



START ATTRACTOR

Open Innovation for Companies

From challenge to pilot with a faster, governed, KPI-driven approach

We believe open innovation works when priorities are clear, governance is built in and pilot decisions are based on evidence.

Start Attractor helps companies move from challenge to pilot with a faster, KPI-driven and execution-oriented approach.

Open Innovation connects corporate teams with startups and research capabilities through a goal-driven challenge-to-pilot path.

Open Innovation is built for measurable execution, not generic scouting.

What we deliver

Challenge scoping: clarify needs and technology identification to address them.

Scouting and shortlist: identify startups and research capabilities matched to the brief.

Evaluation session: structured review moments, selection criteria and decision logic.

Pilot activation: set owners, milestones, KPIs and governance for execution.

How it works: challenge → pilot

Discover: clarify priorities, constraints and the feasible path.

Design: define the brief, KPIs and selection criteria.

Curate: connection with the most relevant partners.

Execute: launch the pilot with cadence, owners and milestones.

Decide: conclude with a scale, stop or iterate memo.

How it starts

Kickoff (30-45 min): context, challenge framing, constraints and KPI logic.

Proposal path: governance, checkpoints, outputs and suggested collaboration format.

To speed up matching, share: priority area, timeline, constraints and stakeholders.



Is this generic innovation consulting?

No. It is a structured challenge-to-pilot path designed for companies that need faster partner selection, stronger pilot governance and measurable outputs.



START ATTRACTOR

What you achieve

Faster access to the right partners and decision-makers

Clearer pilot pathways from need to execution

Higher-signal visibility on scale-or-stop choices

Stronger bridges between research and industry

Corporate

Pilot & Partnership

Run a pilot with success metrics

Build a partner pipeline

Priority access to relevant capabilities

Pick the outcome you need—we'll tailor challenge framing, scouting, evaluation and follow-up to activate a concrete collaboration

Governance built-in

NDA-ready discovery

Selection criteria

Structured checkpoints

Decision memo and risk visibility

and that's not all.....

Open innovation can also connect with learning or capability-building paths when internal adoption is needed to support pilot execution.

Engagement framework

Challenge framing sprint · Scouting & shortlist · Evaluation sessions · Pilot activation

Governance setup · KPI logic · Scale / stop / iterate memo



Request a call

Tell us your context, constraints and timeline - we will suggest the best path and expected outputs.

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startattractor.eu/open-innovation/