Power Up: UK business
Collaborate to boost UK growth
There is a big opportunity for corporates and scaleups to form mutually beneficial partnerships, which have the potential to boost productivity and competitiveness.

At the moment scaleups tend to opt for self-sufficiency as they attempt to grow. Of our scaleup community, 55 per cent indicated that they are self-sufficient and do not plan to seek support to access foreign markets.

However, there is a huge opportunity for more collaboration as the scaleups that we surveyed acknowledged that collaboration with corporates had significant benefits. Scaleups identified a number of benefits for collaboration, including: access to networks, funding, and commercial expertise. These benefits are important for ambitious scaleups.

There are many means of collaboration and there are various collaboration models you could adopt to meet specific objectives is crucial. Explore the partnership; choosing the appropriate type to support to access foreign markets.

To do list:
- Corporates should seek to collaborate with aspiring scaleups who can complement their capabilities and help stimulate the innovation that they are unable to achieve on their own.
- Corporates should streamline the processes that early-stage businesses are subjected to during procurement to make it easier, cheaper and therefore more appealing for young businesses to work with them.
- Aspiring scaleups should target partnerships with corporates who share their vision, can help them develop their offering and are able to connect them to bigger consumer networks.

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<table>
<thead>
<tr>
<th>Collaboration Style</th>
<th>Defined Outcome</th>
<th>Reality check</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO-DEVELOPMENT</td>
<td>product that is jointly owned</td>
<td>Best for: developing a usable prototype and compete against each other to solve a challenge in return for prizes.</td>
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<tr>
<td>ECOSYSTEM ORCHESTRATOR</td>
<td>a socially valuable challenge, better meet the challenge is a popular one that many people want to support and corporate is given space and freedom in delivery.</td>
<td>Best for: startups who are looking for strategic advantage, scaleups benefit from access to networks and also from credibility by association.</td>
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<tr>
<td>HACKATHON (OR CHALLENGE PRIZE)</td>
<td>big organisation uses its network and scaleups to source a sustainable solution to solve a big challenge or inform a business model appropriately</td>
<td>Best for: small bets, and early stage businesses who have a viable proposition and are looking to scale up.</td>
</tr>
<tr>
<td>ACCELERATOR</td>
<td>seed funding and intensive mentoring and training for startups that are essential to deliver successfully</td>
<td>Best for: startups with a clear market proposition and are looking to scale up.</td>
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<tr>
<td>CORPORATION VENTURE CAPITAL</td>
<td>product that is jointly owned</td>
<td>Best for: startups with a clear market proposition and are looking to scale up.</td>
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<tr>
<td>ACQUISITION</td>
<td>gives the aspiring scaleup access to a wider market and small businesses wish to scale up – this allows corporates to keep their own identity and operating style and maximize their value.</td>
<td>Best for: small businesses can get lost in a big company unless they receive top level sponsorship.</td>
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<td>BIG CORPORATE COLLABORATION</td>
<td>big corporate uses its network and scaleups to source a sustainable solution to solve a big challenge or inform a business model appropriately</td>
<td>Best for: startups with a clear market proposition and are looking to scale up.</td>
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<tr>
<td>SUPPLY CHAIN COLLABORATION</td>
<td>access to networks and smaller businesses wishing to scale their market presence</td>
<td>Best for: small bets, and early stage businesses who have a viable proposition and are looking to scale up.</td>
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ACCELERATOR:
What is the deal? Startups have short times to achieve defined outcomes. Intensive mentoring and training for clients.
Best for: scaleups who can complement their business and skill development with a high growth potential and strong market proposition.
Reality check: start-ups with a clear market proposition and are looking to scale up.

ACQUISITION:
What is the deal? Scaleups need access to the market and scaleup acquires a controlling stake in the business. Scaleups are able to partner with minimal constraints associated with the investment.
Best for: startups with a clear market proposition and are looking to scale up.
Reality check: small businesses can get lost in a big company unless they receive top level sponsorship.

ACCELERATOR:
What is the deal? Scaleups need access to the market and scaleup acquires a controlling stake in the business. Scaleups are able to partner with minimal constraints associated with the investment.
Best for: startups with a clear market proposition and are looking to scale up.
Reality check: scaleups offering obligations, culture or identities are typically not selected on the impact of collaboration.