2022 | AYO 500FOR500 Startup-MNC Innovation Report

500 Chinese Startups Rank the Innovation of Fortune 500s

A Report Analyzed and Surveyed by































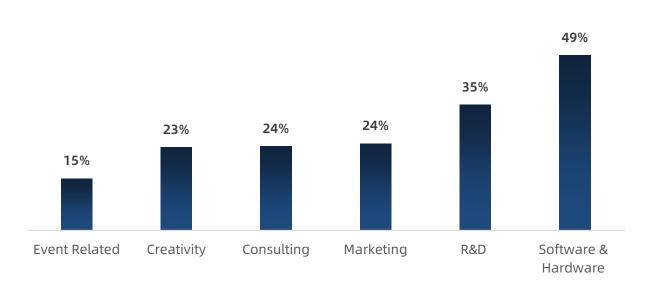




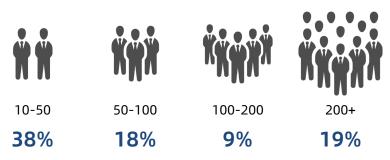
More about the 511 surveyed startups

Mostly Young Companies Having 10-100 Employees Providing Digital and R&D Solutions

The main products of the respondents business



Number of employees





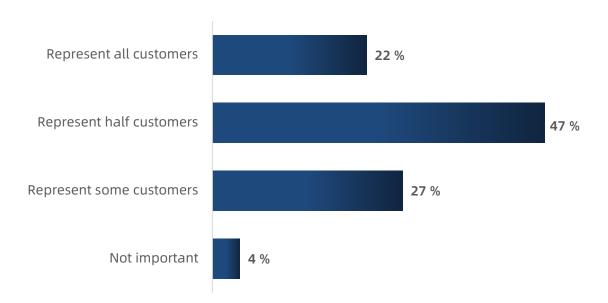


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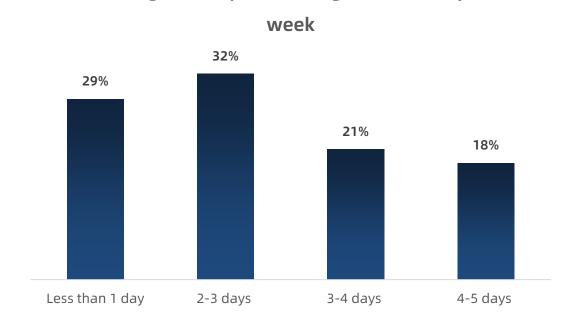
17%

The startups we surveyed value their MNC clients

Importance of the Fortune 500s as customers



Average time spent serving MNC clients per



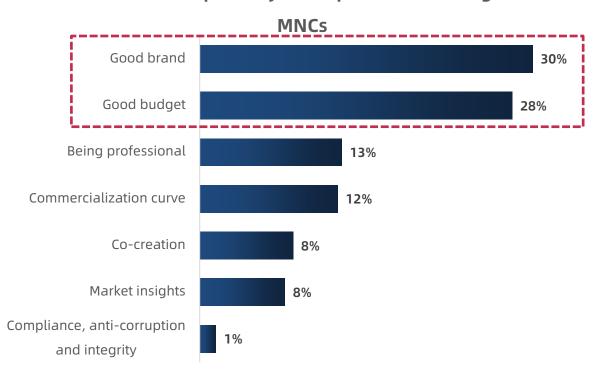




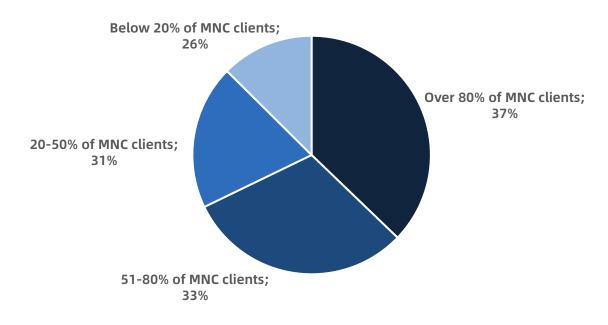
Startups value brand and budget of MNC clients

However, startups that value the brand name of MNC clients are also more likely to have more MNC clients.

Most valued aspects by startups when working with



Startups that responded "brand" according to their percentage of MNC clients last year

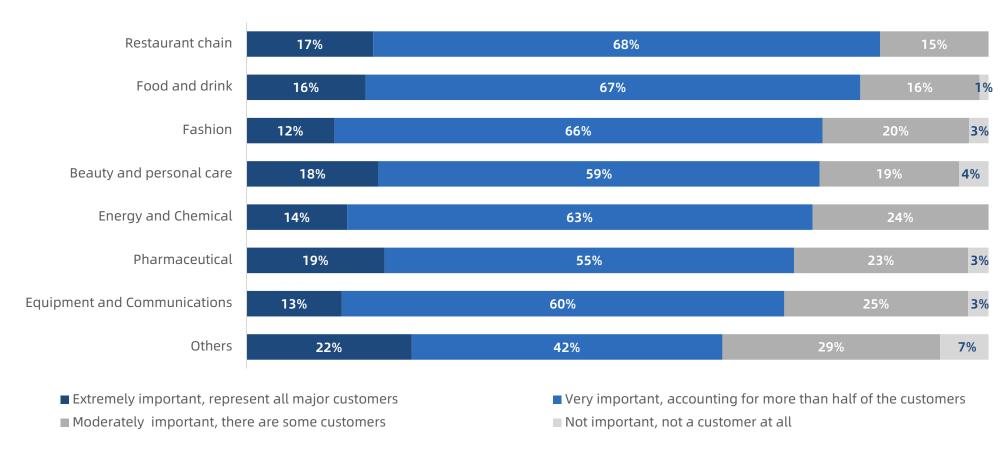






MNCs are regarded as important by startups from multiple industries

Importance of the Fortune 500s as customers by industry

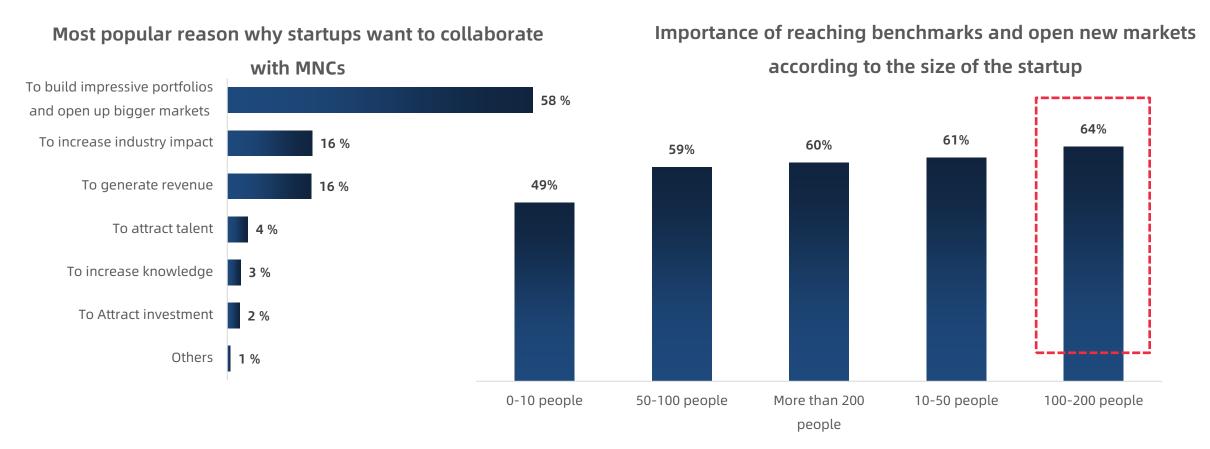






Startups want to collaborate with MNCs to reach benchmarks & new markets

The larger a startup is, the more eager they are to collaborate with MNCs to reach benchmarks and expand new markets.



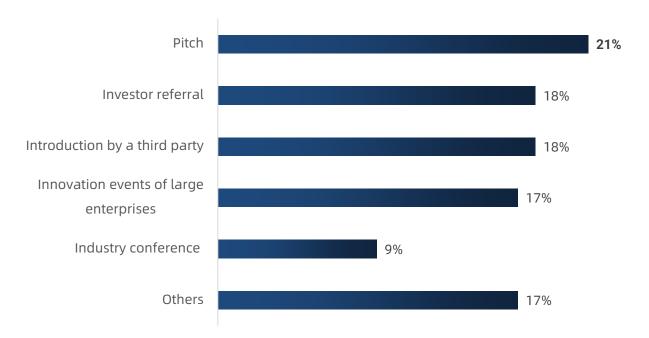




Pitches are crucial for startups to meet MNC clients, but innovation events are key for tech

Although pitches are the most popular way to connect with MNCs, innovation activities by large enterprises seem to be preferred within science and technology-related industries and introduction by a third party within the beauty and fashion industries.





Most popular way to connect with MNCs for each industry

Innovation event of large enterprises

- Equipment and communication at 25%
- Energy and Chemical at 24%
- Restaurant chain at 24 %
- Pharmaceutical at 19%

Introduction by a third party

- Beauty & Personal care at 23%
- Fashion at 22%

Investor referral

- Transport at 23%
- Food & Drink at 22%

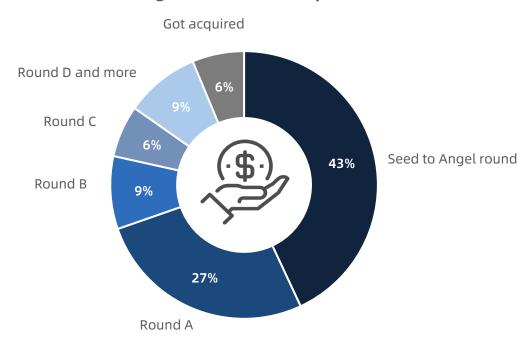




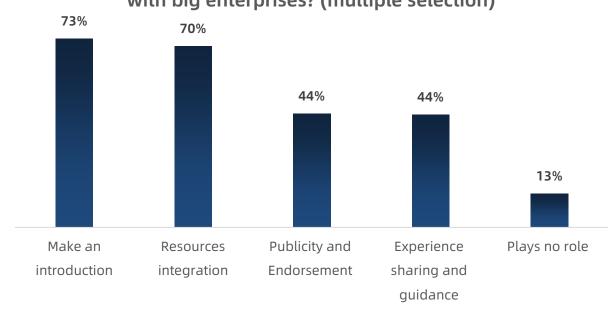


Investors are often key for startups to reach MNC clients

Funding round of the respondents



What role do investors play in startups' relationship with big enterprises? (multiple selection)



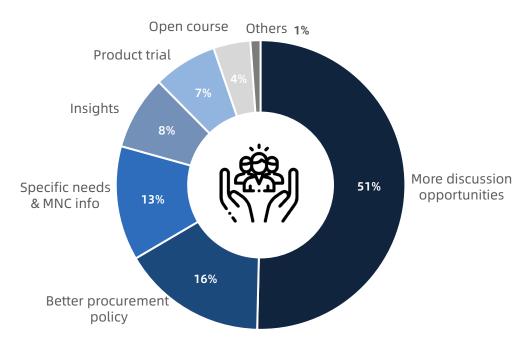




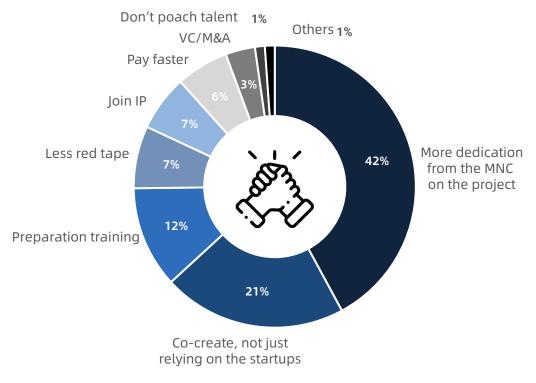
MNCs support before and during collaboration

Startups find MNCs hard to reach. Thus, startups want open communication channels and a more relaxed supplier policy. When collaborating, startups wish they have a dedicated group to team up with, to really work with MNCs and not just be a regular supplier.

When not collaborating, what support do startups hope to get from Fortune 500s



When collaborating, what support do startups hope to get from Fortune 500s







Startups believe their professionalism and tech attract MNC clients

When asked about their own competitive advantages, the majority of startups said it was their professionalism that attracts MNC clients.

What do you believe are your competitive advantages in attracting Fortune 500 clients?



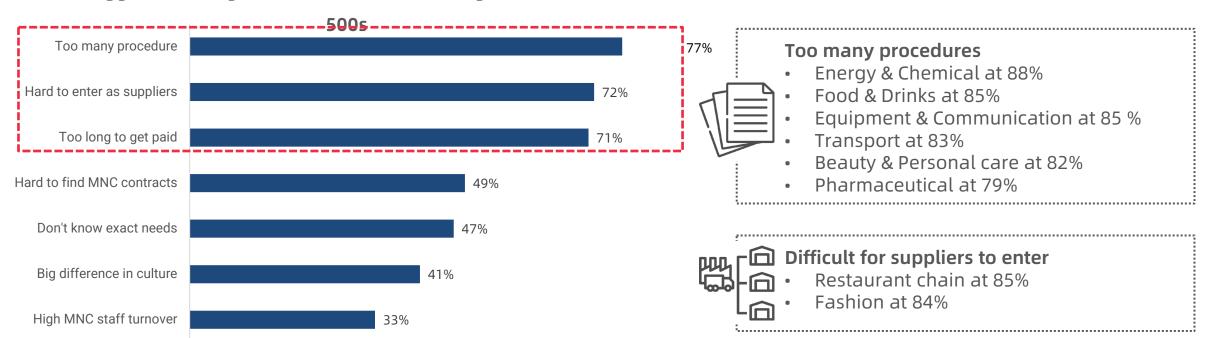




Heavy bureaucracy is the biggest barrier for startups to collaborate with MNCs

When asking startups about the biggest challenge they face when collaborating with MNCs, they all pointed out the complexity and bureaucracy linked to the big size of MNCs.

Biggest challenge faced when collaborating with Fortune







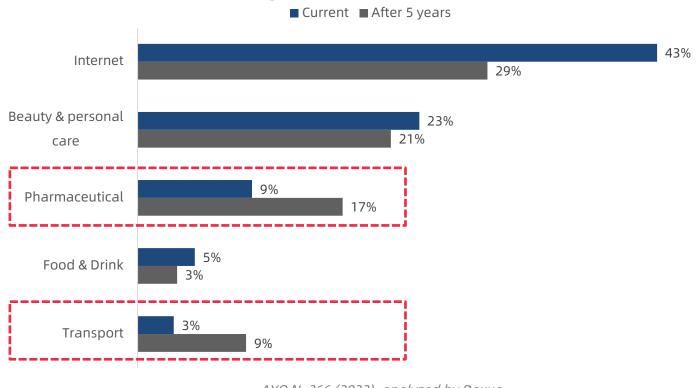
Biggest challenge for each industry

Chinese startups have high hopes for digitalisation in pharma & transport

After the Internet, Chinese startups respondents believe that the beauty and pharma industries will be the most digitalised and innovative in the next 5 years. Pharma and transport companies have to make great leaps in digitalization and innovation in the next 5 years.

Comparation between industries that believed to be most

digitalised and innovative



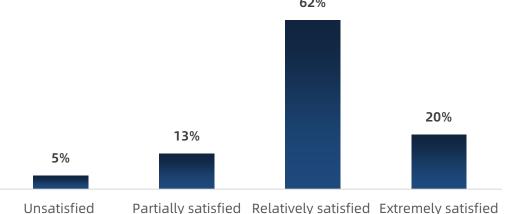




Startups believe MNCs have room to improve when it comes to innovating

The most important thing a MNC can do, in the eyes of startups, is launching new products.

Evaluation of innovation events of large enterprises by startups 62%



What kind of innovation opportunities do startups expect from Fortune 500s



73% of startups expect Fortune 500 companies to launch more new products



27% of startups said that Fortune 500 should focus on innovation on the business model of existing product





Most Popular MNCs for Startup Collaboration

通用汽车 远景科技集团 Aecom 安踏 雅诗兰黛 ASM 戴姆勒 可口可乐 中国联通 天境生物 招商银行 宝武钢铁 逸仙 一汽解放

TOP 5

1. Sanofi (赛诺菲)

Chosen by 5% of all respondents

2. L'Oréal (欧莱雅)

Chosen by 4% of all respondents

3. Huawei (华为)

Chosen by 3% of all respondents

4. BMW (宝马)

Chosen by 2% of all respondents

5. AstraZeneca (阿斯利康)

Chosen by 2% of all respondents





Most Wanted MNCs for Startup Collaboration

达索 东方生物 上海飞机制造有限公司

TOP 5

1. Sanofi (赛诺菲)

Chosen by 7% of all respondents

2. L'Oréal (欧莱

雅osen by 6% of all respondents

3. Huawei (华为)

Chosen by 6% of all respondents

4. AstraZeneca (阿斯利康)

Chosen by 5% of all respondents

5. Pfizer (辉瑞)

Chosen by 4% of all respondents





Most Agile MNCs according to startups

沃飞航空 大金空调 惠普 雅诗兰黛 道恩集团 LVMH _{东鹏瓷砖} 达能 infor 中国联通 ASM 马自达 农夫山泉 优衣库 默沙东 阿迪达斯

TOP 5

1. Huawei (华为)

Chosen by 13% of all respondents

2. L'Oréal (欧莱雅)

Chosen by 12% of all respondents

3. Sanofi (赛诺菲)

Chosen by 10% of all respondents

4. AstraZeneca (阿斯利康)

Chosen by 7% of all respondents

5. Unilever (联合利华)

Chosen by 5% of all respondents





MNC innovation events startups have heard of or participated in

科创中国 普华永道 Slush 诺和诺德 云栖大会 百联集团 科大讯飞 百威 创业邦 西安杨森 中国电信 上海科技节 索尼 拜尔斯道夫 KFC CIO论坛 云南白药 中国科创大会 迪卡侬 蒙牛 霍尼韦尔 华为 美敦力 英伟达 飞利浦 WAIC 金茂 IBM 晖致 长城汽车 麦腾 京东方 浦发银行 罗氏 LVMH Visa 阿迪达斯 China 凯德 李宁 布勒中国 星巴克 谷歌 新加坡航空 思科 中国人寿 汽车数字大会 中国移动 可口可乐 英特尔 复兴集团 雀巢 拜耳 宝洁 亚马逊 艾默生 中国石化 晋能控股 美的 奥迪 博世汽车 **AYO**

TOP 5

1. L'Oréal (欧莱雅)

Chosen by 10% of all respondents

2. Sanofi (寒诺菲)

Chosen by 9% of all respondents

3. Huawei (华为)

Chosen by 5% of all respondents

4. Takeda (武田制药)

Chosen by 4% of all respondents

5. Microsoft (微软)

Chosen by 4% of all respondents





MNCs startups would like to work for

We asked startups if they were to change jobs tomorrow, which MNC they would like to go to

科创中国 普华永道 Slush 云栖大会 诺和诺德 百联集团 科大讯飞 百威 创业邦 西安杨森 辉瑞 长城创客节 中国电信 上海科技节 索尼 参天 拜尔斯道夫 中国科创大会 微软 宝武钢铁 KFC CIO论坛 云南白药 迪卡侬 百事 腾讯 汇丰银行 字节跳动 渤健生物 蒙牛 霍尼韦尔 华为 美敦力 科沃斯 英伟达 飞利浦 WAIC 金茂 IBM 晖致 长城汽车 巴斯夫 Nike 耐克 诺华 资生堂 沃尔玛 恒瑞医药 中国联通 麦腾 京东方 施维雅 浦发银行 罗氏 LVMH 阿里巴巴 Visa 阿迪达斯 China 凯德 李宁 新华医疗 布勒中国 星巴克 谷歌 新加坡航空 思科 中国人寿 汽车数字大会 中国移动 可口可乐 英特尔 复兴集团 雀巢 拜耳 宝洁 亚马逊 艾默生 中国石化 晋能控股 奥迪 博世汽车 美的 黑马投资大会 **AYO**

TOP 5

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Chosen by 6% of all respondents

2. Huawei (华为)

Chosen by 4% of all respondents

3. Sanofi (寒诺菲)

Chosen by 4% of all respondents

4. Microsoft (微软)

Chosen by 3% of all respondents

5. LVMH

Chosen by 3% of all respondents





MNC innovation events startups have heard of or participated in

科创中国 普华永道 Slush 诺和诺德 云栖大会 百联集团 科大讯飞 百威 创业邦 西安杨森 中国电信 上海科技节 索尼 拜尔斯道夫 KFC CIO论坛 云南白药 中国科创大会 迪卡侬 蒙牛 霍尼韦尔 华为 美敦力 英伟达 飞利浦 WAIC 金茂 IBM 晖致 长城汽车 麦腾 京东方 浦发银行 罗氏 LVMH Visa 阿迪达斯 China 凯德 李宁 布勒中国 星巴克 谷歌 新加坡航空 思科 中国人寿 汽车数字大会 中国移动 可口可乐 英特尔 复兴集团 雀巢 拜耳 宝洁 亚马逊 艾默生 中国石化 晋能控股 美的 奥迪 博世汽车 **AYO**

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4. Takeda (武田制药)

Chosen by 4% of all respondents

5. Microsoft (微软)

Chosen by 4% of all respondents









Most Innovative MNC

Automotive Category

TESLA

BYD

PORSCHE

VOLKSWAGEN

AUDI





Most Innovative MNC

Chemicals Category

3M

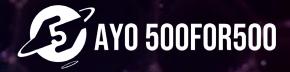
SINOPEC

BASF

DOW CHEMICAL

DUPONT







NIKE

LVMH

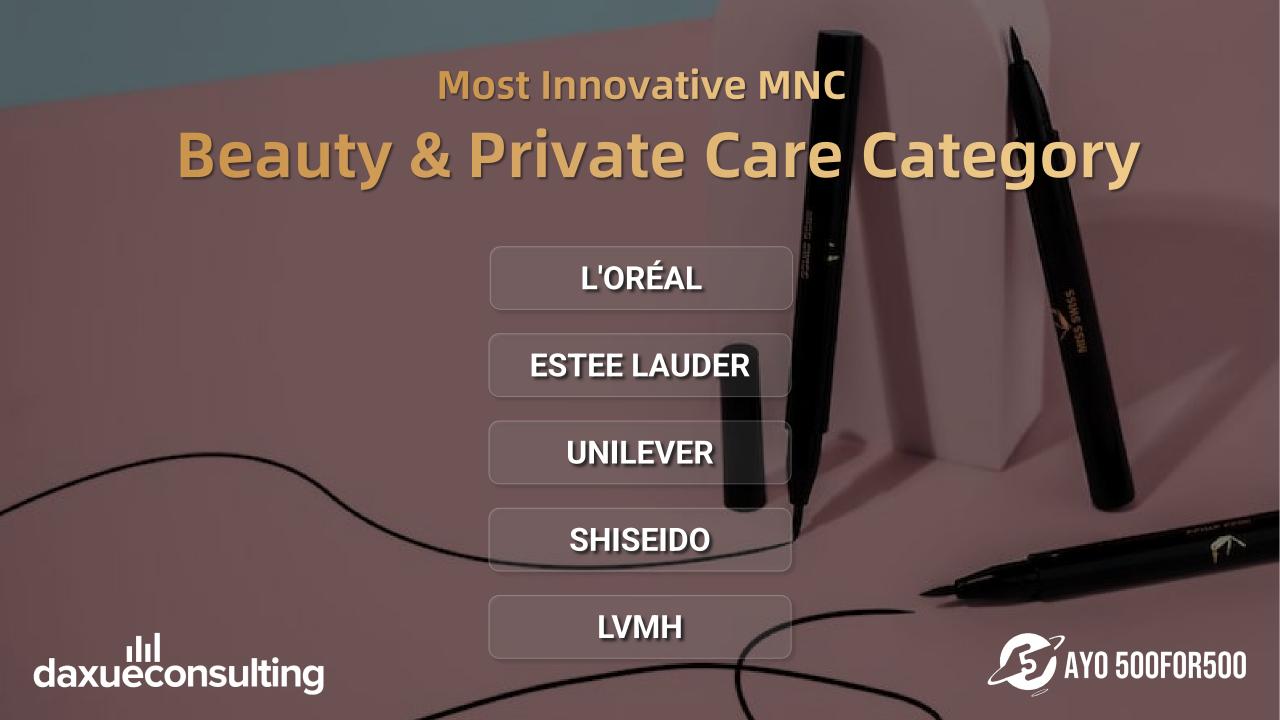
KERING

ADIDAS

RICHEMONT









Most Innovative MNC

Food & Beverage Category

NESTLÉ

PEPSI

ABINBEV

COCA-COLA

MARS





Most Innovative MNC

Pharmaceutical Category

PFIZER

SANOFI

ROCHE

NOVARTIS

TAKEDA

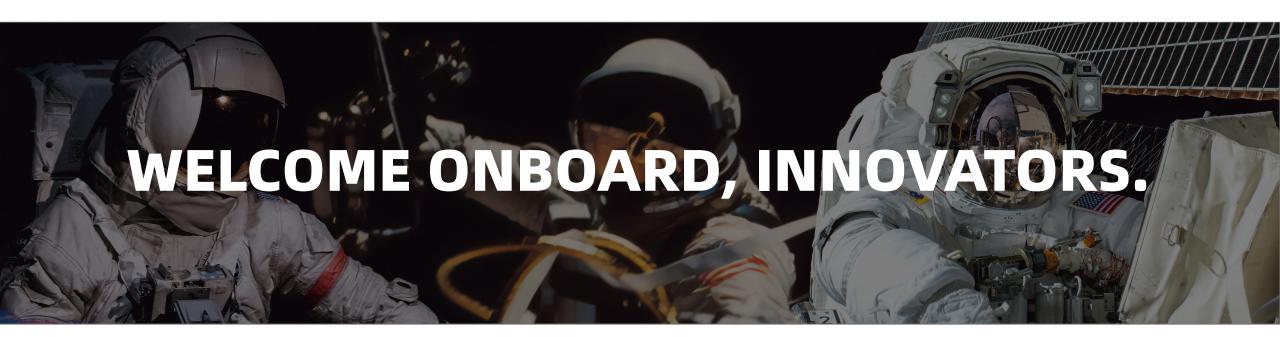
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AYO is a digital innovation consulting firm dedicated to accompanying our clients to **deploy disruptive technologies**, **customer-centric solutions**, **and inspiring campaigns** that drive and influence the future world.





Leverage Innovative Technologies to Drive New Sources of Growth.

By engaging with **internal and external** innovators, we translate business objectives into specific metrics for innovation, and provide services to tackle market and operational challenges.















Tailor Innovation Strategies for MNCs

We tailor innovation strategies for multinational corporations to co-create trailblazing solutions and build inclusive ecosystems with leading-edge tech firms, industry experts, and prestigious organizations.







"Confronted with new opportunities, people tend to lose out in four ways: they don't see it coming, they turn their nose up at it, they don't understand it, or they're too late to adapt."

- Jack Ma (Founder & Chairman of Alibaba Group)

Contact Us:



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We guide businesses to holistic growth in China and beyond

Our services & methodologies

A few of our many methods which make up our four pillars of services to guide brands to growth in China

MANAGEMENT CONSULTING **BRANDING** MARKET RESEARCH MARKETING CONSULTING Market Entry Strategy Marketing expenses Brand awareness & **Co-Branding Strategy** sentiment analysis optimization 品牌 **Brand Naming** Scaling-up Plan Concept dev. & testing Consumer persona definition **Brand creation** Sensory Research Sales playbook Brand messaging strategy Brand book development Market Sizing Open innovation Brand (re)positioning



400+ clients for the past 10 years

Examples of references



































































ZWILLING J.A.HENCKELS













































































































Australian Government













Diz Deutsche Geseitschaft für Infarnationale Zusammenarbeit (GIZ) GmöH





VISDECTIVA





Lenovo.



Phynova



af

AllianceFrancais







WORLD TRADE















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URUGUAY

















































WeChat



in

LinkedIn

https://www.linkedin.com/company/daxue-consulting



Newsletter

https://daxueconsulting.com/newsletter/



Instagram

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Press release

https://daxueconsulting.com/press-enquiries/

