

An aerial, top-down view of a multi-level shopping mall. The mall is filled with people walking on various levels, some on escalators. The architecture features a grid of glass railings and concrete walkways. On the left side, there is a large, red, geometric logo composed of overlapping triangles and lines, resembling a stylized flower or a complex crystalline structure. The overall scene is brightly lit, suggesting an indoor or well-lit outdoor environment.

Tomasz Rudolf

# #FutureRetail

Jak korporacje i startupy  
współtworzą handel przyszłości?

@theheartwarsaw

Dziś



A



Jutro



B

“

**“We didn't do  
anything wrong,  
but somehow, we lost”**

CEO, Nokia





If your  
organisation  
doesn't want  
to get closed,  
it needs to  
**be open.**





**Once a new technology starts rolling,  
if you're not part of the steamroller,  
you're part of the road.**

Stewart Brand, The Long Now Foundation





Korporacyjne centrum cyfrowej transformacji

## Jesteśmy hubem liderów cyfrowej transformacji



NEW YORK TIMES, WALL STREET JOURNAL,  
USA TODAY, AND BUSINESSWEEK BESTSELLER

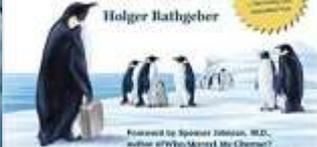
# Our Iceberg Is Melting

Changing and Succeeding  
Under Any Conditions

**John Kotter**

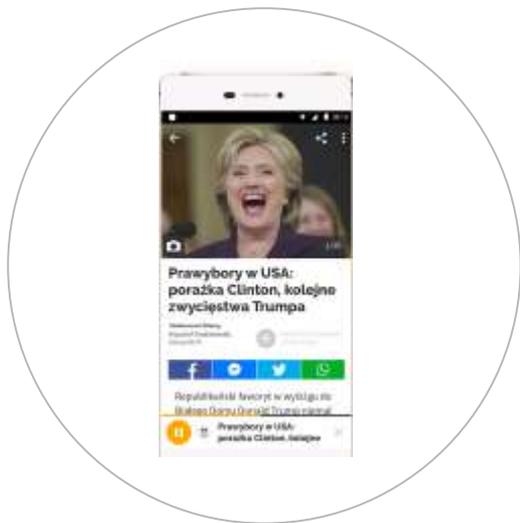
THE HARVARD BUSINESS SCHOOL  
FROM HARVARD BUSINESS SCHOOL

**Holger Rathgeber**



Foreword by Stephen Johnson, M.D.,  
author of *Who Moved My Cheese?*

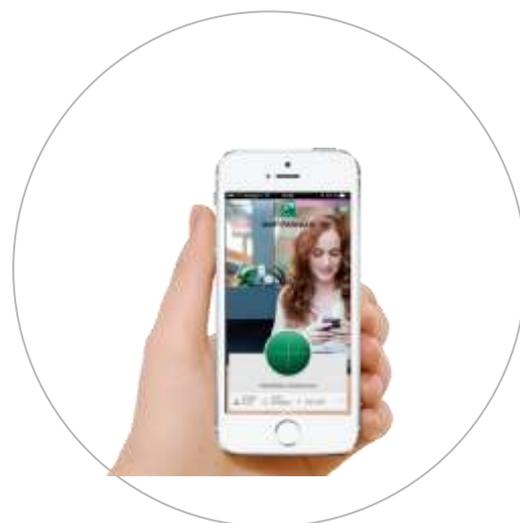




**Media**



**Medycyna**

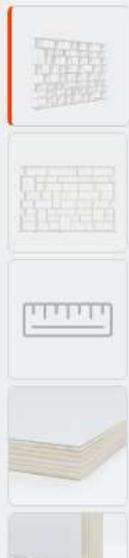


**Pieniądze**

Cyfrowe produkty

# Cyfrowa sprzedaż





## Tylko Shelf 8174zł

Get 300zł off with the promocode:  
**SUMMER**. Valid until 07.08.



Slant



Pattern



Gradient



Grid

Density  51%

Width  297cm

Height  203cm

Depth  32 cm

Material

White Plywood 



Doors <sup>new</sup>

On  Off

 Add to Cart

Save for later

✓ Ships in 6-9 weeks 

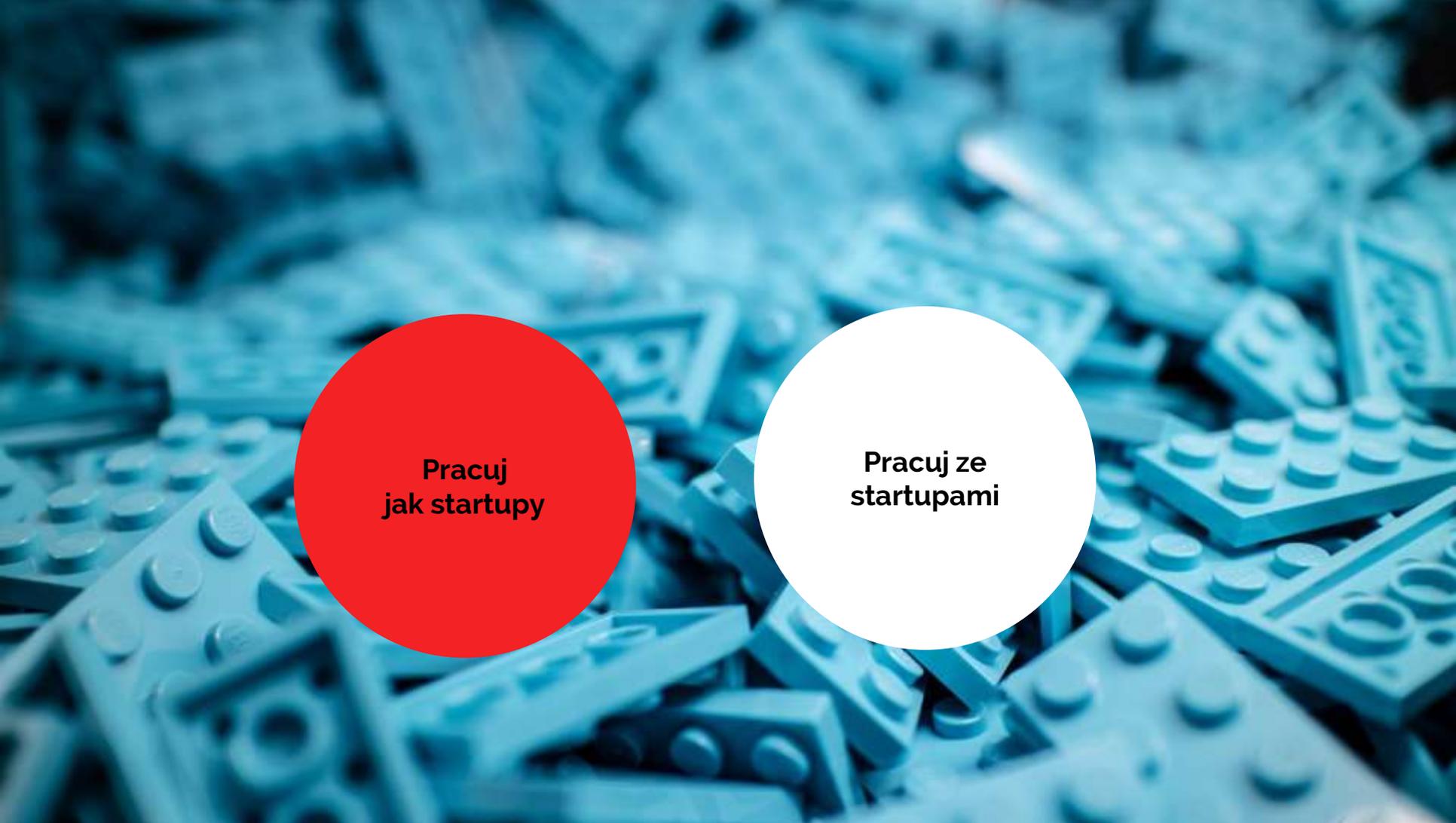
✓ Shipping and taxes included



Cyfrowe doświadczenia klienta



Cyfrowe procesy



**Pracuj  
jak startupy**

**Pracuj ze  
startupami**

# Transformacja biznesu



*envelo*

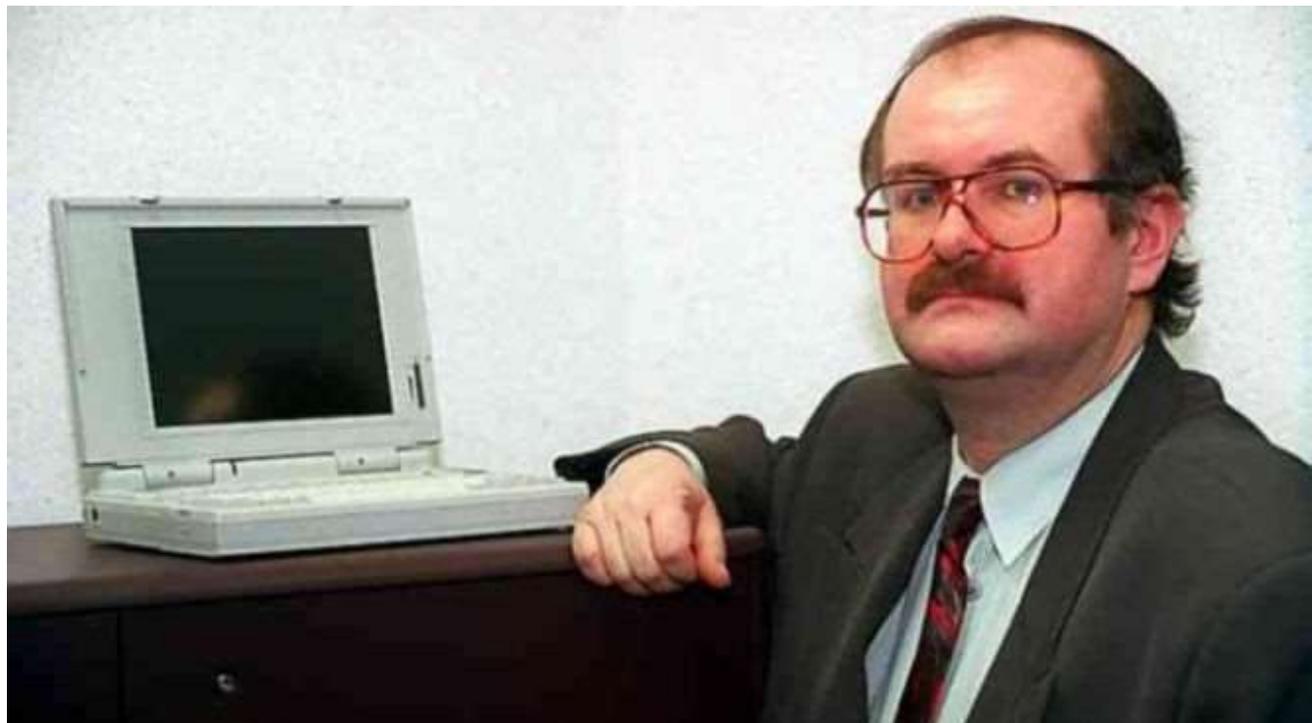
The screenshot shows the homepage of the "envelo" website, which is part of the Poczta Polska group. The background is a dark, blurred image of a post office interior with mailboxes. At the top left is the "envelo" logo with the tagline "Grupa Poczty Polskiej". On the top right, there are navigation links: "DLA FIRM", "DLA WSZYSTKICH", "ZAŁÓŻ KONTO" (highlighted in red), and "ZALOGUJ", along with icons for a shopping cart and a grid menu. The main heading reads "Poczta Polska przez internet" followed by the sub-heading "Największa platforma usług pocztowych w Polsce" and the text "Tu możesz kupić znaczki, nadać paczkę, napisać i wysłać list oraz pocztówkę...". Below this, there are four red buttons with white icons and text: "KUP NEOZNACZEK" (with a stamp icon), "NADAJ PACZKĘ" (with a cardboard box icon and a price tag showing "PACZKA DO 7 KG 10.99" and a "24h" badge), "WYŚLIJ KARTKĘ" (with a postcard icon), and "WYŚLIJ LIST" (with an envelope icon).



Wejście na przyległe rynki

**GPTIMUS**

**onet.**



# Value Chain Venturing

 Accelerator



## **mAccelerator inwestuje w roboty**

Specjaliści od operacji z mBanku założyli spółkę, w którą bank zainwestował. Liczy, że start-up zostanie liderem robotyki w Europie

[pb.pl](https://www.pb.pl)

# Procesy budowania korporacyjnych startupów

## Intrapreneurship

Bottom-up initiatives working like startups to validate & launch new biz  
*Sony + Playstation*

SONY



## Value Chain Venturing

Investing in next generation suppliers and partners for the industry  
*mAccelerator + Digital Teammates*

m Accelerator



## Startup studio / lab

Internal startup factory  
*Alphabet + Waymo*

Alphabet



## Outsourcing

Professional venture developer builds and sells the business  
*Under Armour + Endomondo*  
*by prehype*



endomondo

## Spin-Outs / Spin-In

Bring ideas outside for launch and integrate when successful  
*Cisco + Nuovo Systems*

CISCO



## Joint Ventures

Co-creation of new ventures  
*Ghelamco + D-RAFT*

GHELAMCO



THE HEART

# Agenda

**Pracuj  
jak startupy**

**Pracuj ze  
startupami**

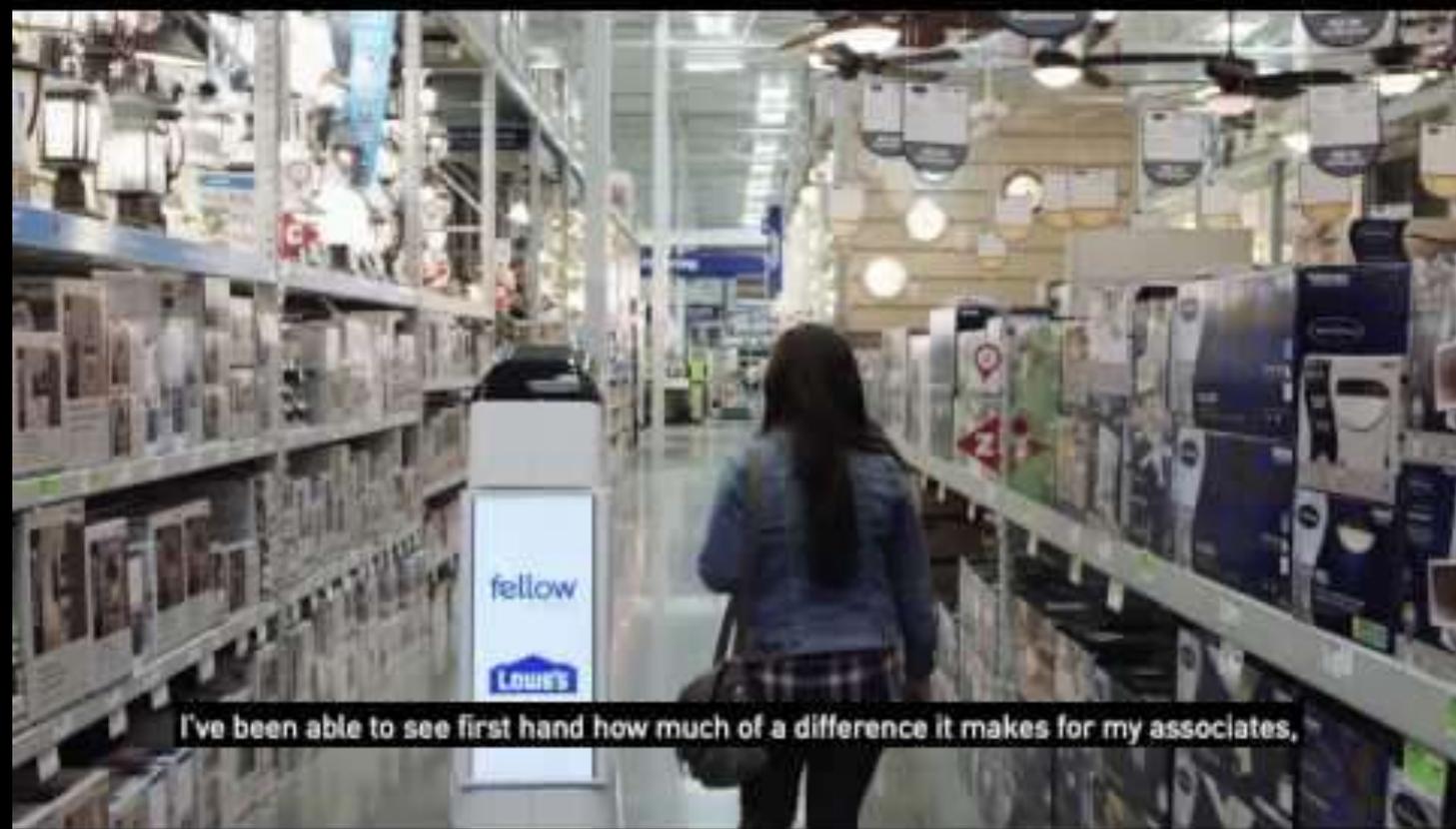
# Agenda

**Pracuj  
jak startupy**

**Pracuj ze  
startupami**

Pracuj ze startupami





I've been able to see first hand how much of a difference it makes for my associates,

# Modele współpracy korporacji i startupów

## Buy from

Purchase or licence new technologies that give you a competitive edge

Purchase service



License technology



Co-development



## Partner

Launch new products and businesses on revenue-sharing basis

Offer bundling



White label



Co-branding



## Invest

Get deal flow for your company's strategic or financial investments.

Acquirehire



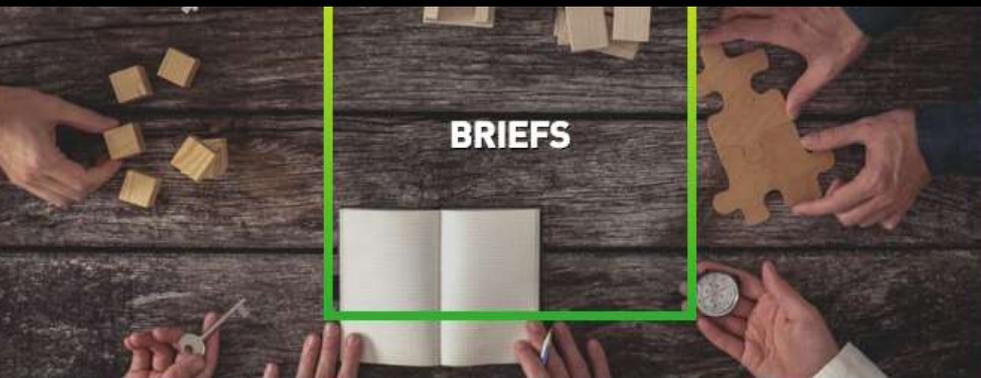
Investment



Acquisition



# Ok. 200 pilotów w 2 lata



Our brands and functions are continuously adding new briefs to the Unilever Foundry. These briefs outline problems that need solving, or opportunities we are seeking to grasp. Apply to work with us to address these briefs - typically initially as a paid pilot project from which we can refine and build. We are looking for start-ups who are ready to scale-up across geographies and brands.

## Filters



Sort by

Name (Desc)



EXPORT

Refined by

CLEAR

### CATEGORY

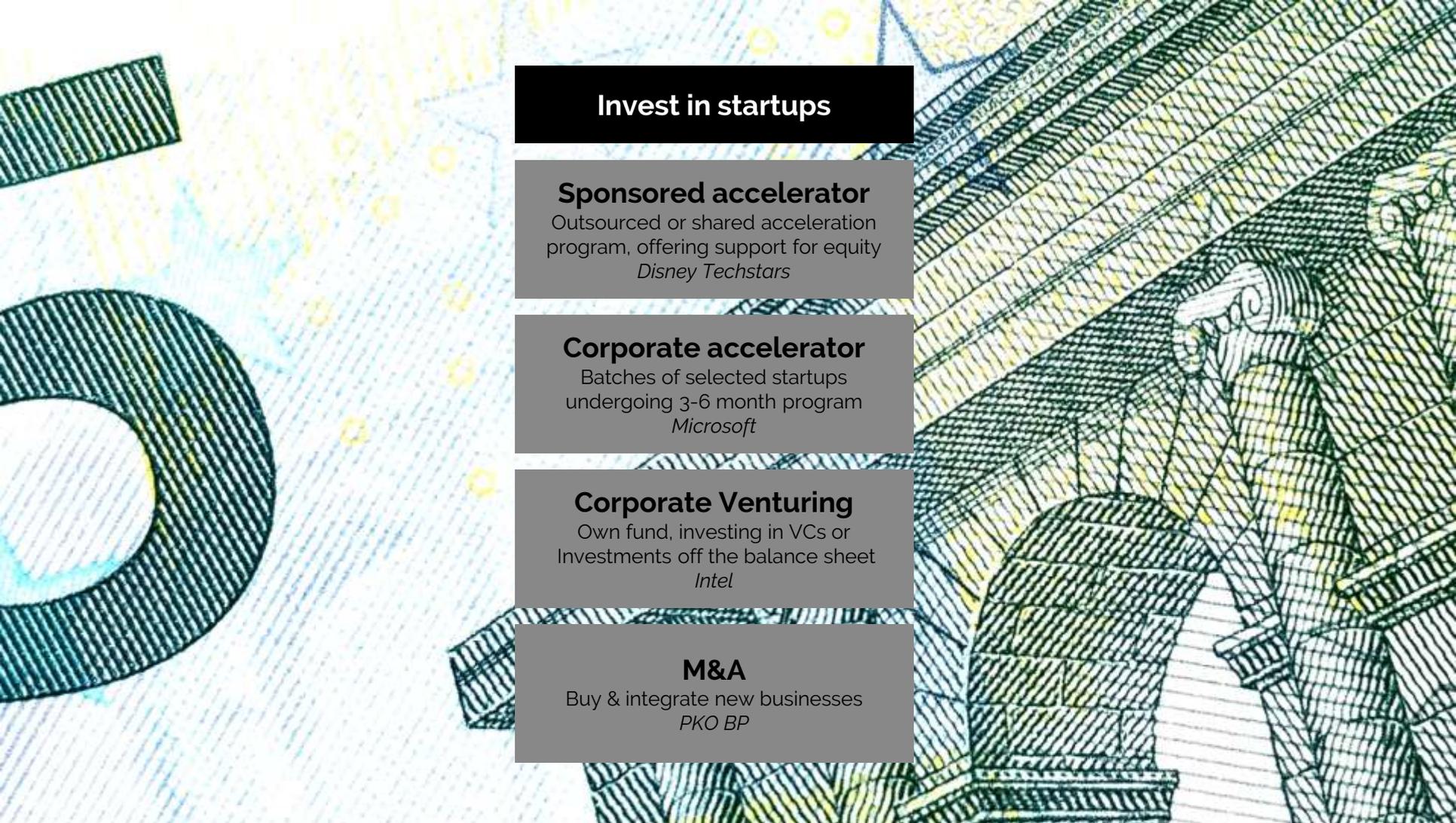
- Enterprise Tech
- Consumer and Market Intelligence



## The Rise of Chatbots

Apply By Mon Feb 27, 2017

20 years ago was a website. 10 years ago was social media. 5 years ago was an app. Today, its messaging. And it is the largest platform shift we've ever seen. The exploding popularity of mobile messaging apps and advances in artificial intelligence ...



## Invest in startups

### Sponsored accelerator

Outsourced or shared acceleration program, offering support for equity  
*Disney Techstars*

### Corporate accelerator

Batches of selected startups undergoing 3-6 month program  
*Microsoft*

### Corporate Venturing

Own fund, investing in VCs or Investments off the balance sheet  
*Intel*

### M&A

Buy & integrate new businesses  
*PKO BP*

To się optaca...



*Tencent* 腾讯

**\$ 30 milionów za 34%**

To się optaca...



*Tencent* 腾讯

**\$ 114 miliardów**



Od czego zacząć?

# Strategia

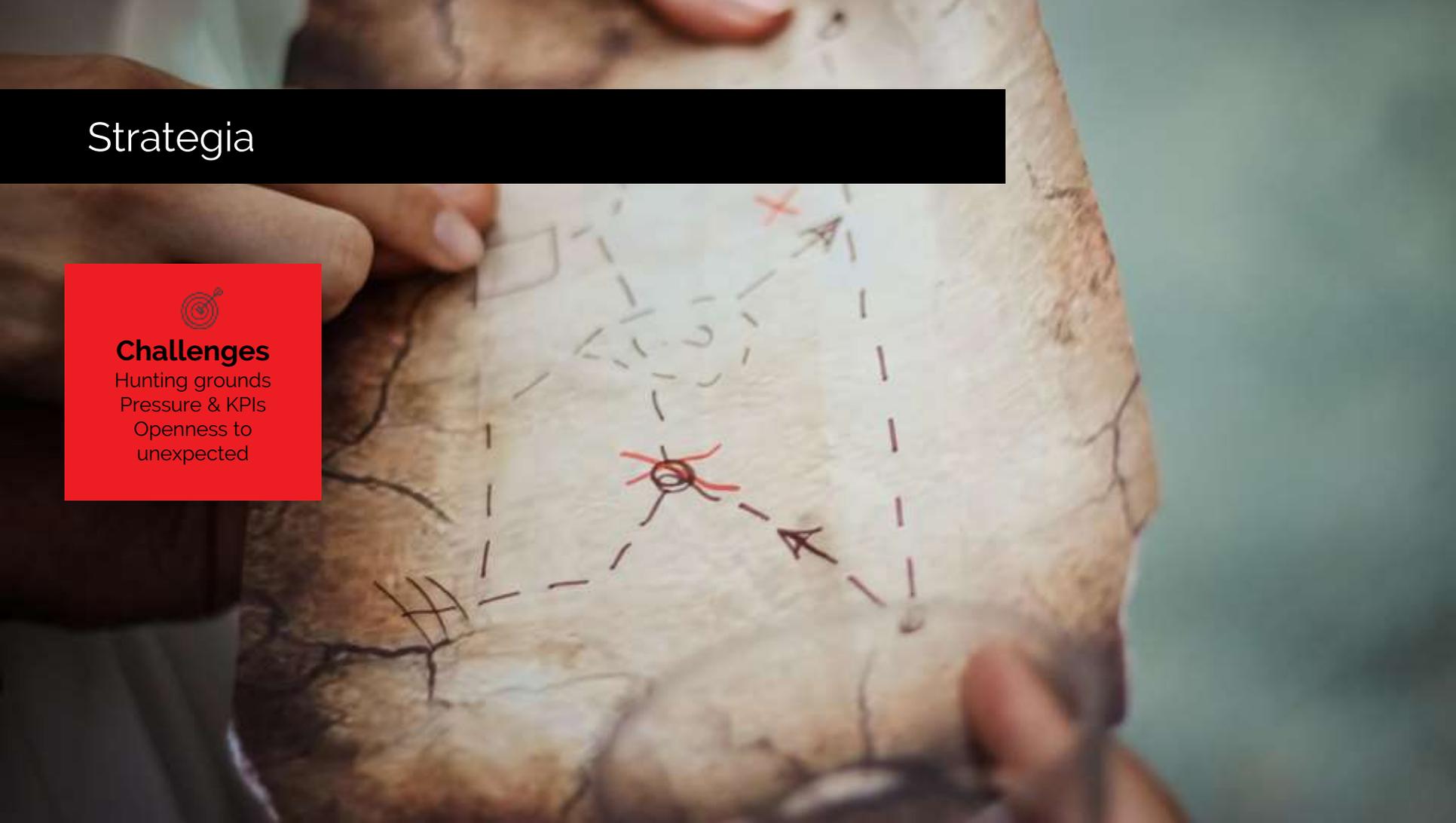


## Challenges

Hunting grounds

Pressure & KPIs

Openness to  
unexpected



# Ecosystem Radar



## **Sourcing**

PUSH: Monitor ecosystem

# THE RETAIL STORE TECH MARKET MAP

## LOCATION ANALYTICS & PROXIMITY MARKETING

RetailNext Euclid ANALYTICS SWIRL  
 databerries PlaceIQ walkbase  
 FLEXURE dôR TAMECCO RADIUS  
 Density Viewsy Gravy bfonics  
 kontakt.io Scanalytics Inc. beabloom EBIZU unacast. sensorberg  
 FOOTMARKS Radius Networks whatshop ROVER MOVVO  
 Aislelabs ShopAdvisor GreyJean

## AUGMENTED/VIRTUAL REALITY TOOLS

InContext AUGMENT  
 EXPERIENTI TRILLENIUM

## GUEST WIFI

CLOUDWI zenreach leap purple cheerfy Socifi

## MUSIC SYSTEMS

SearchTrack Your Brand KAZUM ROCKBOT ATMO

## WORKFORCE TOOLS

Percolata Shyft Taco Market branch  
 Theatro LESS SelfForming  
 predictspring Salesfloor Proxidyne ZINC

## OMNICHANNEL ANALYTICS

Index wynd LYTIX W+ welcome  
 BRICKWORK OneView Commerce NEWSTORE

## STORE MANAGEMENT/POS SYSTEMS

SHOPKEEP lightspeed vend  
 POSaBIT Squade frigate KACHING  
 INVENTORUM CardFlight bindo POS



## POP-UPS & KIOSKS

FIRSTHAND Bulletin  
 FREEDSK  
 b8ta the new stand appear [here]  
 STOREKING

## SMART RECEIPTS & RATINGS

ecrebo flexireceipts Shopventary INTURN  
 SKUPOS blueyonder stitchlabs

## INVENTORY MANAGEMENT

ShoppinPal Pointy  
 REVIONIES  
 BLUBIRCH celect  
 nextail  
 UNLEASHED

## SHELF MONITORING

eversight Quri SpotCheck Repsly  
 Walmart PRISM BY LARS mjbbee  
 Trax Shelfbucks Envysion  
 shelvspace Observa

## PACKAGING TECH

ScanLife Blue Box LABORLIGHT Mippan

## DIGITAL & INTERACTIVE DISPLAYS

aila ENPLUG eyeQ MOKI  
 cloudtags Ksubaka Venger

## SHOPPING CART TECH

focal  
 SMARTCART

## DRESSING ROOM TECH

memomi

## CUSTOMER LOYALTY

ibotta KUPON FIVESTARS ADP  
 loyal belly Perkville thirdshelf  
 zop Dealyze LevelUp signpost

## IN-STORE FINANCING

credde divido ZIBBY blispay  
 LEND LENDPRO  
 Financeit snap! vyze

## IN-STORE BOTS & CHATBOTS

salsit fellow simbe COSY

CBINSIGHTS



IN PARTNERSHIP WITH



**METRO**  
ACCELERATOR

powered by  techstars

**JLAB**

from John Lewis & Waitrose



epinium



mio



sensei



just snap



orient



I AM BOT



KptnCook



sensefinity



WHOLE SURPLUS

Whole Surplus

# John Lewis to trial customer tracking software to speed up collections

Phone app developed by firm with grant from retailer's JLab programme could reduce waiting times for picking up purchases from stores



 John Lewis stores could cut down waiting times for collections with the new app. Photograph: Joe Pepler/Rex

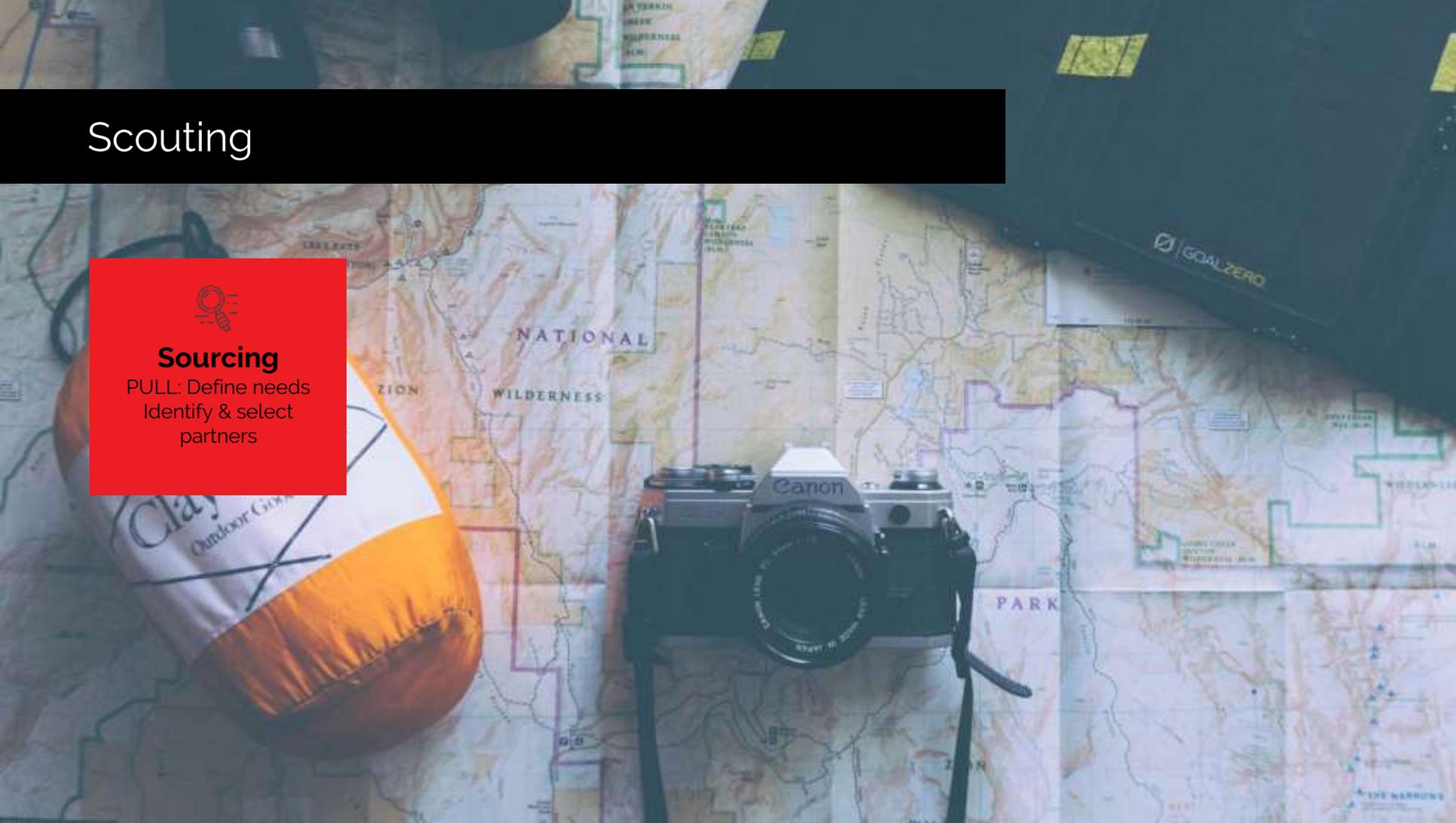
- **Amazing food experiences:** For businesses that can add convenience and excitement when serving food.
- **Amazing store experiences:** For businesses that can make stores more inspiring and unique.
- **Effortless shopping:** For businesses that can save consumers time when shopping, both online and in-store.
- **Help me live a healthier life:** For businesses that can help customers live well where food and lifestyle are concerned.
- **Smarter supply chain:** For businesses that can add innovation to the traditional supply chain, such as incorporating Internet of Things into delivery.
- **Surprise us:** For businesses that have "out of this world" innovations that can't be categorised.

# Scouting



## Sourcing

PULL: Define needs  
Identify & select  
partners



## Laundry Services

[APPLY TO PITCH](#)**Pilot**Days Left  
**22**

### Details

#### Background

Companies such as Airbnb, Deliveroo & Uber are making outsourcing the norm in Australia & New Zealand as it is now expected that we can order food delivery, book a driver or buy clothes on the go from our mobile with limited effort. There is also the rapidly growing popularity of the life over laundry mentality.

#### Context of the Challenge

We want to encourage people to outsource their laundry cleaning and drycleaning . We are looking for startup partners in Laundry services to help Unilever create this behaviour change.

#### Why Apply

### Similar Challenges





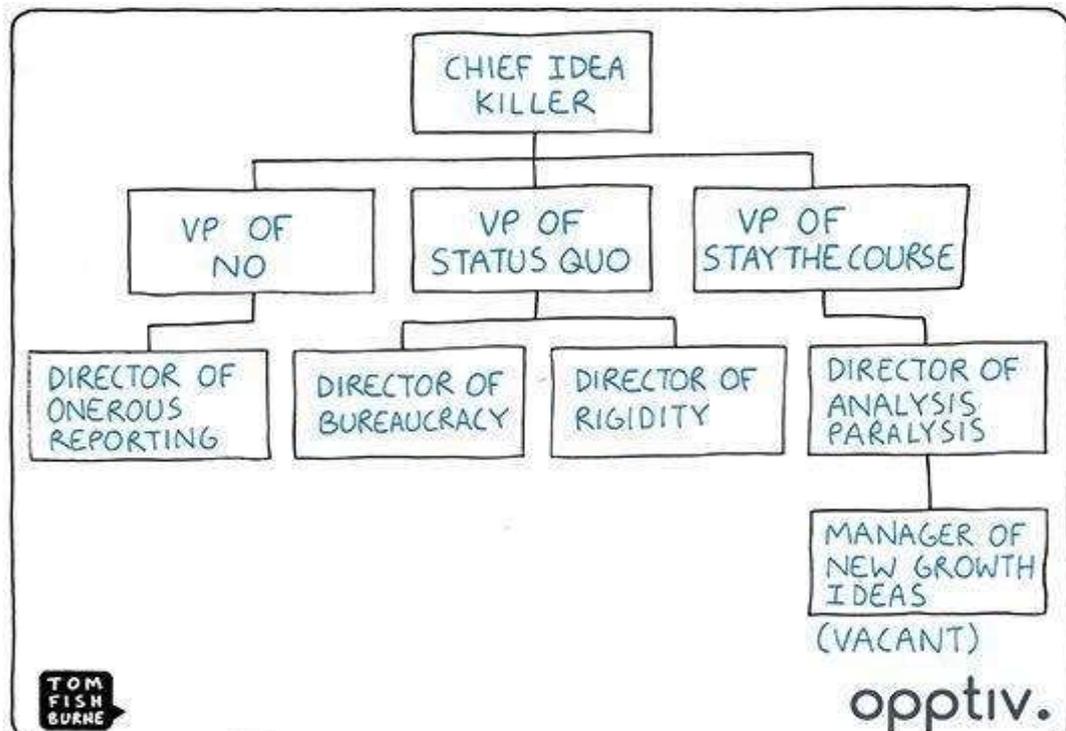
Best talent is not going around  
career websites submitting CVs.

# Od kontaktu do kontraktu



## Deals & legal

Speed  
IP Mgmt  
Fair play



Podjmowanie decyzji

## Innovation Strategy

Impact: Incremental | Adjacencies | Transformative  
Models: Observe | Work with startups | Invest in startups | Build startups



### Challenges

Hunting grounds  
Pressure & KPIs  
Openness to unexpected



### Sourcing

Monitor ecosystem  
Define needs  
Identify partners



### Selection

Selection  
Co-creation  
Decision-making



### Deals & legal

Speed  
IP Mgmt  
Fair play



### Execution

Pilot | PoC  
Implement locally  
Scale globally



### Visibility

Single point of contact  
Community presence  
Online visibility



### Relations

Dealflow partners  
Partner perception  
Relationship management  
tools



### Resources

Budgets  
Time & attention  
API / IT



### People

Top management support  
Key people skills  
Clear owner



### Culture

Non-invented here  
Experimentation  
Role models & success  
stories

# # ReadyForStartups



● AVERAGE ● DEVIATION ○ PRIORITY 40

# Game Changers Academy

Rozwiń 10 umiejętności i poznaj narzędzia,  
które pozwolą Ci pewnie wprowadzać zmiany.

Intensywny roczny program rozwoju liderów  
i ich zespołów.

Powiadom mnie o starcie

PRACOWNIA GIER

SZKOLENIOWYCH



Wsparcie liderów transformacji

Stwórz cyfrowe centrum innowacji



Corporate services

## Corporate Club

Getting organizations #ReadyForStartups

## Startup Scouting

Executive startup search in Europe & Israel

## Programs

Innovation alliances & syndicates | Pitch2Pilot approach

## Company Building (New)

Building startups as a service | Investing in future suppliers



**TO GO FAST,  
GO ALONE,  
TO GO FAR,  
GO TOGETHER.**

African proverb





**Do zobaczenia!**  
**@theheartwarsaw**

[www.theheart.tech](http://www.theheart.tech)



Thank you!

## **Tomasz Rudolf**

CEO

E-MAIL

[t.rudolf@theheart.tech](mailto:t.rudolf@theheart.tech)

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