



Companies Less Scary

Team upStart, LLCTM

Keeping Innovation and Entrepreneurship Alive Even In Tough Economic Times By Spending Really Tiny Amounts of Capital, Giving Teams Virtually No Time, Focusing on Entrepreneurial Talent Development – and Using All This To Make Collaborative Innovation With Other Companies

Less Scary

The Need for upStart

Capital is scarce and risk-averse

Innovation program longevity is too short

Open innovation is often seen as risky, confusing and hard to engage

Open innovation causes corporate sea-sickness



Lessons from History

alphaWorks: border-crossing

Extreme Blue: talent focus

IXC: intentions matter

YCombinator: entrepreneurship



upStart Approach

Small teams

Short timeframe

Micro-investment

Live-work environment

Experienced mentors

Open innovation, market
immersion, rapid prototyping



Use upStart to:

Empower employees

Build an innovation program that lasts

Reduce project risk

Attract and retain entrepreneurial talent

Act fast on emerging business opportunities



Portrait of an upStart

Tom Blackmon

Best Buy Geek Squad District Field
Manager

Has a dream – revolutionize
vocational education

Family agreed to give him up for
10 weeks to pursue his dream





upStart Today

Successful First Year In USA

Best Buy – anchor client

Four test teams

Nine upStarts trained

One new line of business – Best Buy Studio

One pitch to venture



upStart 2009

Moved to Bay Area from LA

Goal: three companies running upStart seasons

Target: February-April Season, June-August Season

upStart is a great way to keep innovation alive in hard times

upStart projects make open innovation a practical reality

