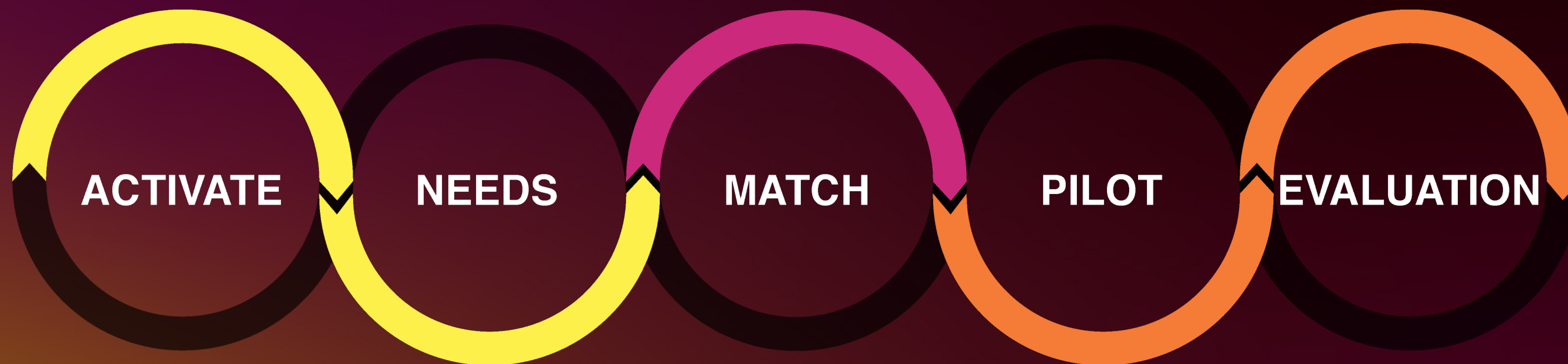# Quick reference guide to the Ignite Sweden method

We have developed a unique method that has led to over 230+ commercial collaborations since 2017.

The goal of our matchmakings is to help corporates:

Increase growth

Make them more sustainable

Give competitive advantages

IGNITE SWEDEN

Ignite Sweden's process in 5 steps

ACTIVATE — NEEDS — MATCH — PILOT — EVALUATION

Activate

The first step is to understand why you want to collaborate with startups.

Checklist

• What are the business pain points that when solved will give you considerable relief, and in the long run business advantages?

• Do you have a budget for solving these business pains?

• Is startup collaboration sanctioned by the top management of your company?

ACTIVATE   **NEEDS**   **MATCH**   **PILOT**   **EVALUATION**
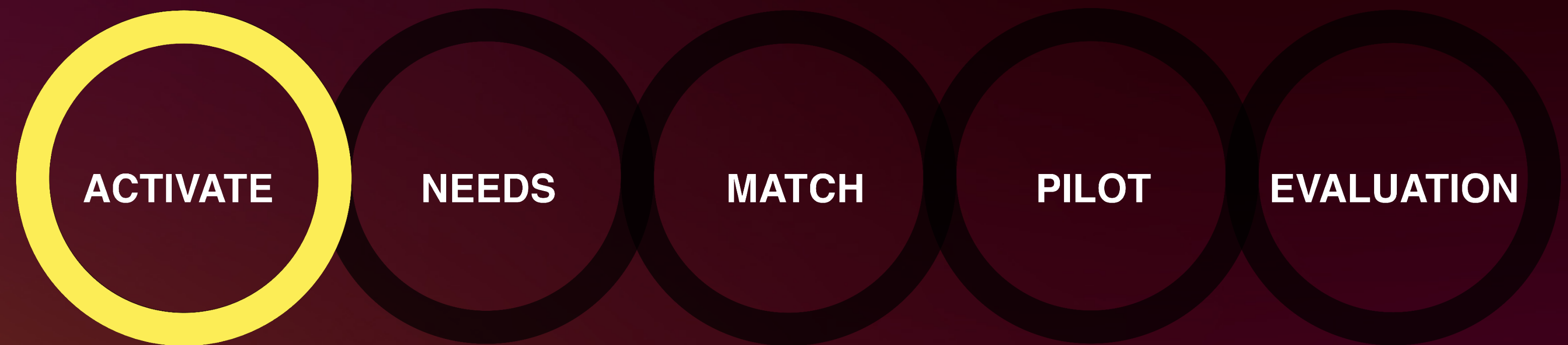
Activate

The next step is to identify the internal stakeholders.

They are the champions you send to carry out the meetings with the startups. It could be one, two or many delegates depending on the number of pain points and where these are located within the organization.

Checklist

These are a few questions that can help you identify the stakeholders:

• *Who is sleepless over an important business pain?*

• *Who has the mandate and budget to do something about this pain?*

• *Who has the internal network and can activate teams located in different areas of the organization?*

ACTIVATE   **NEEDS**   **MATCH**   **PILOT**   **EVALUATION**

Needs

Now it's time to make an inventory of your business pain points.

This will help us understand your business pains better and will make it easier for us to serve you with customized meetings with selected startups according to those.

Tips

At this point, we are looking for different angles of the pain and its consequences rather than possible solutions.

• *Instead of stating that you need AI, ask yourself: What is the problem that I am trying to solve with AI.*

• *Instead of stating that you need big data, ask yourself: What data do I need? What problem/s would I like to solve with it?*

ACTIVATE **NEEDS** **MATCH** **PILOT** **EVALUATION**
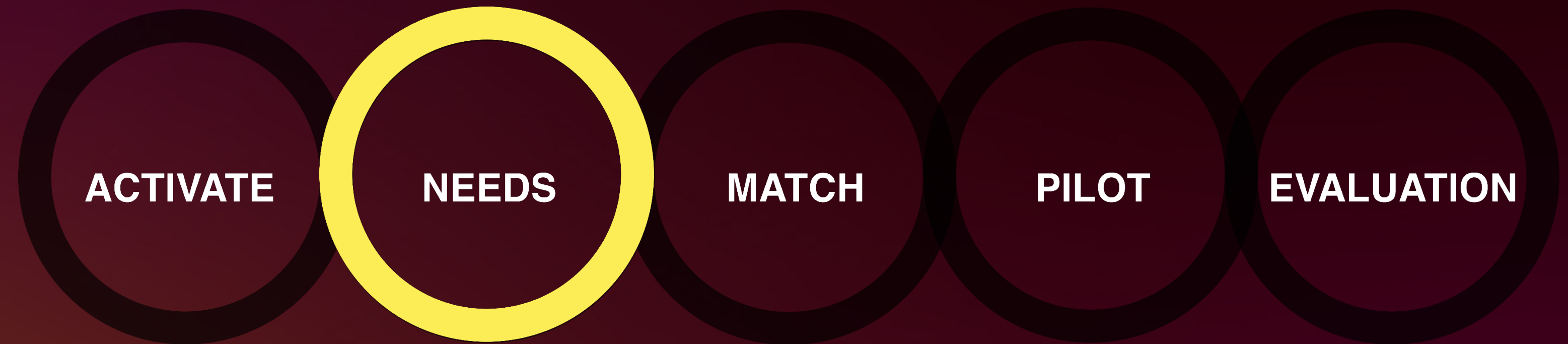
Before the matchday

With the results of the inventory, we make a shortlist with suggested startups that can be a solution or a partial solution to your business pains.

1 *You will receive a shortlist together with information about each startups.*

2 *We will hold an online meeting to go through this shortlist and support you in the selection of the startups that you would like to meet at the matchday.*

3 *Once the startups are confirmed, we will proceed to schedule your matchmaking meetings.*

ACTIVATE   NEEDS   MATCH   PILOT   EVALUATION

The matchday

You will meet the startups at a matchmaking session.

In a 4 hour session, you meet up to 7 pre-selected startups in pre-booked, 20-minutes meetings.

Important

The goal of the meetings is to find out if both parties are compatible and have a common interest in setting up a second, deeper tech meeting. The ultimate goal is to agree upon setting up a collaborative pilot project that will try to solve the corporate business pain.

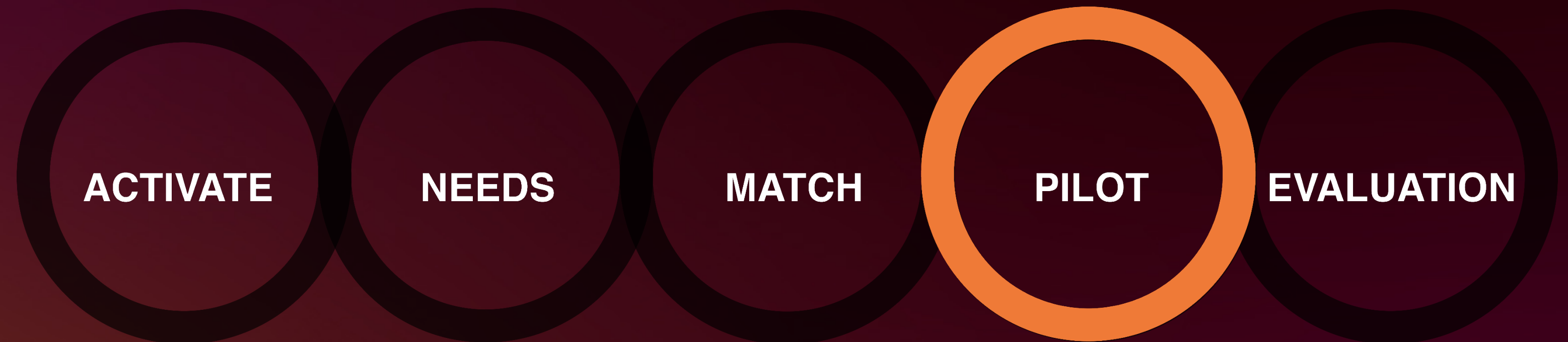**ACTIVATE** **NEEDS** **MATCH** **PILOT** **EVALUATION**
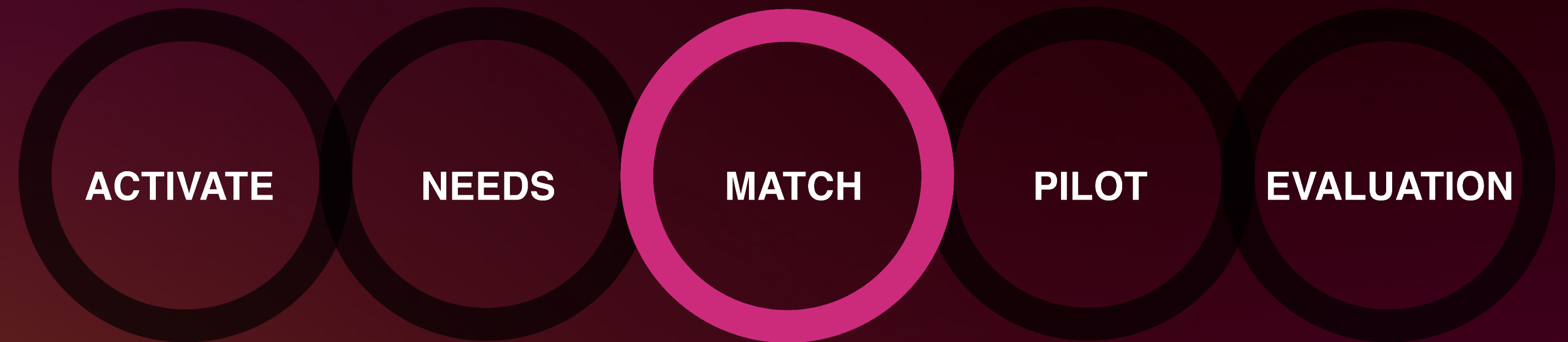
Pilot

The pilot can differ in duration and cost depending on the scope, but a startup pilot is usually a test of the startup's technology in production or a real customer environment. We recommend that you have a budget of at least € 15,000-€ 25,000 per pilot. However, the cost of a pilot can go from € 5,000 to up to € 200,000. It is up to the parts to set the scope and the budget.

Tips

For its best result, the pilot should have a well-defined scope with a time frame and an expected goal. It should be a commercial agreement and the startup must get paid for their time and technology during this test period.
We also recommend that you agree on how to scale the pilot if the results meet your expectations.

ACTIVATE   NEEDS   MATCH   PILOT   EVALUATION