

Bamboo Growth to support Belgian's most promising start-ups

Presentation of the first Bamboo Growth start-up event, sponsored by Arthur D. Little Brussels



Innovation is the driving force of our current economy. We at Arthur D. Little believe start-ups are essential in this fast-changing world, as they actively contribute to our economic ecosystem by accelerating innovation and fostering dynamic business solutions. Arthur D. Little sponsored the first Bamboo Growth Start-Up Event, organized by MyMicroInvest, on June 29, 2016. The Bamboo Growth initiative aims to recognize the most promising Belgian start-ups.

Introduction

The world is changing at a faster pace than ever, and technological adoption has never been as fast. Where it took, for example, 30 years for electricity and 25 years for telephones to reach 10% adoption, it took less than five years for tablet devices to reach the 10% rate. With increasingly complex customer demands and fast-changing technologies, innovation is the driving force of the economy on all levels. In that context, our economic ecosystem is challenged to simultaneously manage three aspects: **anticipate, innovate, and transform**:

- It is important for ecosystems to be open and **anticipate** future trends, actively challenge the robustness of current business models, and question whether future evolutions are being rightly foreseen.
- Ecosystems also need to support action and **innovation** by embracing forward-looking visions, new models and solutions to either reinvent themselves or find new growth.

- Finally, ecosystems need to allow for **transformation**, comprising required changes in terms of culture, organization, ways of working, and competences in order to address the challenges posed by the current dynamic complexities and the transition to new ways of doing business.

At Arthur D. Little we believe that start-ups are an essential part of the answer to the challenge of managing these aspects as start-ups push for innovation through entrepreneurship. As part of our ambition to support entrepreneurship, we are happy to collaborate with MyMicroInvest, Belgium's largest crowdfunding platform, by setting up a partnership as key sponsor for the "Bamboo Growth" initiative, which aims to identify and support the most promising Belgian start-ups in growing their companies.

Bamboo Growth: On the outlook for promising start-ups

Participating start-ups were invited to address challenges in each of the five following domains:

- **Improving life** – Healthcare
- **Moving forward** – Travel and Transportation (T&T)
- **Clean and green** – Energy
- **Elementary changes** – Chemicals
- **Light speed technologies** – Telecom, Information, Media and Electronics (TIME)

Each of the above domains is experiencing dramatic changes, inviting start-ups to radically innovate in order to address unmet needs and daunting challenges.

Healthcare challenges

Health-related business is booming again, in reaction to technological and scientific breakthroughs, and also as increasingly educated and empowered patients seek to navigate the ever-complexifying healthcare landscape. While chronic diseases such as diabetes, cancer and obesity are therapeutically mastered and patients cared for, maintaining and improving quality of life have become the new frontier: populations are aging in many parts of the world, and more solutions are being developed to relieve or cure previously fatal conditions. Yet, growing expenditures remain a challenge and force pharmaceutical and medical technology firms to demonstrate value, creating demand for financial controls and operational efficiencies. This apparent dilemma can be addressed through the development of new business models and strategies in the healthcare industry.

Travel and transportation challenges

The world's population is concentrating in ever-growing cities. Fifty-two percent of the population currently lives in urban areas, and by 2050 this number is expected to reach 67%. Today, 64% of all travel happens within urban environments and the volume of km traveled is expected to nearly triple by 2050.

Meanwhile, mobility needs are evolving all over the world. People's travel habits are changing, as is the mix of transport modes and services offered to them. Moving forward, transport providers will have to satisfy demand for services that are

increasingly convenient, fast and predictable. At the same time, consumers are becoming more concerned about the sustainability of their modes of travel and their consequences for health. Some are even prepared to sacrifice individual forms of transport in furtherance of that cause, which has led to the successful introduction and rapid penetration of new mobility services such as car and bike sharing.

Energy challenges

Europe has set an ambitious "20-20-20" target to reduce greenhouse gas emissions by 20% (from 1990 levels), generate 20% of its energy by renewable sources and increase energy efficiency by 20% by 2020. These objectives on energy and climate, combined with the challenges posed by the security of supply, growth and the internal market, create the "perfect storm" triggering the Energy Transition. With global oil prices under pressure, renewable technologies such as photovoltaic cells and wind turbines becoming more affordable and smart grids being the new normal, the breeding ground for new ideas and start-up initiatives is highly fertile. The "digital and clean energy" era is bound to further accelerate.

Chemical challenges

The chemical industry is experiencing one of its most dramatic transformations ever. Social and economic forces are reshaping chemical markets, creating new revenue sources via portfolio and product innovation, making the chemicals industry an industry that is leveraging new technologies and thinking and acting along its extending value chain. Moreover, it is an industry on the move, with a rapidly changing footprint in operations as well as R&D and innovation. Sustainability, environmental regulations and usage of renewables are other emerging drivers that are also affecting traditional business models and strategic priorities. This transformation provides the chance to redefine the industry, looking for new ways of structuring the chemicals field and building new skills.

Telecom, Information, Media and Electronics challenges

As digitalization of our world is accelerating, light speed technologies and enhanced computational power enable the emergence of new ecosystems to build on the concepts of smart cities, Internet of Things, and digitization of human interactions (Internet of Humans). Excellence in customer/user experience is becoming the most important factor for

differentiation for the next decade, as the widespread usage of the opportunities inherent to the Internet will increase. Intensified personalization of offers and the exhaustion of all possible client data-usage scenarios will become key to success. Hence, big data analytics and digitalization rank high on the agenda of any CXO nowadays. A multitude of innovative start-ups and corporations are investing in a variety of new technologies such as ultra-fast broadband speeds, cloud services, reduced latency, network virtualization, cyber-security capabilities and advanced smart-data analytics. However, the partnership models required to combine the adequate building blocks of these new digital solutions are increasingly complex to set up as the new business models are being invented.

The 10 Bamboo Growth finalists

From the 90 projects received, the 10 best were retained for pitches (See Table 1.) Each entrepreneur was allowed a three-minute slot to pitch his/her idea to a jury composed of members from Arthur D. Little, MyMicroInvest, Partena, Koan Lorenz and the broader audience. This was followed by a five-minute Q&A session, during which the entrepreneurs were challenged by the jury on their projects and how well each project addressed one of the above challenges, the robustness of the business model, the scalability of the company, innovativeness, and the ability to positively contribute to society. From the 10 finalists, three start-ups were selected, all receiving cash, a crowd-funding campaign, and/or professional advice from Arthur D. Little.

Table 1: Ten Bamboo Growth finalists

Start-up	Domain
Aproplan	Light speed technologies
Cowoli	Travel and transportation
Data Stories	Light speed technologies
Elderlinked	Life-improving health-tech
ForMyFit	Life-improving health-tech
Kowo	Travel and transportation
Pharmasimple	Life-improving health-tech
Wibee	Travel and transportation
Yagram	Life-improving health-tech
Zencar	Travel and transportation

Proudly presenting the winners

The proud winner of this first Bamboo Growth initiative is Yagram, a start-up developing an application targeting pregnant women, hospital maternity units and care providers. It uses intelligent communication systems for perinatal care as well as personalized professional advice from the care team (thereby ensuring validated therapeutic content), all taking into account the psychology and lifestyle of the mother-to-be. First runner-up is Data Stories, a start-up focusing on big data analytics for SMEs. Data Stories develops technologies for predictive analysis and data visualization to guide SMEs in focusing their attention on a limited number of really important variables. Hence, the start-up translates a chaotic bunch of data into easy-to-grasp, action-ready messages. Second runner-up is Aproplan, offering a building project communication platform for the construction industry. It aims to improve the communication between the stakeholders in a construction project by replacing pen and paper with a tablet.



It was a pleasure for Arthur D. Little to be involved as partner in this great event promoting innovation and entrepreneurship in Belgium. An Arthur D. Little team will provide targeted professional advice and support to Yagram in the coming year with a number of high-impact workshops. These will be themed around Yagram's key needs (e.g. fine-tuning the go-to-market strategy) and enable Bamboo Growth going forward!

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Arthur D. Little

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Our consultants have strong practical industry experience combined with excellent knowledge of key trends and dynamics. Arthur D. Little is present in the most important business centers around the world. We are proud to serve most of the Fortune 1000 companies, in addition to other leading firms and public sector organizations.

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