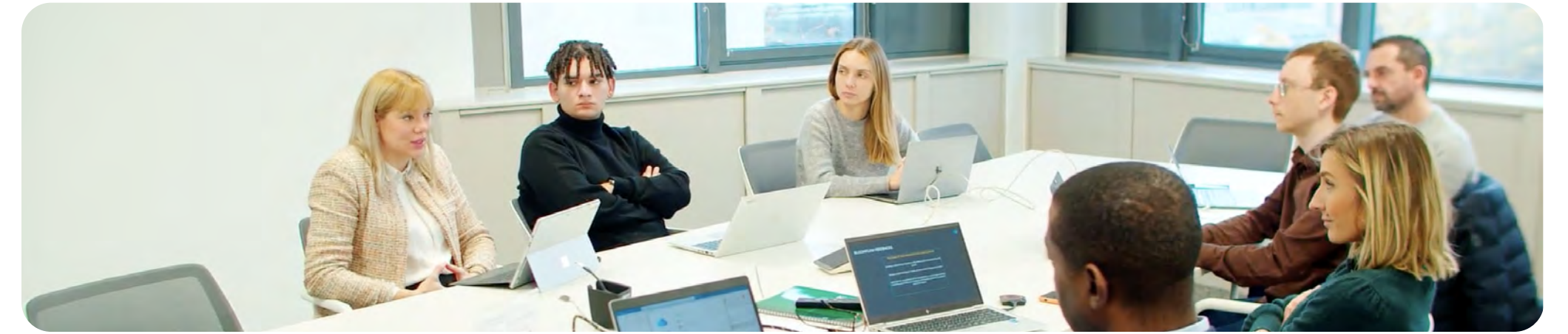




How Capgemini Ventures Empowers Innovation Through Startup Ecosystems

[Watch the video](#)





Sector Consulting	Teams Startup Catalyst	Employees 370,000	Headquarters Paris, France
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Capgemini uses innovation as a pathway to sustainable growth and a better way of working and living. **As part of their open innovation strategy, Capgemini Ventures co-creates with external partners to deliver genuine business impact.**

Today's market dynamics present a critical opportunity for business leaders to revisit their strategies. Capgemini believes that many of these solutions will come from disruptive startups. This is supported by their joint research with MIT which found that 44% of firms state that startups will be a top-3 innovation source for them by 2025.

In response, Capgemini Ventures launched Startup Catalyst to identify, qualify and create value-adding partnerships with startups at speed. These solutions are subsequently recommended to clients through their go-to-market offerings or deployed internally to enhance Capgemini capabilities.

Innovation at Capgemini



The Challenge

Capgemini recognized that startup ecosystems require different ways of working when compared to their larger tech partners. **They also faced the challenge of managing the breadth of external collaboration across the group.** Startups are continuously identified and assessed in response to specific industry needs. This happens both at a global level and locally, through a network of Startup Ecosystem leaders.

The Need

They therefore needed a solution that would enable a methodological approach to sharing intelligence across the group. It also needed to be extensible enough to evolve with the growing ambitions and scale of their innovation efforts.



Capgemini Ventures has a dual role of Corporate Venture and open innovation arm of the group when it comes to startup ecosystems. Our operating model aimed at building on collective intelligence, involving our experts for startup qualification, and enabling selected partnership requires adequate processes and proper tool enablement.



Lucia Sinapi-Thomas

Capgemini Ventures Managing Director

Paris, France

The Challenge



The Solution

Capgemini chose Bloomflow as a partner, internally branded as **Rocket Station**. It serves as a single source of truth for all startup-related activities across the group and is accessible to all Capgemini employees worldwide.

Startups are added onto the platform from the scouting phase and managed via portfolios which are organized by strategic industry and portfolio offering. This makes it easier to match them up with the business challenges and opportunities faced by their clients or internal departments. **In 2022 alone, more than 1,000 startups from 36 countries were uploaded and tracked on their Bloomflow platform.**

1000+
startups tracked on their
Bloomflow platform

The Solution



Having the possibility to manage our innovation and startup screening approaches on a project basis helps to structure activities. With Bloomflow, the results are easier to access and digest.



Daniel Garschagen
Startup Ecosystem Leader
at Capgemini Ventures
📍 Bavaria, Germany



Now I can map startup ecosystems faster. My team and I were looking for an innovative AI startup, and within a few clicks I was able to find qualified technology partners on our Bloomflow platform to supplement my local scouting efforts.



Maria Messina
Startup Ecosystem Leader
at Capgemini Ventures
📍 Milan, Italy



Rocket Station helps keep track of all startups we discover that are worth monitoring. I often use it to scout new solutions for Capgemini Brazil and always find interesting options from all over the world. Furthermore, Rocket Station's connection to Salesforce makes updating KPIs simpler.



Maria Clara Montanhez
Consultant of Innovation Solutions,
Applied Innovation Exchange at
Capgemini Ventures
📍 São Paulo, Brazil

Team Reviews



The Solution

Capgemini's ecosystem design activities are also enabled by the platform through the portfolio and project features. **This allows Capgemini teams to map out emerging ecosystems more quickly and advise clients on the most promising startups they should be aware of.**

A recent example of Startup Catalyst's scouting activities was addressing problem areas within the new space domain alongside Capgemini Engineering. "This has resulted in us identifying 17 European-based startups who are now being onboarded as collaboration partners," says Darren. **"Some of these are already helping us provide new capabilities to our new space clients."**

The Solution

Ecosystems
enabled through
Bloomflow
functionalities



The Results

Capgemini teams can now easily harness the latest trends, startups, and insights from around the world.

In 2022 alone, more than 1000 startups were identified and tracked on their Bloomflow platform. And their platform continues to evolve as features are enabled to support their evolving scope.

The continued rollout of Bloomflow makes it easier than ever to access and deploy new solutions within the group. As new users continue to join, the value brought by Bloomflow has only increased over time.

According to Darren, “I’m confident that the continued growth and evolution of Startup Catalyst will be underpinned by Bloomflow for years to come.”

The Results



Rocket Station is not only a central hub for innovation intelligence sharing within Capgemini, but also is continually evolving into a streamlined platform for managing innovation projects and in the process, contributing to speed of innovation and breaking innovation silos.



Rakesh Avadhanula

Product Manager at Capgemini Ventures

📍 Hyderabad, India



After three years working with Bloomflow, I can say that our relationship is much more than a success story between vendor and client. It's a success case of a large corporation and startup working together.



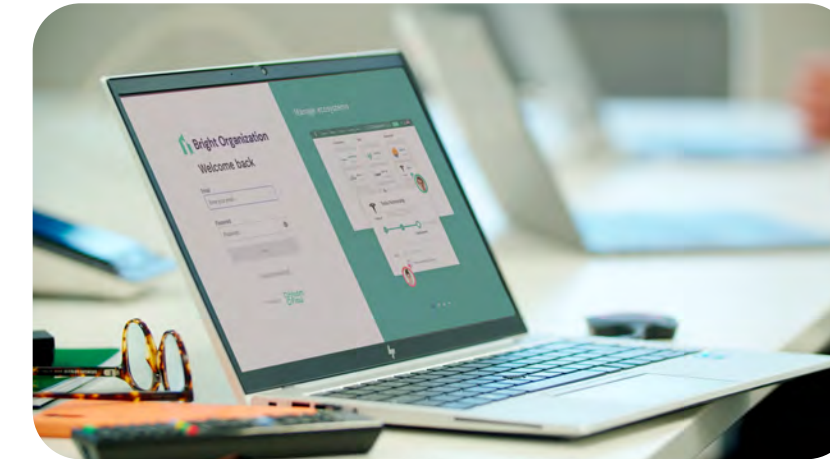
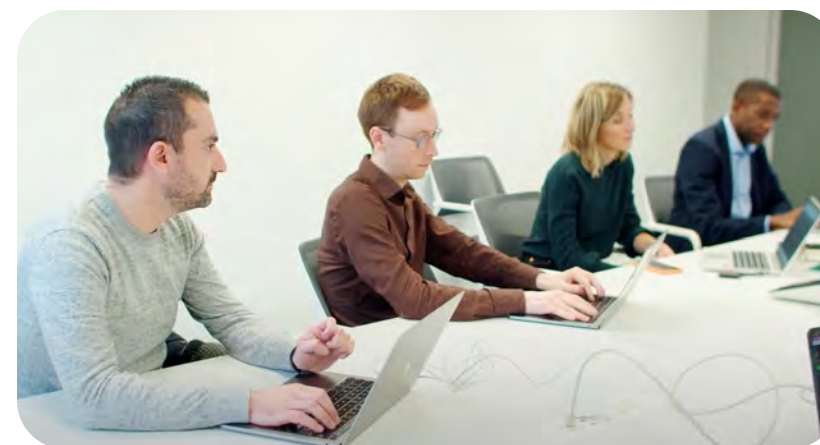
Ana Paula Esteves
Business Director at Capgemini Ventures
Paris, France

Evolving functionalities

to support the growing ambitions of Capgemini Startup Catalyst

+60%

users joined the platform in 2022

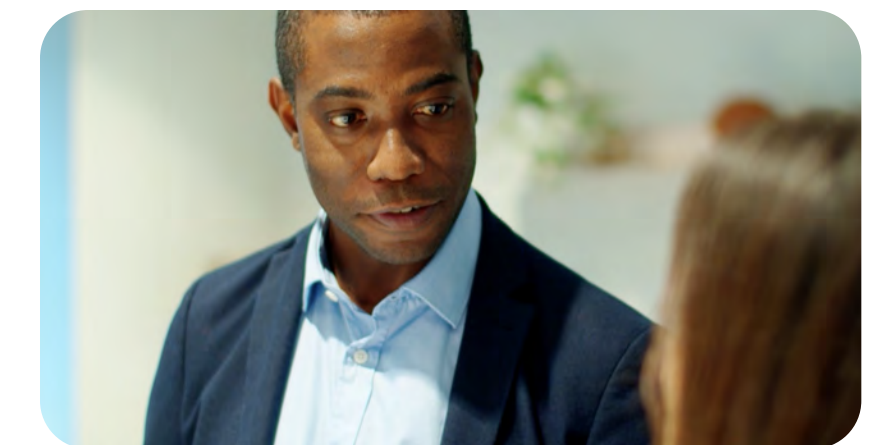


Ecosystems enabled

through Bloomflow functionalities

1000+ Startups

tracked in 2022

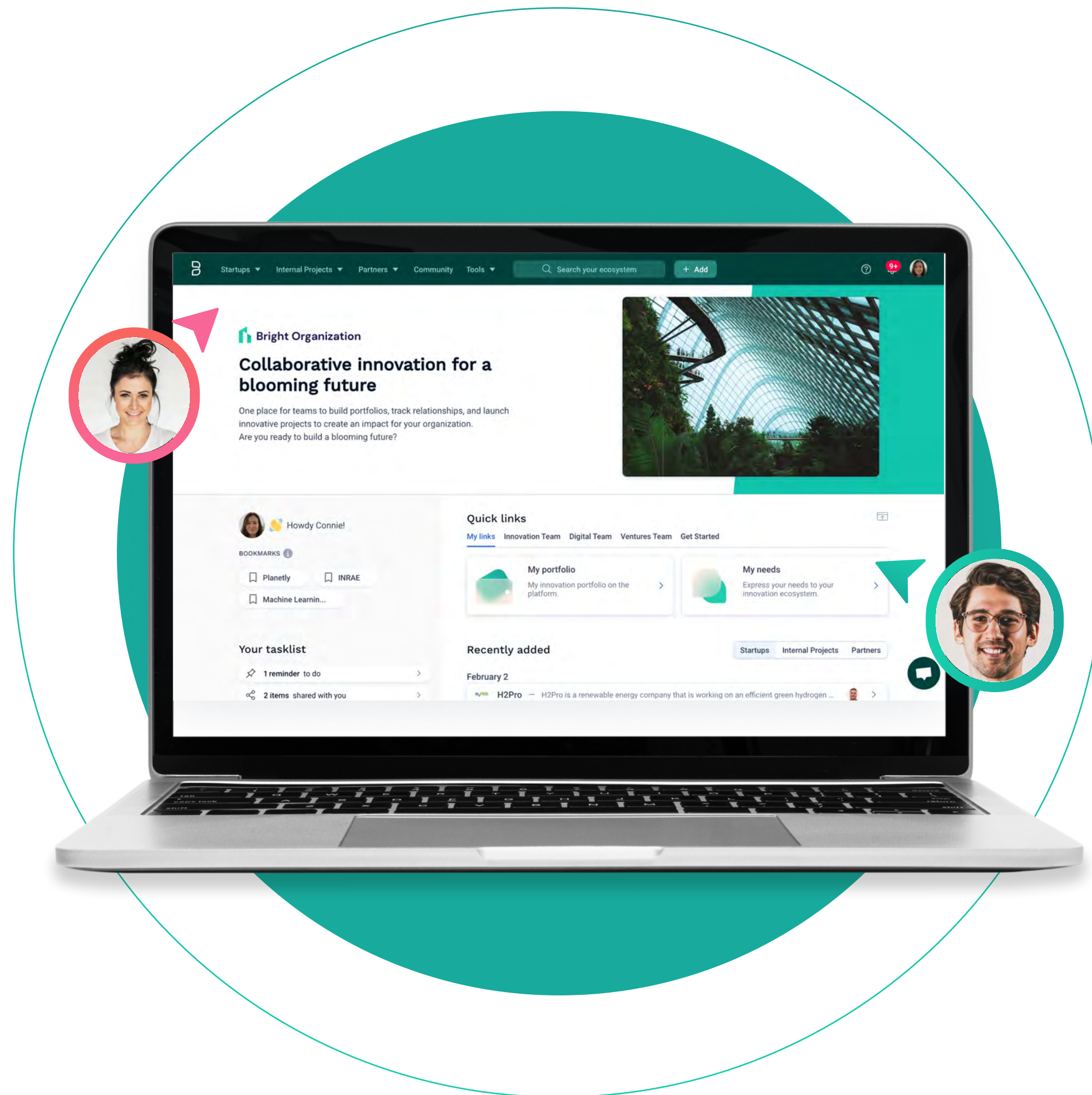


The Results

About Us

Bloomflow is an innovation management platform to accelerate your innovation time-to-market. Fully leverage ecosystems through a central platform to streamline activities, diffuse knowledge, and gain time.

Talk to an expert



The SaaS platform is used by 60+ organizations across 90 countries. It has been used to qualify more than 30k innovation partners as well as launch and monitor more than 5k projects.

It has been used to qualify more than 30k innovation partners as well as launch and monitor more than 5k projects. The solution has been deployed across industries in organizations such as HSBC, Nestle, L'Oréal, Capgemini, Bayer, Heineken, and more.