

# **BUSINESS IMPROVEMENT CHALLENGE**

The Dayton region's startup ecosystem is growing and is filled with several talented young companies. The Business Improvement Challenge is a one week program designed to address your toughest corporate problems by applying startup talent to find solutions that will yield bottom line returns for your company. We facilitate the program and vet startups for quality, strategic fit, and shared mission to ensure compatibility with your organization and efficient use of your time.

## **STRENGTHS OF STARTUPS**

- Creativity and entrepreneurial spirit
- Passion to drive projects from conception to completion



## **WHY WORK WITH THEM?**

- Foster an entrepreneurial mindset in your company
- Gain insight into growing industry trends
- Explore new technologies and business approaches



Join us in making meaningful business partnerships between established corporations and startups to find solutions to tough problems, while growing the startup ecosystem and propelling Dayton's economy.

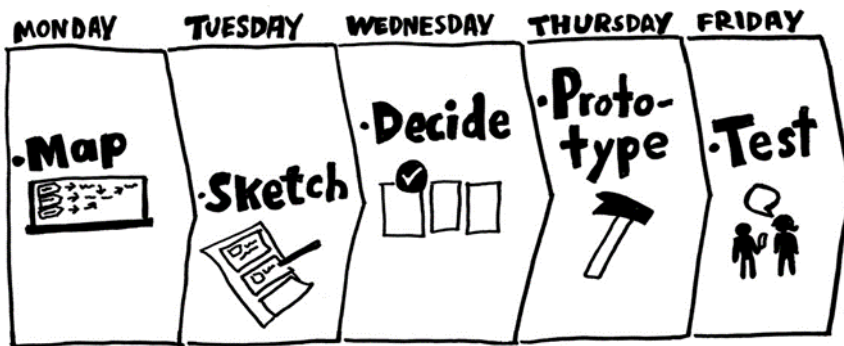
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## THE SPRINT PROCESS:



**OUTLINE:** Prior to the week we will work with you to outline a critical business challenge. Based on your challenge area, we will gather a group of relevant startups to add value to the problem solving process.

**MAP:** Teams will complete facilitated sprint activities to map out your challenge and identify one specific target, as well as outline goals and define success.

**SKETCH:** The team will create a portfolio of solutions to your challenge by having each member come up with an array of "rough draft" solutions.

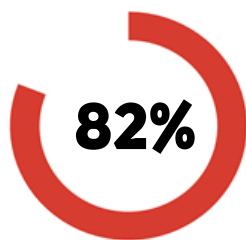
**DECIDE:** Next, team members will vote for the parts of each solution they like and decide which ideas to move forward.

**PROTOTYPE:** The team will then create realistic prototypes that are just a facade of the finished products, but allow others to get a feel for the solutions.

**TEST:** Lastly, the team will test their prototypes in small focus groups to gain clarity on next steps.

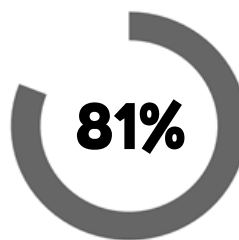
## Corporate Trends in Fostering a Creative Culture

More and more companies value interactions with startups:



82% of corporations view interactions with startups as 'somewhat important' to 'very important'

The State of Startup/Corporate Collaboration 2016, survey of 112 corporate leaders



81% of business executives say incorporating qualities of startups into the workplace is a key factor in creating an innovative culture

2016 GE Global Innovation Barometer

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