

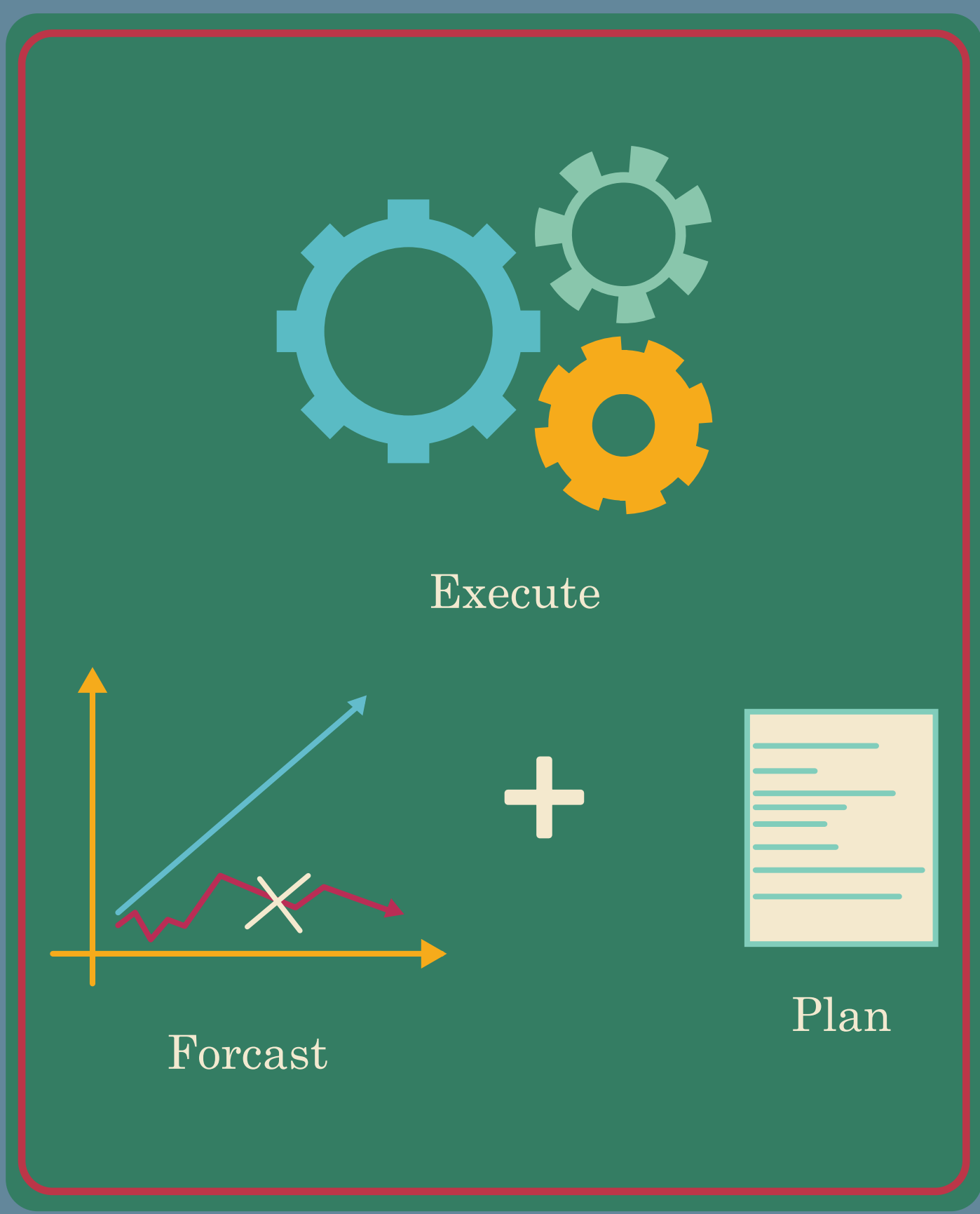
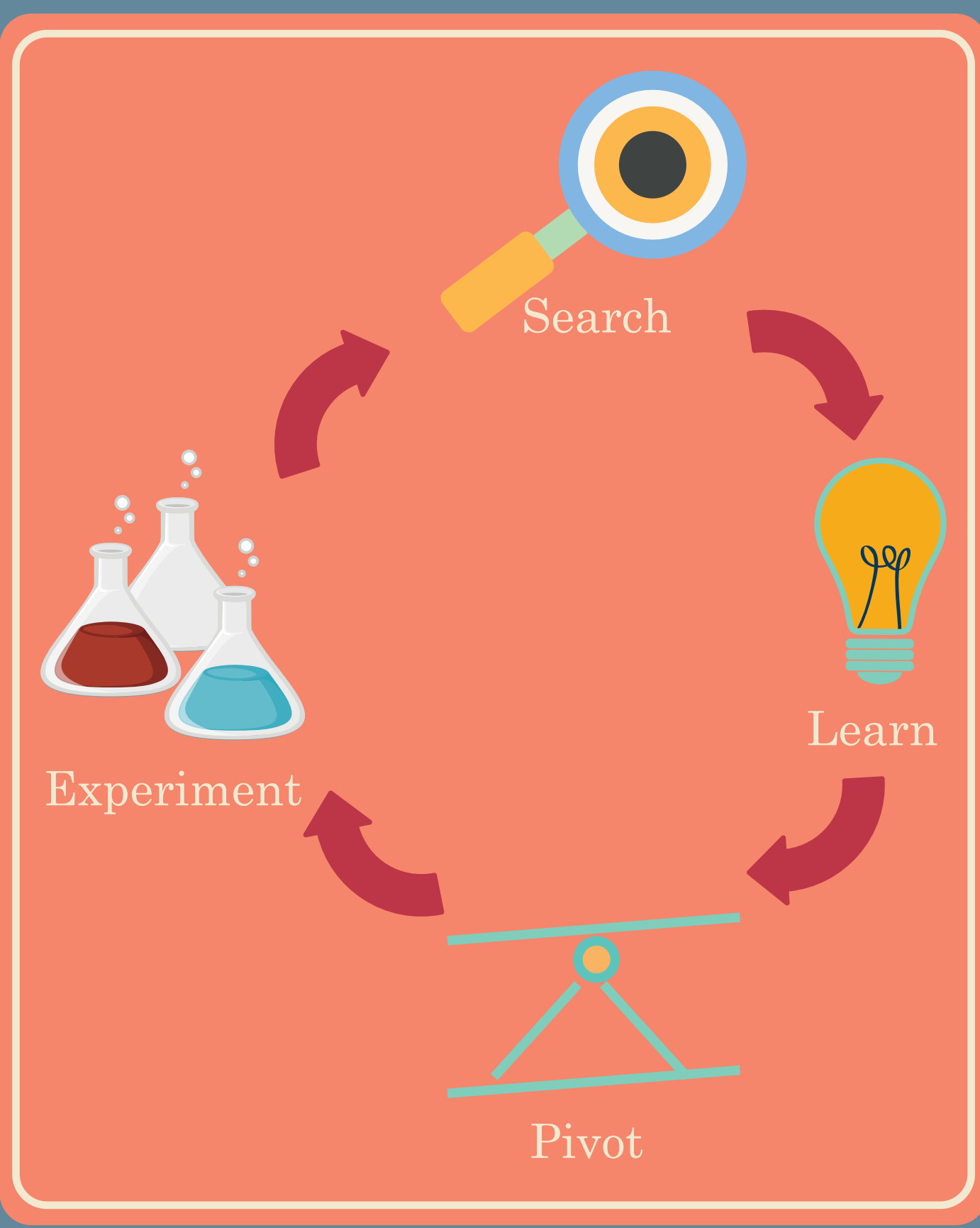
BIGGIE SMALLS

what can startups and corporates learn from one other?



Newly created organisation designed to grow fast and often **SEARCH** for a scalable business model.

Permanent organisation designed to **EXECUTE** a repeatable and scalable business model.



90% + of all startups fail within the first 18 months. **55%** of Fortune 500 companies from 10 years ago still thrive today.

What are they doing now?

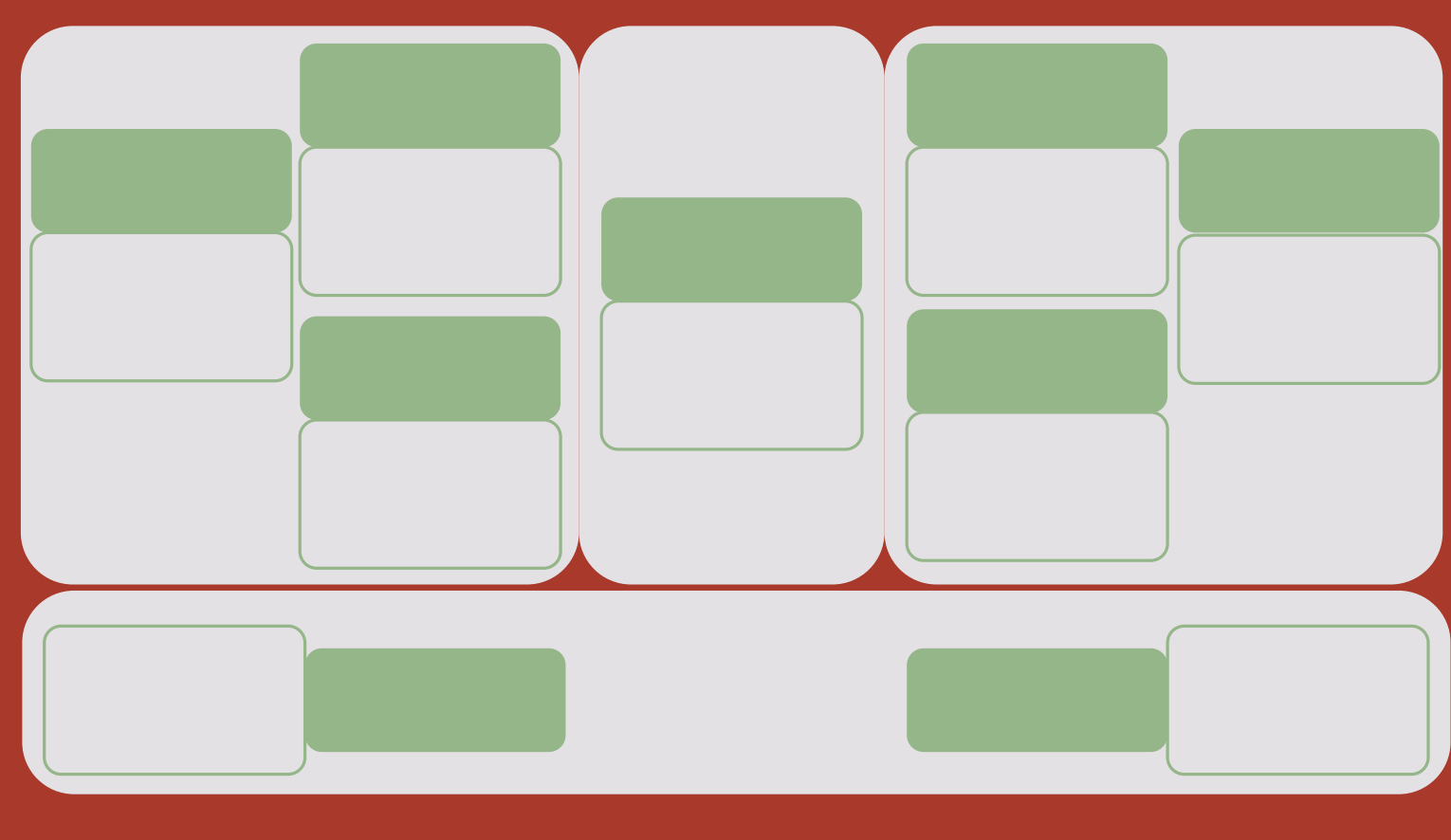


Fostering innovation



Sustaining business

Business model canvas



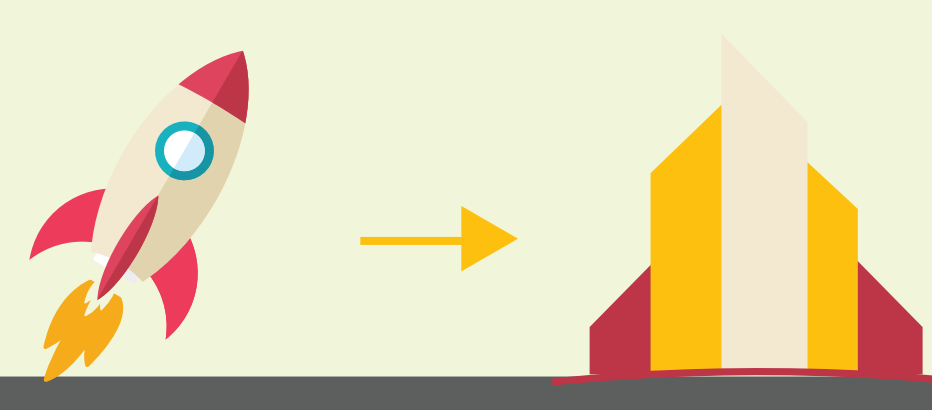
Invent & Transform

Business plan

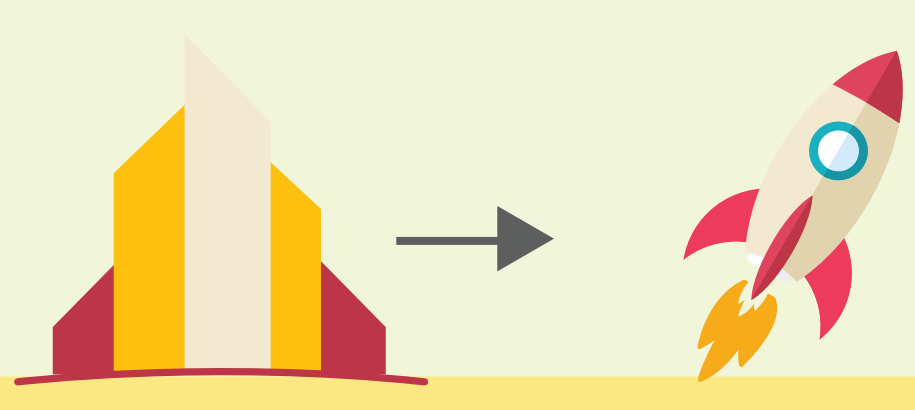


Improve

What can they learn from one another?



- 1 Deviate from market niches & imitation
- 2 Understand the benefits of organisational design
- 3 Learn good management practices for mitigating risk
- 4 Have a financial strategy & long term plan
- 5 Centralise only those functions that best serve the whole business
- 6 Don't give up, pivot instead
- 7 Balance autocracy with creative leadership



- 1 Innovate by design not by exception
- 2 Champion flexibility in process and with people
- 3 Take more risks and embrace uncertainty
- 4 Focus on purpose & passion
- 5 Learn to harness network effects
- 6 Balance efficiency with adaptivity
- 7 Be more transparent in decision making

Startups and Corporates can come together to build new products and services and new ventures that couldn't happen otherwise. All organisations can learn to focus on five overlapping areas: purpose, people, product, profit and process.*

*inspired by Aaron Dignan



Sources: <https://medium.com/the-year-of-the-looking-glass/start-ups-versus-big-companies-275800e78e5f>, <http://steveblank.com/category/big-companies-versus-startups-durant-versus-sloan/>, http://www.forbes.com/fic/welcome_nyx.shtml, <http://mashable.com/2013/02/01/why-startups-fail/>, <https://medium.com/the-year-of-the-looking-glass/start-ups-versus-big-companies-275800e78e5f>, <http://www.forbes.com/sites/chunkamui/2014/06/24/3-reasons-why-large-companies-should-can-and-do-out-innovate-start-ups/2/>, <https://medium.com/@aaron dignan/the-operating-model-that-is-eating-the-world-d9a3b82a5885>