

TECHBRIDGE + INDUSTRY LEADERS

Your company wants to be nimble in its innovation efforts by quickly and easily identifying and influencing new relevant technologies.

But with thousands of startups vying for attention, it is challenging to meaningfully and efficiently assess their merits. And even for the most promising startups, significant operational barriers can prevent large organizations from effectively engaging small, innovative companies.

Fraunhofer TechBridge offers a proven open innovation and technology validation platform for industry partners to overcome these challenges. Our method maximizes exposure to emerging technologies aligned with industry interests, while eliminating the IP and contracting barriers that can prevent meaningful engagement with such startups. Furthermore, our expert-led, highly targeted validation projects quickly de-risk potential partnerships, technologies, investments, and acquisitions.

Our Process:

- **Design:** After working with you to identify an area of strategic interest to your organization, we perform background research, refine the topic, and formulate a Request for Applications (RFA) to startups.
- **Search:** Leveraging our network of over 1000 academic, government, innovation, and industry channels, we identify and invite teams through both general and targeted outreach. Typically 50 – 75 apply.
- **Select:** Through several rounds of in-depth analysis by Fraunhofer domain experts, we work with you to select winner(s) based on technical merit, business strategy, team, and fit.
- **Accelerate:** Experts at Fraunhofer work with you to design and implement validation studies to perform real-world tests that quantifiably assess the merit of these emergent technologies.

The Result:

- Engage in a low-risk corporate open innovation strategy
- Identify opportunities for disruptive growth
- Validate and de-risk potential technical partnerships
- Gain sole access to technical overviews of the technology and market of interest
- Influence the development of technologies of strategic interest
- Obtain actionable data and project results from an independent third party to guide decision-making

CONTACT US:

Start making the TechBridge method work for your company's innovation needs. techbridge@cse.fraunhofer.org | cse.fraunhofer.org/techbridge