

Start-ups in Corporates: best of two worlds

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1886, Stuttgart, Germany

Between Steam Engine and Electricity



BOSCH

2017, Stuttgart, Germany

Between Digitalization and Artificial Intelligence

disruption

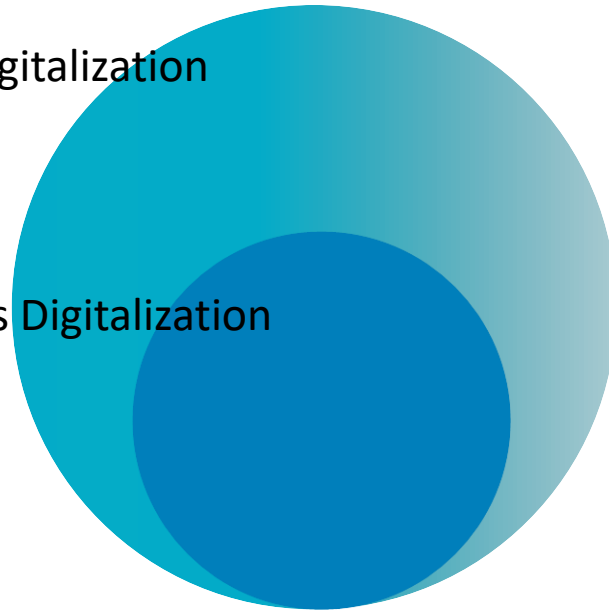
grow Digitalization

Driver

Apply data and intelligence to give the customer what he needs before he wants it.

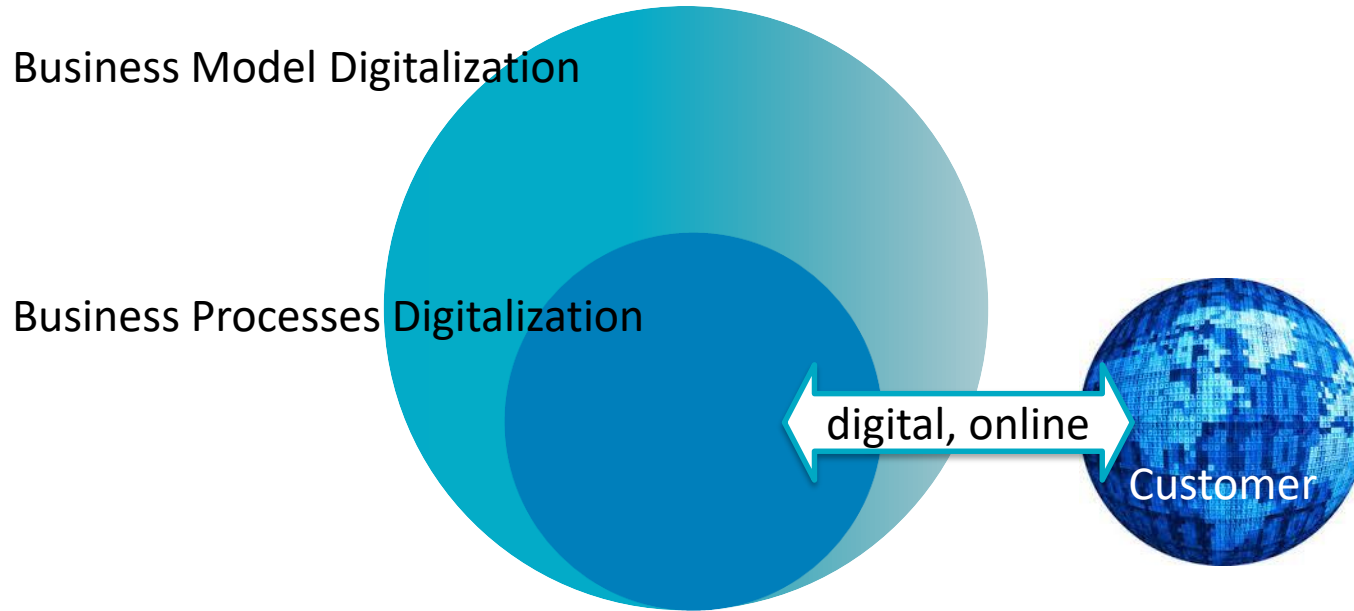
Business Model Digitalization

Business Processes Digitalization



grow Digitalization Challenge

External fulfilment process needs to be integrated with internal creation process.



grow Digitalization

3 Challenges for Controlling

Apply data and intelligence to give the customer what he needs before he wants it.
Enable efficiency and effectiveness despite increasing dynamics and complexity.

3. Business Model Digitalization

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Control Digital Business

2. Business Processes Digitalization

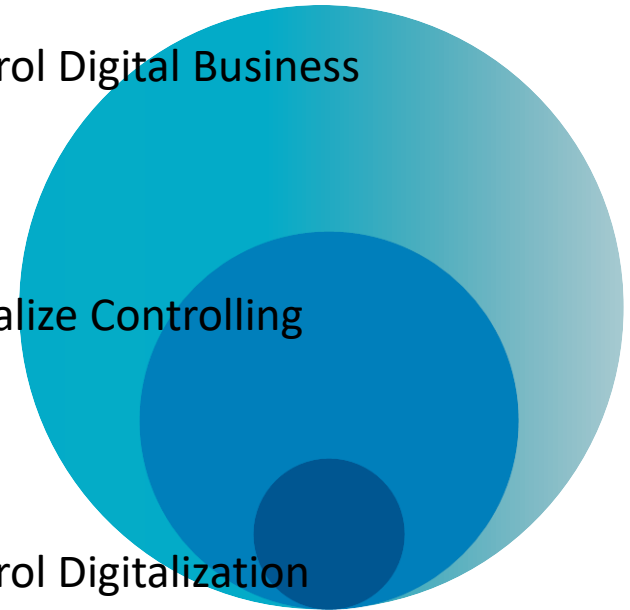
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Digitalize Controlling

1. Digital Transformation Management

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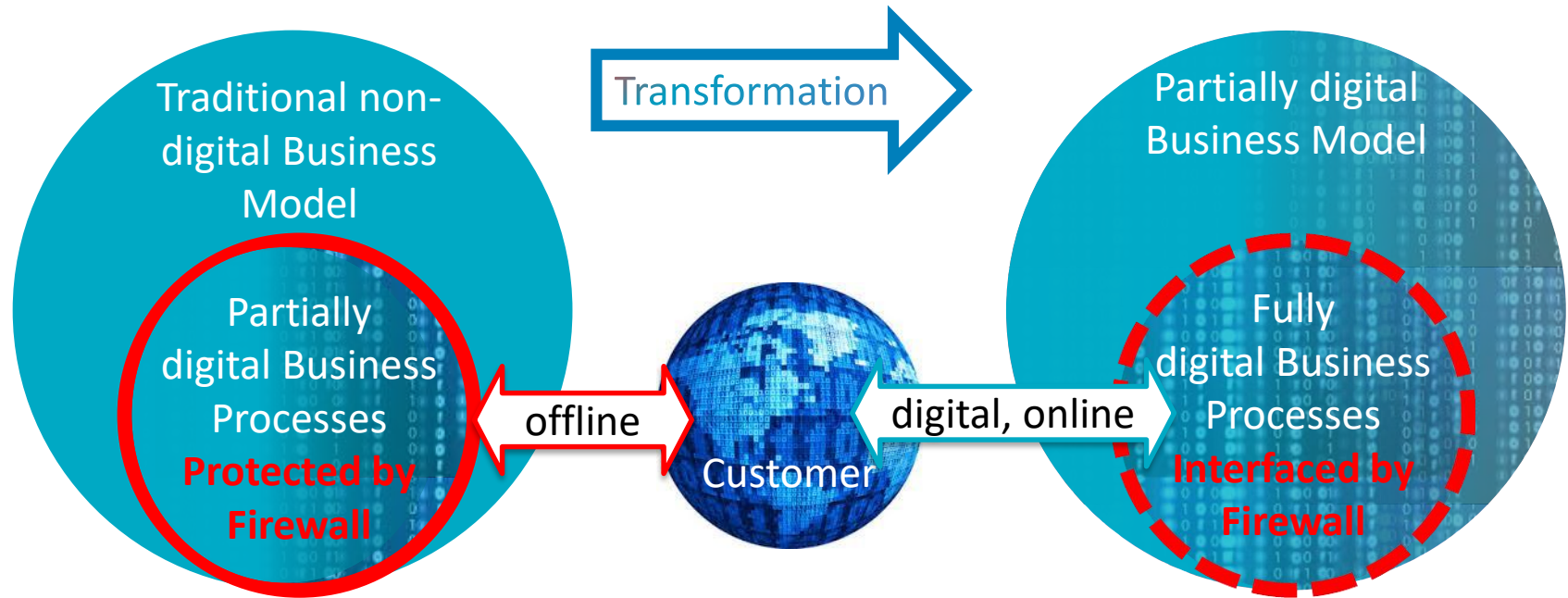
Control Digitalization



grow Digitalization

Challenge of Transformation

Provide direct, bidirectional data transfer to internal processes at full security.

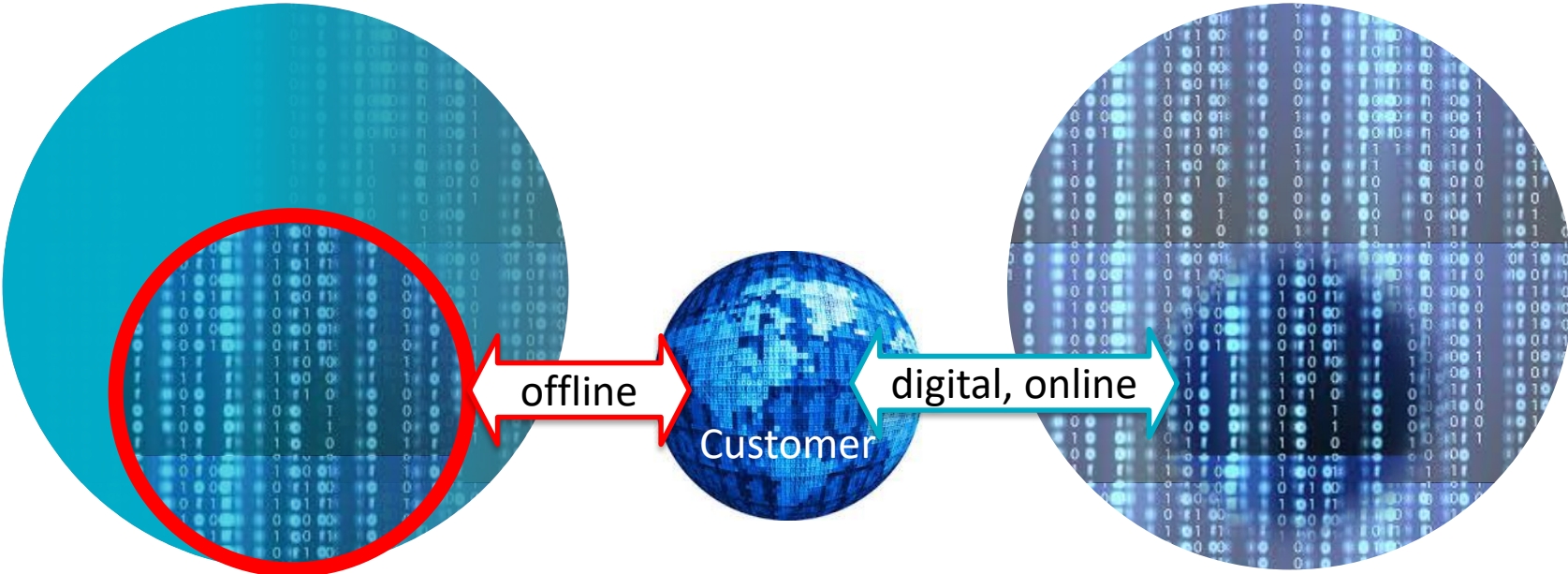


grow Disadvantage

Traditional

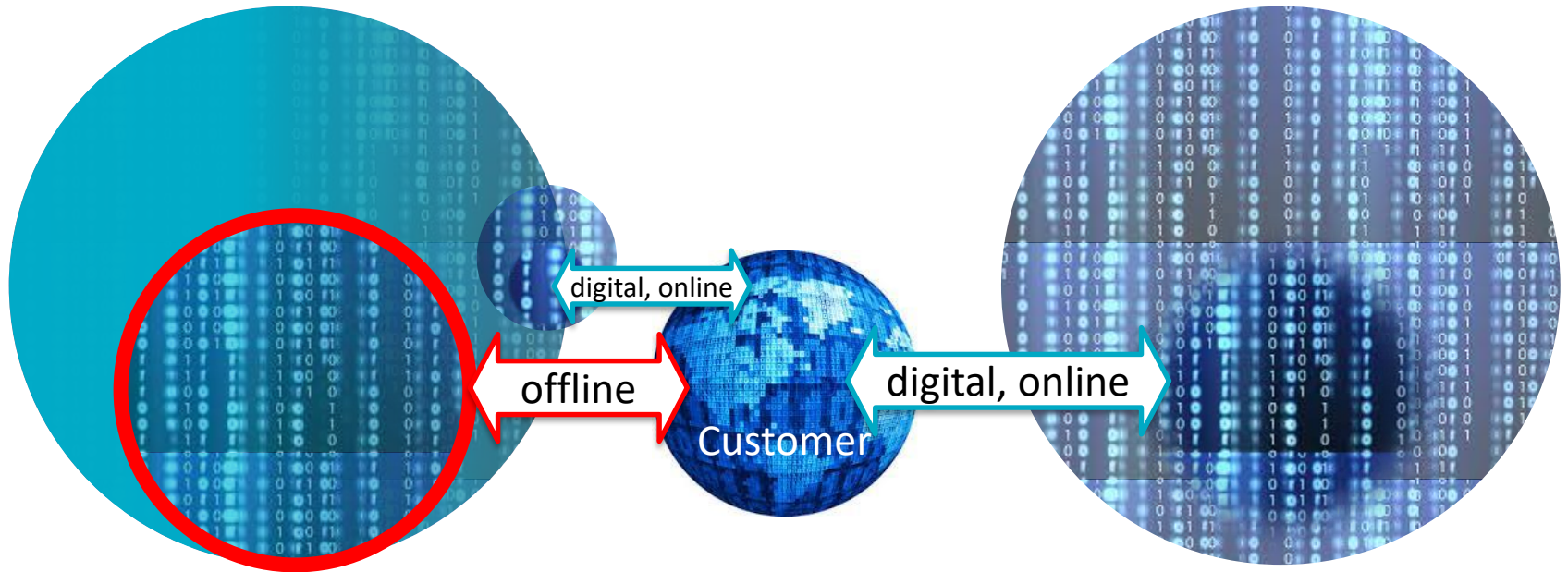
vs.

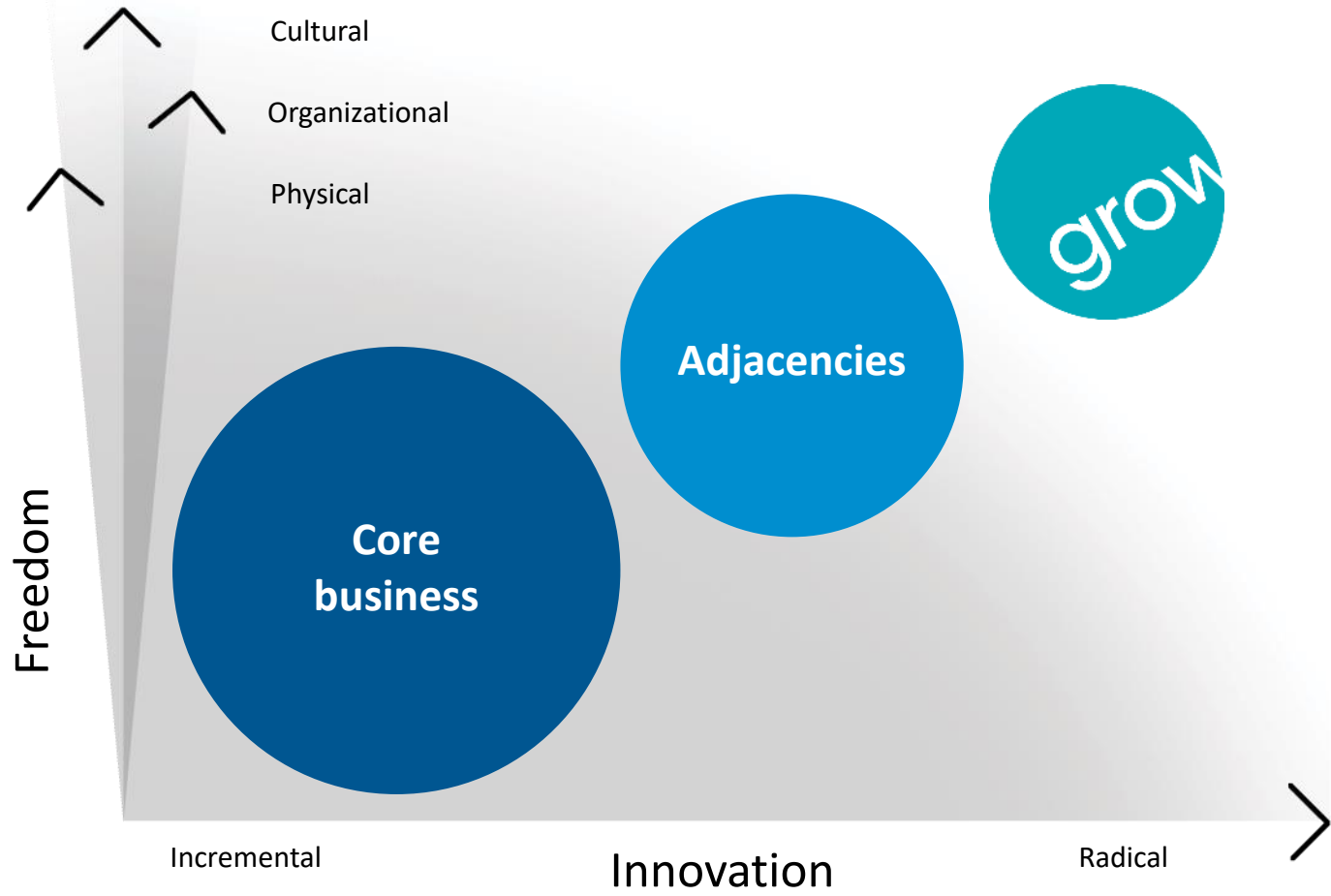
Born digital



grow Platform

Provide space to experiment



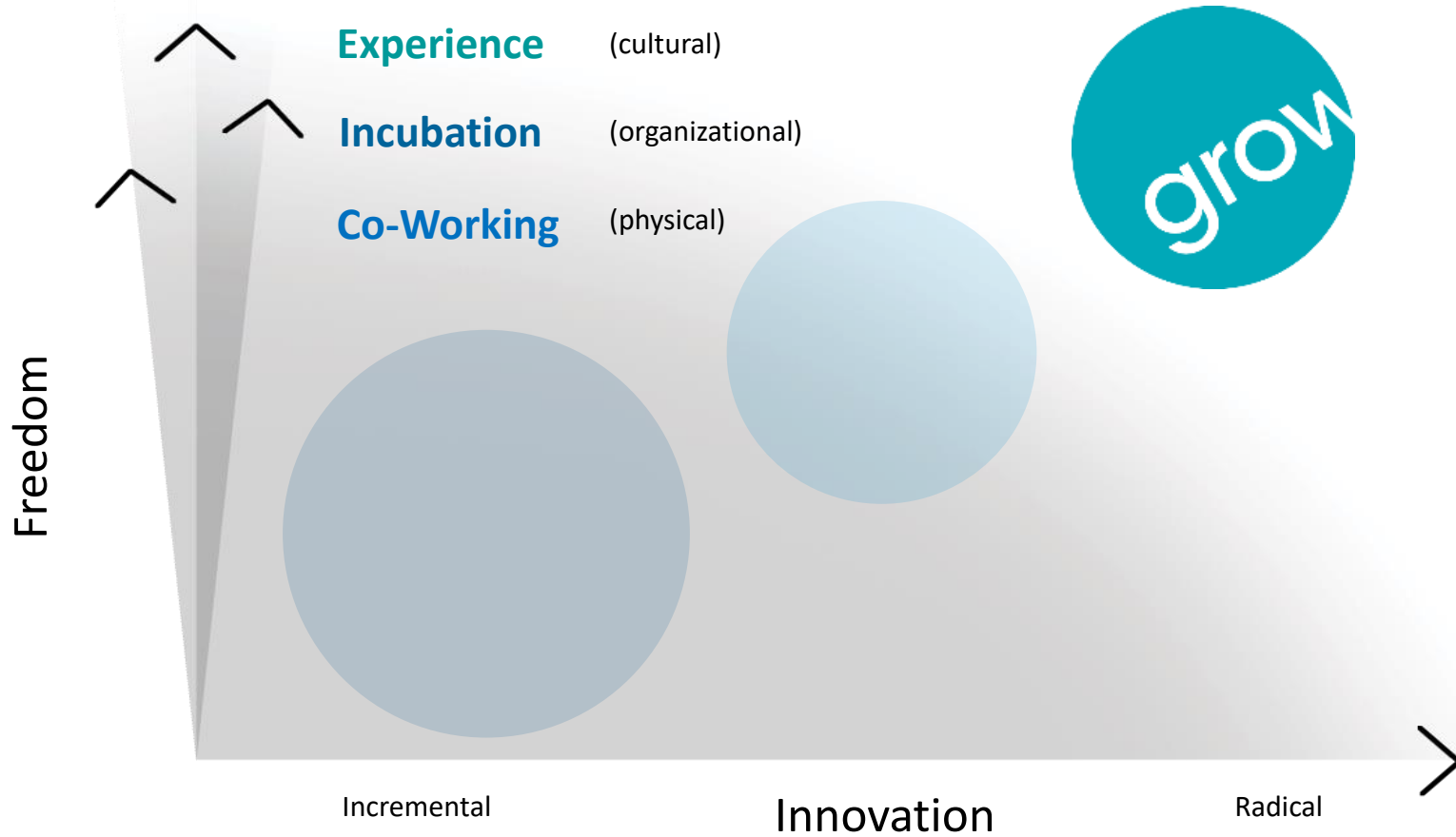




is Heimat
for radical ideas

grow Platform

What





Experience

learn, share, inspire



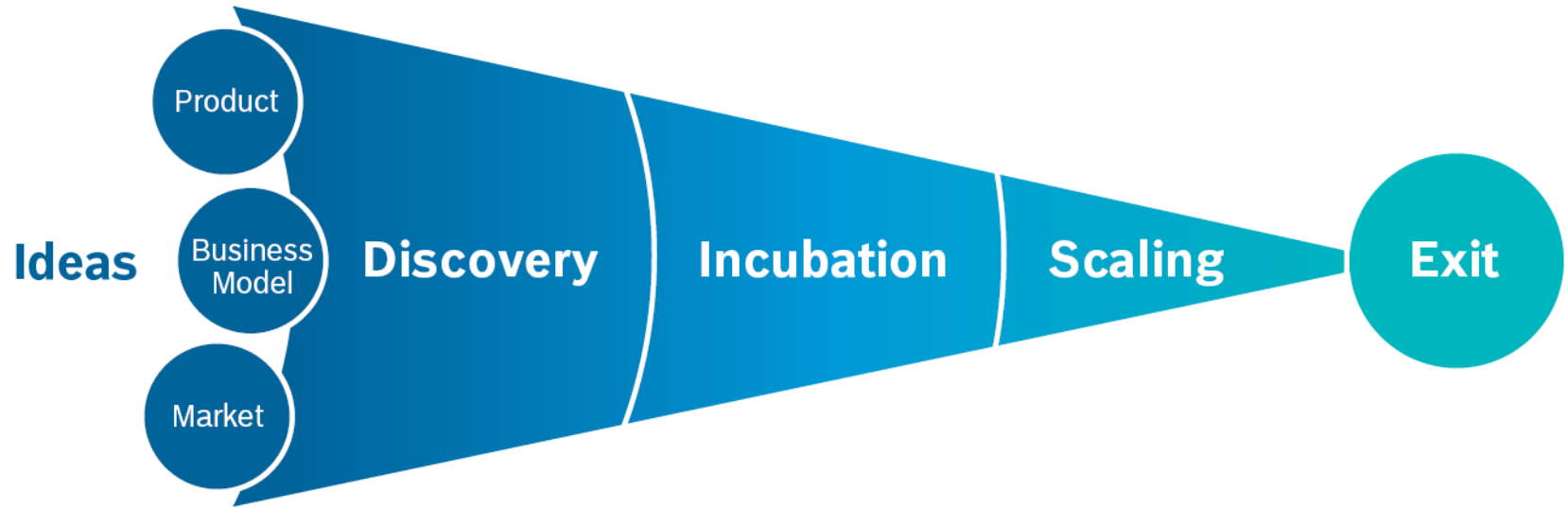
Co-working

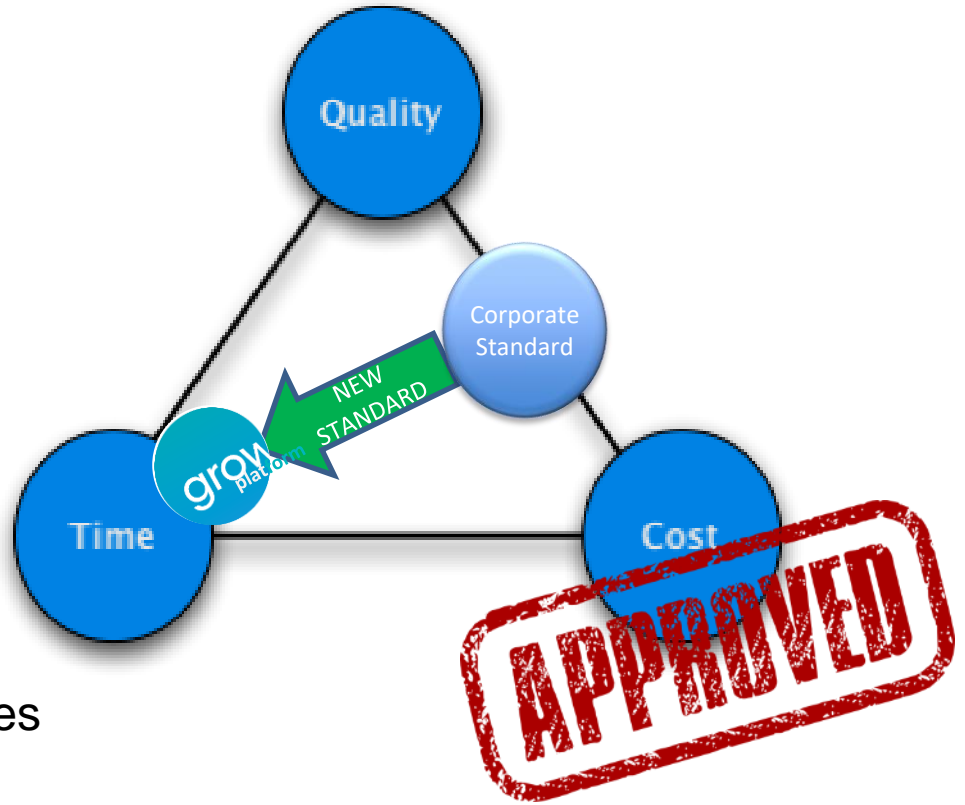
state of the art infrastructure and services



Incubation

fund and lead innovation teams





Lean, fast, flexible processes for

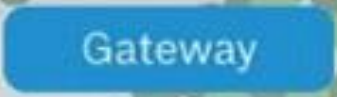
- purchasing material and services
- personnel acquisition
- shipment and invoicing
- branding, marketing
- facility management
- full service for co-working

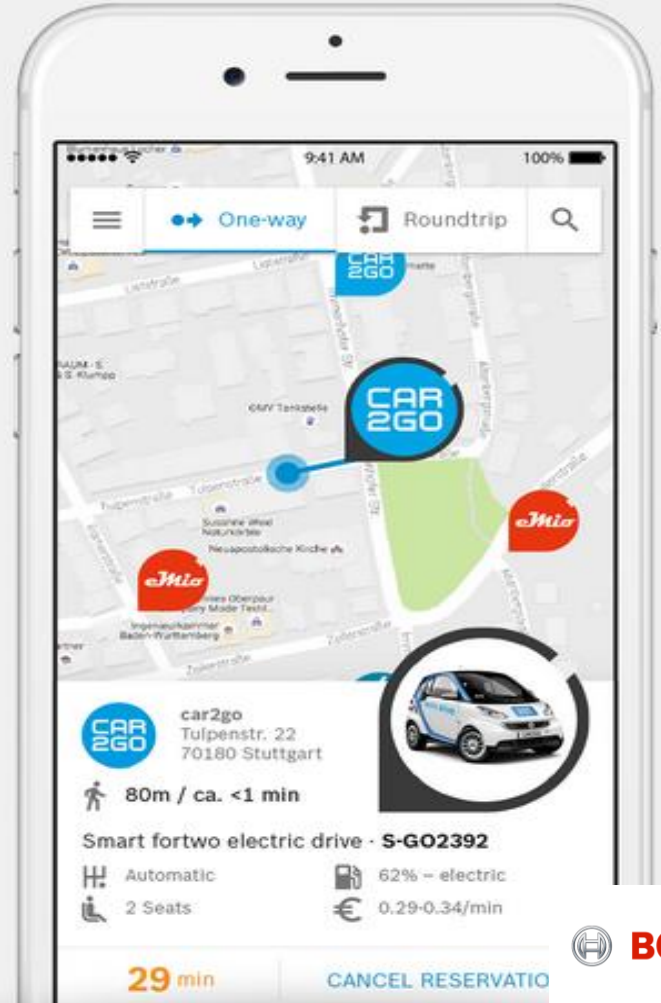
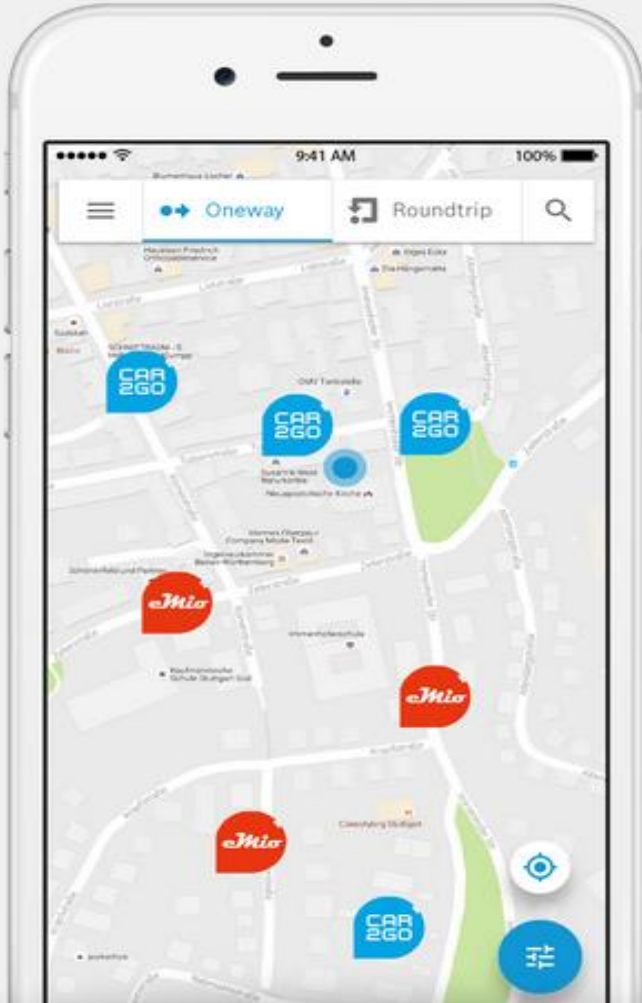


ZENOWAY®



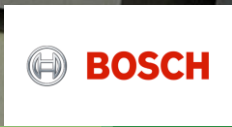
DEEPFIELD CONNECT

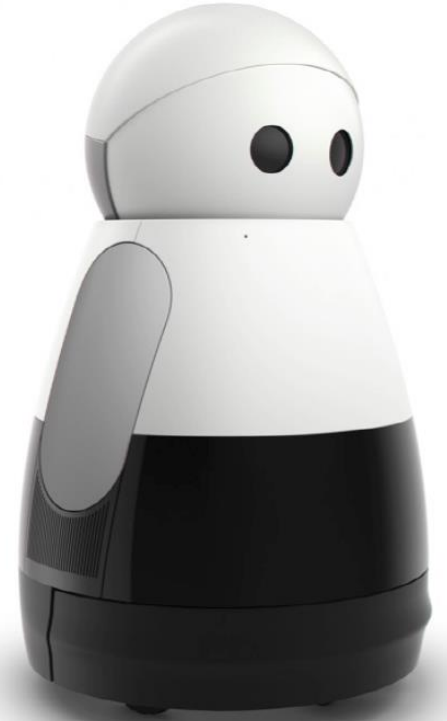




CERIX CERAMIC INNOVATIONS AND MORE

WBG 420 C
UNDER 1300-250





Thank you

Peter Guse

Robert Bosch Start-up GmbH

