

INNOSPOT x AVL



“The INNOSPOT analysts have a good technical understanding and gave us the chance to discuss the first results. So we had the possibility to iterate our search fields in order to get the best results. Moreover, we particularly liked the way the results were processed, because it was easy to work with it after the project”

-Viktoria Ilger, AVL Creators Expedition

Company Background

AVL works closely together with INNOSPOT to benefit from a technology-based Startup Scouting approach and improve the otherwise resource-intensive process.

AVL was founded in 1948 and is now the world’s largest independent company for the development, simulation, and testing of powertrain systems (hybrid, combustion engine, transmission, electric drive, batteries, fuel cell, and control technology) for passenger cars, commercial vehicles, construction, large engines and their integration into the vehicle.

[Creators Expedition](#) is the AVL Startup initiative and was founded in 2017 to work together globally with Startups in the fields of E-Mobility and Alternative Fuels, Autonomous Driving and Artificial Intelligence

The Solution and Co-operation

The cooperation with AVL's Startup Initiative Creators Expedition started with six Startup Scouting Projects. Creators Expedition worked as a connector and facilitator to the internal business units at AVL and supported them to identify the most relevant Startup topics.

Creators Expedition then connected INNOSPOT to the respective business units at AVL. For each individual project, an INNOSPOT Analyst with respective knowledge in the field was assigned. The Analyst's job was to manage the project directly with the Business Unit, challenge the requirements, and deeply understand the focus field in which the Business Unit was looking for solutions.

To induce implicit knowledge during the projects, there were constant iterations between the INNOSPOT Analyst and the respective Business Unit at AVL. This was crucial for the success of the projects since it led to clear communication between both parties and first-hand information of the experts who might later on work with the Startups at AVL.

After the best and most relevant Startups in each search field were identified, they are presented in a portfolio which an overview of each candidate including the most important information on each Startup

The Project in Numbers

1. Analyzed and filtered through over 470.000 global Startups using the INNOSPOT search technology
2. Roughly 2,500 candidates got through the manual evaluation process of an INNOSPOT Analyst
3. Delivered 92 specifically relevant Startups to the Customer (combined in all six search fields)

Conclusion and Outlook

Looking at the global Startup landscape, we see Startups in abundance, offering technology-driven solutions suited for nearly all businesses. But because of the huge number of existing Startups, the challenge is to see the complete picture and find the most relevant Startups for solving one's own business challenges.

INNOSPOT helps to solve these challenges by using its AI-based Startup Scouting technology to filter the noise and to help make meaningful business decisions based on facts and analytics instead of a gut feeling. This is a crucial step because choosing the wrong Startup partners early in the process can be very expensive later on and significantly decreases the likelihood of a successful collaboration. Companies like AVL use INNOSPOT to make sure the time and money they invest in Corporate-Startup-Collaboration is worthwhile.

"The communication was great and vital for the success of the projects. During the collaboration, the INNOSPOT analysts were responsive, always reachable and asked the critical questions to get the best results for us"

– Viktoria Ilger, AVL Creators Expedition