



> Digital Transformation

## Corporate Incubator

Seek & boost your intrapreneur!

### Overview

Corporate Incubator is 6-month program by which Epic Labs will help you find, train and boost key talent in within your organization; talent who holds fresh ideas and the right motivations to start new ventures to complement or disrupt traditional lines of your business.

### What is the challenge

Many medium-to-large companies are seeing how their core business models are struggling to keep generating the levels of profitability that their stockholders are expecting.



New competitors represent a potential challenge by providing similar value propositions to the same customers and users. They do that by approaching them with disruptive models that are more aggressive, cost-effective and more engaging.

One of the greatest asset these medium to large companies have is actually their in-house talent, and often hidden, corporate entrepreneurs or *intrapreneurs*.

Talented individuals in within large organizations with traditional operating models have, in many occasions, troubles at elaborating and executing on ideas that could become crucial to the growth of the organization. This is a cultural issue.

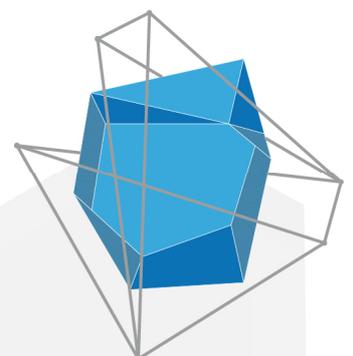
When addressed correctly, this could mean a great opportunity for the individuals and the company; alternately, if managed poorly, these talented individuals could become a great risk as individuals will try to find the motivation on a different company, probably a competitor, or other ventures.

#### Key Benefits:

**From a Business perspective,** it will help you find new business ideas that could complement existing ones as well as additional lines of business or that could be incubated and promoted as a parallel effort and source of revenues.

**From an HR perspective,** it will help your organization find, train and uplift key talent that otherwise could be unmotivated and could become a risk of leaving for another company

**From a Marketing perspective,** it will help you attract more talent and potential customers as the brand of your company will be associated to fresh ideas and initiatives.



## What Epic Labs can do for you

At Epic Labs we have helped companies and individuals to manage this source of talent and creativity to put it in service to the company and to the individuals.

With this motivation we have launched the Epic Labs Corporate Incubator program by which Epic Labs professionals and proven entrepreneurs will help your organization across the full life-cycle of incubating talented *intrapreneurs*: Communication to find the key talent, screening ideas, capacities and capabilities, running and incubating program, filtering the strongest ideas and *intrapreneurs*, and finding the right environment and exit strategies for these start-ups, spin-offs or new lines of business.

We have a roster of great local entrepreneurs, investors and collaborators from IE Business School, Founder Institute and Epic Labs that will serve as mentors and coordinators of this Program.

### More specifically, as part of Epic Labs Corporate Incubator Program, our Digital Transformation Team will take care of the following:

- Definition of your Corporate Incubator Program: objectives and targets
- Communication, internal and external, to attract, seek and find key talent
- Screening: to select the individuals who hold the right motivations, skills, capacity and potentially good ideas
- Incubation: mentoring and advisory sessions by top mentors
- Filtering and exit: presentation of top ideas and *intrapreneurs*. Definition of how to fit new ideas as part of the organization or separate businesses
- Fitting new ideas and line of business into existing or alternative revenue streams

### Some of the areas we will explore as part of this program:

Lean start-up, incubation, acceleration, MVP, business plan, revenue models, legal, financial plan, access to investors

## Our Digital Transformation Team

Epic Labs is a Software Innovation Center that we leverage to help companies transform into the digital space.

We have a diverse Team that ranges from great engineers with CTO experience to business leaders, local successful entrepreneurs and investors.

We complement our Team and talent with great mentors from organizations such as IE Business School, Founders Institute and leaders of the local startup community.

Want to know more?



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#BeEpic!

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