

Showcase

**(COOi) Bridge
between large organisations and startups**

What would happen if organisations were more innovative?

Large IP portfolio but limited commercialized IPs

Old school "we have always done it like that"

Long turn around time idea to product

- Hierarchical structures
- Siloed departments

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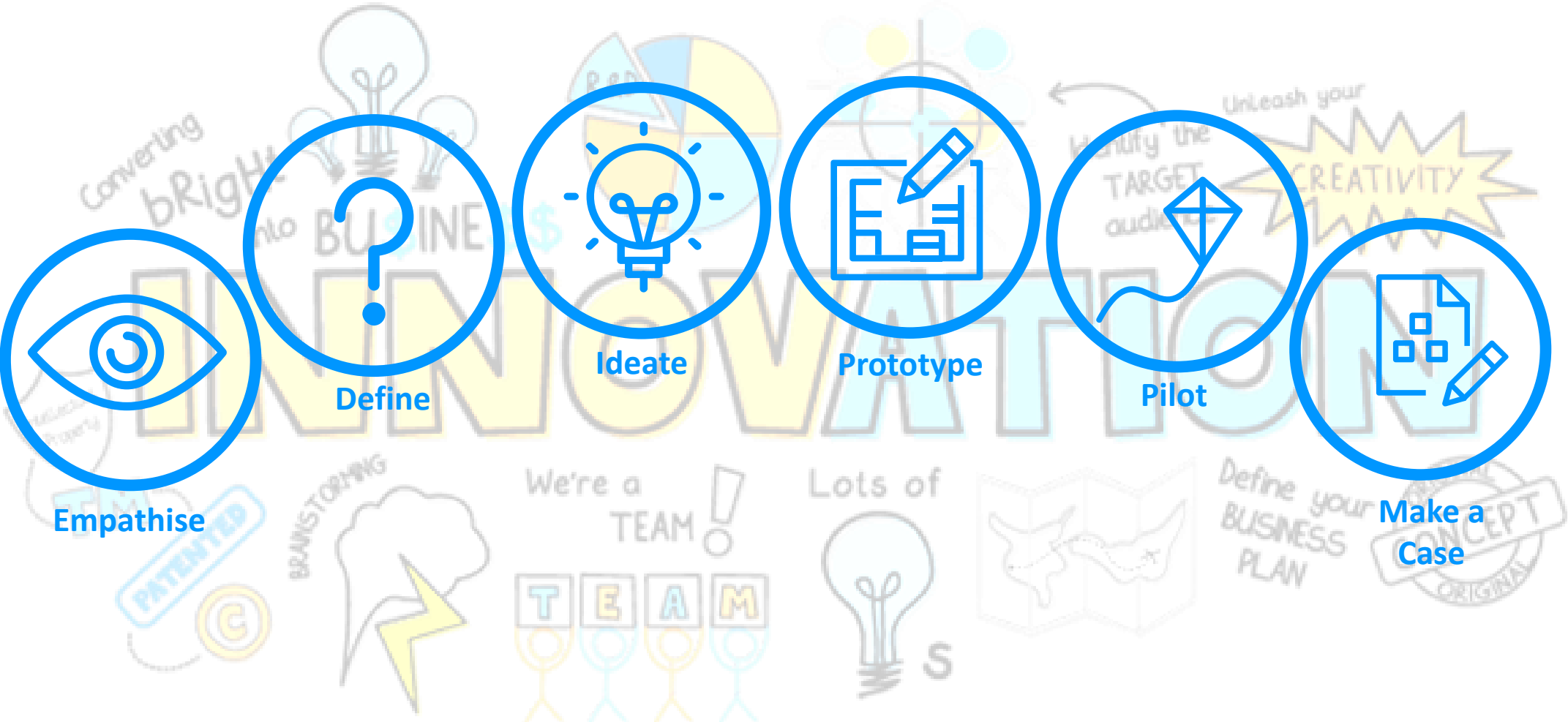
Start-ups?



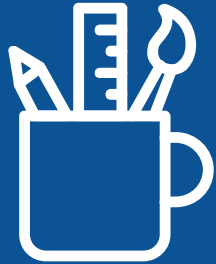
- Speed to Market
- Flat team structure, faster decision making
- Experts on trends and emerging technologies
- Deep understanding of customer problem and solution (vertical)
- More customer responsive
- Chaotic back office
- Celebrate mistakes



How can large organisations work with start-ups?



How are we Solving these Problems?



Design Thinking



Learning



Experiences

COOi Studios, an Open Innovation Studio, that helps corporates rapidly move from problem to a tested solution developed by a start-up using design thinking methods. We are an ecosystem enabler that provides access between local and global start-ups to large corporations in South Africa and other international clients. In our lab we also educate leaders of corporations about 4th industrial revolution technologies (AI, IoT, 3D printing, VR and AR) so these innovations can thrive in the corporate environment. Or our lab can come to you as a pop-up studio, creating memorable experiences for your employees at your next strategy day.

The **FUTURE** Females Team that helps you solve tough business problems*



Sandiso Sibisi
Studio Director

An has over 8 years experience in consulting, having delivered cost reduction analysis, employee and Citizen experience projects and research on innovation for international development, financial services and consumers goods clients in South Africa and abroad.

Alison has 15+ years of experience across strategy, marketing and product development with global consumer lifestyle brands, such as Apple and Nike. In her most recent role at Apple, she developed and executed go-to-market strategies to expand the Online Store into new global markets.

Alison Sizer
Delivery Director



Bongsi Mvuyana
Innovation Snr Associate

Bongsi is a digital expert both in the field of Citizen experience and marketing. She has over 10 years, working experience with over 40 South African and international brands in automotive, beverages, financial services, travel & tourism, telecommunications and retail.

Celiwe is a technologist, she sources solutions developed by start-ups that can solve business problems. She has SAP skills, having graduated from SASOL's SAP programme, and has worked on SAP HANA projects both at Sasol and at Accenture.

Celiwe Sibeko
Innovation Jnr Associate



Benita is a researcher at COOi Studios. Her skills like in critical thinking, time management, problem solving, and thinking out of the box. She holds a Bsc in electrical engineering from Wits University and is also a Golden Key recipient.

Bernita Tshiyamba
Innovation Analyst

* COOi is 100% Black and Female Owned Enterprise

Thank You!

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