processes in big organizations are designed for standardized products and services bought from large suppliers with resources and culture that are equivalent to their own. Their processes can be standardized, risk-averse, admin-intensive and slow; and ill-suited to finding novel solutions and dealing with small, agile suppliers.

How can large organizations adapt their approach in order to find innovative solutions in a fast-evolving supply market?

First and foremost,
Precisely define the:
1. Opportunity,
2. Audience (stakeholders), and

Then, when the business case is clear,
Engagement is facilitated by:
1. Aligning cultures: agility; adaptability; comfort-zone challenge; proactive procurement; staff changes & new talent
2. Methodology and tools: engagement model; prototypes & pilots; program gateways (go/no-go); case studies; workshops; early involvement;
3. Operational facilitation: patient money; flexible contracts; realistic cashflow and payment terms; risk management (e.g., fast-fail)
Thank You!