

# AI INNOVATION PROGRAM

## PREVIOUS PROGRAM PARTNERS:

Atos

BMW  
GROUP



ROLLS-ROYCE  
MOTOR CARS LTD

大成 DENTONS

MERCK

LIEBHERR

VATTENFALL



SAMSUNG



SAP

SIXT

EVONIK



As an **open innovation incubator** our goal is to enable meaningful co-creation. We bridge the gap between established companies and a dynamic global ecosystem of innovators including startups, researchers, and industry experts. We enable both sides to leverage their strengths and create relevant and impactful (business) innovation.



**22 000+**  
INNOVATORS



**160**  
UNIVERSITIES &  
RESEARCH  
INSTITUTIONS



**78**  
COUNTRIES



Our **innovation programs** are tailored to specific industries and topics - based on our ecosystems and expertise.

In collaboration with our partner companies, we identify fields of innovation or specific challenges and convert them into tangible open innovation projects.





Within a 6-month framework, our program partners benefit from our profound knowledge in open innovation. Tailored to the unique needs of each partner, we scout and empower the right innovators and solutions.

1

## DEFINE

We help identify your company's needs and goals and set them up as an open innovation project.

2

## IDENTIFY

We scout and engage the right innovators from our ecosystem that provide innovative solutions.

3

## VALIDATE

Together, we screen and validate the most promising solutions for your business.

4

## IMPLEMENT

We support both our corporate partner and selected innovators to ensure they can co-create and implement the solution.

## POTENTIAL OUTCOMES

Our success stories with industry-leading companies like Fraport, SAP, Samsung, BMW or GE include outcomes like:



**PROCESS &  
PRODUCT  
INNOVATION**



**NEW  
BUSINESS  
MODELS**



**TECH &  
RESEARCH  
TRANSFER**



**CONCEPTS &  
STRATEGIES**



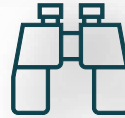
**INVESTMENTS  
& VENTURE  
CLIENT**



## WHAT YOU GET



**Accelerate your innovation cycle:** leverage external knowledge to build business streams; enhance sustainability or reduce time to market.



**Access state-of-the-art expertise and technology:** Individual scouting to create top-notch solutions for your company.



**Enhance market position:** By being at the forefront of innovation, containing a competitive edge and possibly enter new markets or sectors.



**PR & Positioning** as global pioneer in your industry



**Cost Efficiency:** save money by using external capacities & expertise in addition to your in-house innovation team.



**Network** with stakeholders from politics and science in a protected space within the program

## WHAT WE NEED



Contribute a jointly defined innovation field or challenge



If promising solutions were found and pre-selected, provide capacities for co-creation as needed



Coverage of a ticket fee for your participation



With a track record featuring partnerships with leading companies Fraport, SAP, Samsung, BMW, General Electric and more, we focus on delivering results that make a difference. Take a look at the KPIs from last year as well as selected challenges and success stories from previous projects.

**+4 Mio**  
SOCIAL MEDIA  
REACH

**+1800**  
PARTICIPATING  
INNOVATORS

**31**  
COUNTRIES



**JOYFUL DIVERSITY WITH AI**

**CHALLENGE**

The challenge is to accelerate the cultural transformation at the BMW Group & drive the mind-set shift in society - with the integration of intelligent AI solutions.

**HIGHLIGHT OUTCOME**

Together with the winning team, BMW the team implemented an internal Web App to refine job postings with language that resonates with women and addressing diversity.



**ACCELERATING CYBER INTELLIGENCE**

**CHALLENGE**

Fraport was looking for solutions that address security vulnerabilities in cyberattacks. The solution should automatically collect information on security vulnerabilities and indicators of compromise (IoC) and bundle various sources, databases and scanning programmes in an all-in-one tool.

**HIGHLIGHT OUTCOME**

Fraport has selected a start-up from Tokyo and decided to work together. They have already signed a long-term annual contract to implement and further scale the technology.



**A PERSONALIZED PENSION GUIDE WITH AI**

**CHALLENGE**

APG aimed to use generative AI, like ChatGPT, to demystify the pension system and provide personalized, understandable, and relevant retirement planning information to individuals.

**HIGHLIGHT OUTCOME**

The winning solution streamlines pension planning by using a chatbot and input templates to provide personalized, comprehensible pension scenarios, incorporating sentiment analysis. apg signed a cooperation agreement with the winning team two weeks after the end of the challenge to implement the solution.



**NEXT LEVEL BANKING WITH GPT**

**CHALLENGE**

Sparkasse Bremen seeks to leverage GPT-4 to enhance the customer journey in financial services, with a focus on customer service and marketing.

**HIGHLIGHT OUTCOME**

Together with the winning team, Sparkasse Bremen is implementing an AI-driven chatbot to enhance customer consultations by offering personalized advice and providing flexibility in interaction.