

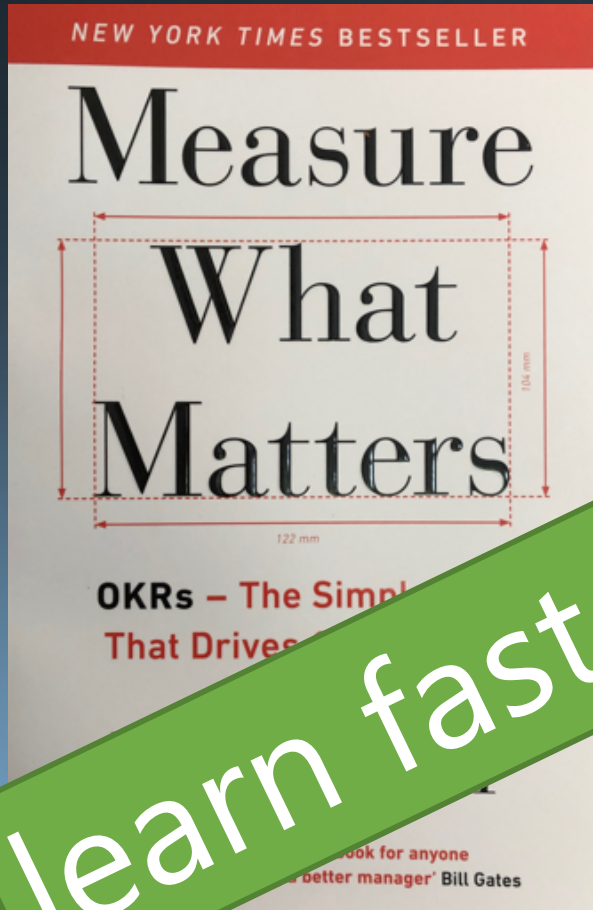


STARTUP for PROCUREMENT

FIVE CIRCLES PRESENTATION BY STEPHAN DE BOURDEILLE

Charakteristisch für den Punk sind provozierendes Aussehen, eine rebellische Haltung und nonkonformistisches Verhalten.

OKR Objectives Key Results intel/google started first



My learn effect >>> Make your striving and grasp for targets



Inspire >>> Are you inspired?



Learn >>> The concept is understood!

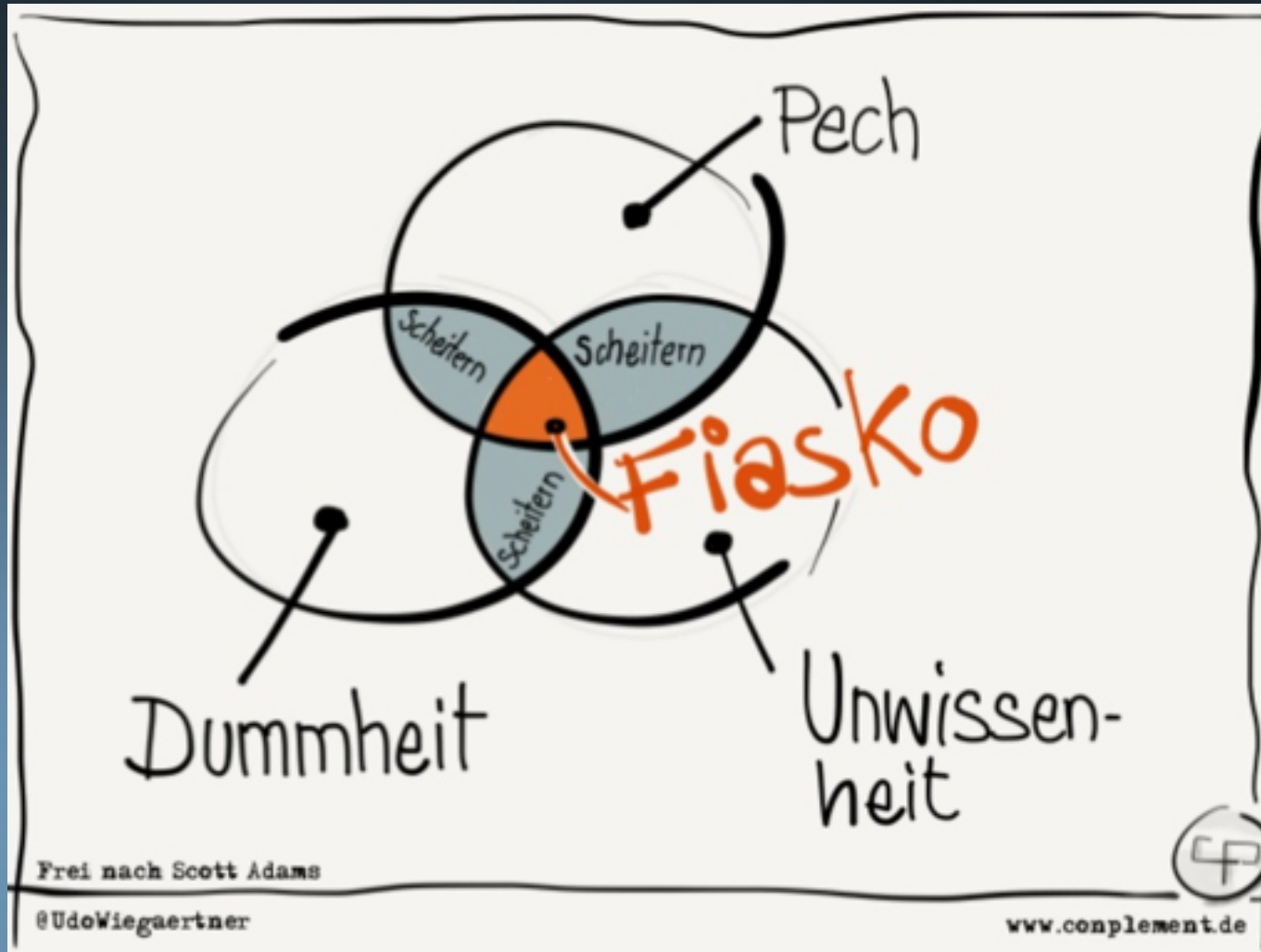
Apply the FIVE CIRCLES concept!



Network >>> You onboarded yourself to the THE PROCUREMENT PUNK NEWSLETTER!

learn fast – more transparency!!!

Destruction predestined / voices up front



FACTS and figures

STRONG GROWTH RATES

- 40% der untersuchten Startups rechnen mit Wachstumsraten >50%
- 65% der untersuchten Startups betreiben skalierbare Geschäftsmodelle
- >10% der deutschen Startups erzielt bereits einen Umsatz von mehr als 5 Mio €

DEVELOPING NEW TECHNOLOGIES

- Die Geschäftsmodelle deutscher Startups sind von Künstlicher Intelligenz (59%), Virtuelle Realität (32%) und Blockchain (24%) mittelmäßig bis stark beeinflusst
- >60% der deutschen Startups bezeichnen ihre Technologie als innovativ bis sehr innovativ

INNOVATIVE NEW WORK THINKING

- Lean Startup, Design Thinking und agile Produktentwicklung prägen die deutsche Startup-Kultur
- >55% der Mitarbeiter in Startups sind jünger als 34 Jahre und die Mitarbeiterzahl liegt im Durchschnitt bei 11 Personen

Do not miss that Momentum!

Innovation for all of us!

... ups! What do we have to learn fast here?

FACTS and figures

The fastest growing STARTUPS in 2018

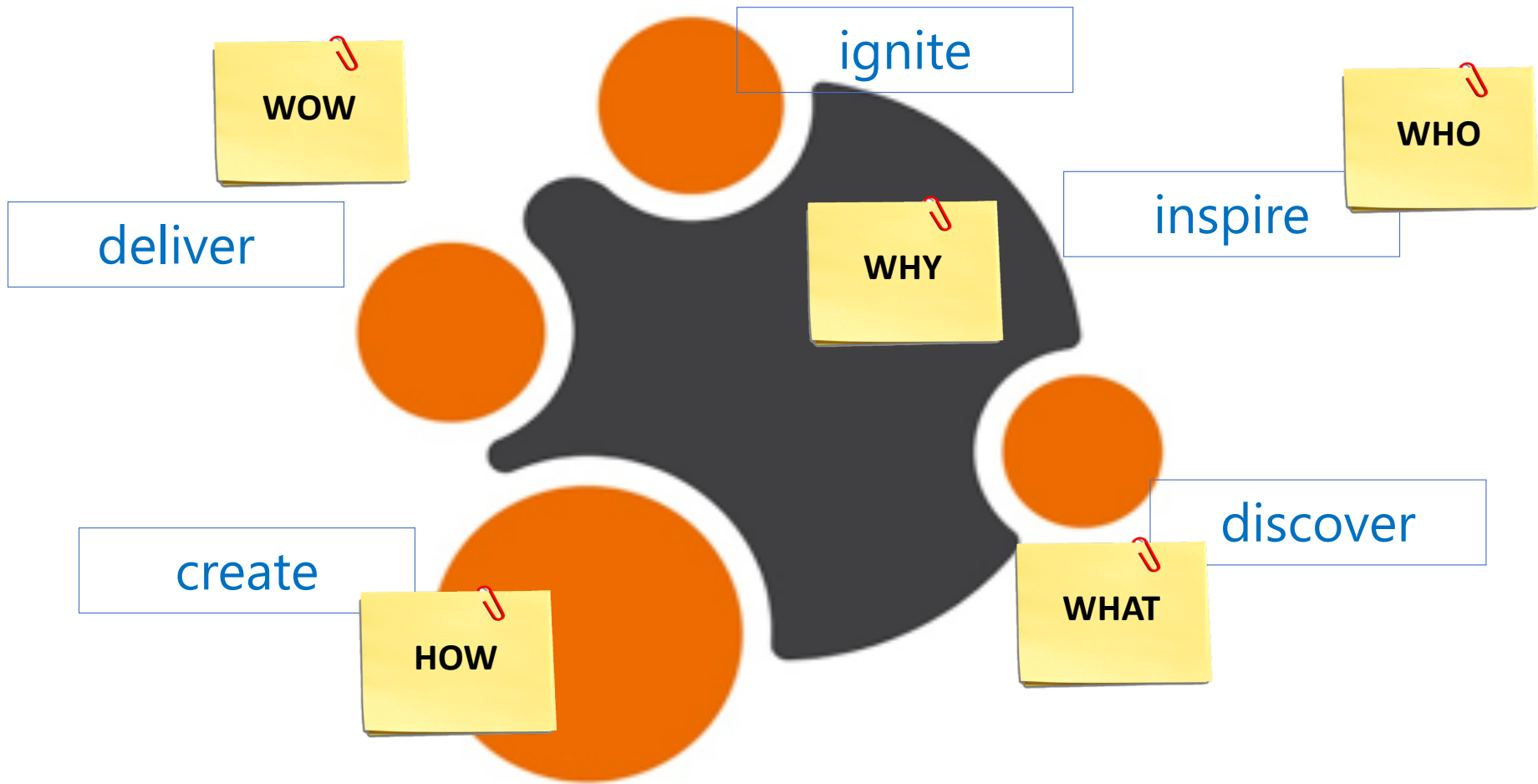


The most innovative STARTUPS in 2018



How to find
the golden nugget for my
department / company?





FIVE CIRCLES

IGNITE >>> Warum eigentlich?

WHY

Handwritten scribbles consisting of several overlapping, horizontal, wavy lines in pencil or light ink.

GOOD reasons to start

FOR PROCUREMENT

STARTUP
(Customer)

STARTUP
(Innovation Partner)

STARTUP
(Solution Provider)

FOR BUSINESS

STARTUP
(Customer)

STARTUP
(Innovation Partner)

STARTUP
(Solution Provider)

THE NEXT BIG THINGS more than one silicon valley



Agility – new work, co-work, co-creation, collaboration, new mindset, new leadership



AI is everywhere - Data Analysis, Chatbots, Robotics, ... (based on small & Big Data)



Value add - bring something to the table, be a relevant part of the success (be proud)



B2B is transforming to B2C and micro businesses – focus on the customer journey



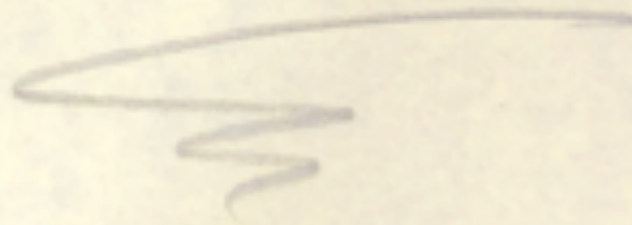
next "UI" is voice



Community FIRST – unleash the power of the diversity

INSPIRE >>> Wer genau?

WHO



STARTUP VALUES assessment & rating

PEOPLE

TECHNOLOGIES

IDEAS

The success behind the STARTUPS

MEASUREMENT

MINDSET

SKILLSET

TOOLSET

The inner structure of "Digitalisierung"

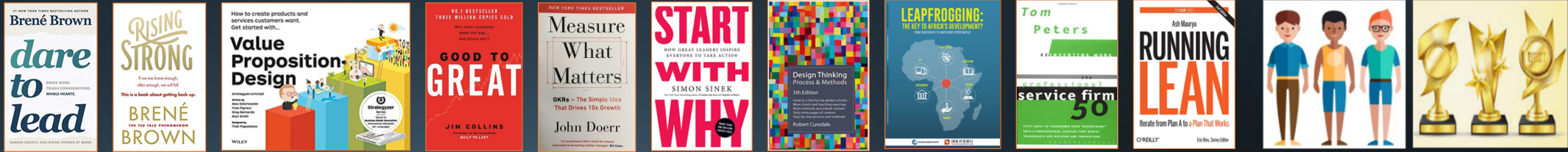
DIGITIZATION & DIGITALIZATION

DISCOVER >>> Wir müssen über den Tellerrand blicken!

WIMAT



you should definitely read more



LIFT & SHIFT

PUNKS & WINNERS

GUIDING PRINCIPLES

... more

Seven Aspects of our Culture

- Values are what we Value
- High Performance
- Freedom & Responsibility
- Context, not Control
- Highly Aligned, Loosely Coupled
- Pay Top of Market
- Promotions & Development

NETFLIX 124 von 125

AMAZON'S 14 LEADERSHIP PRINCIPLES

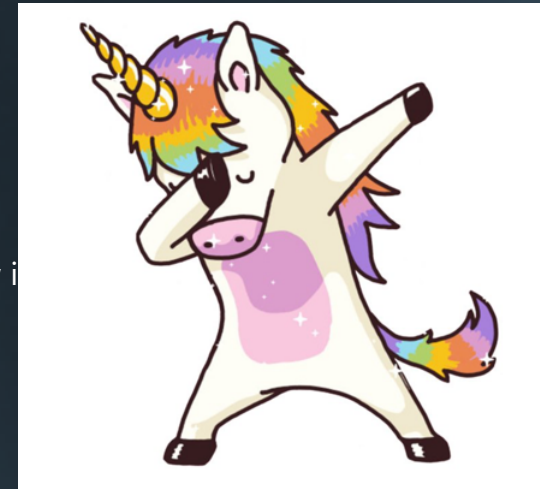
Customer Obsession Start with the customer and work backwards; work vigorously to earn and keep customer trust; pay attention to competitors, but keep obsessing over customers.	Ownership Think like an owner, long term and don't sacrifice long-term value for short-term results; act on behalf of the entire company, not just for your own team; never say "that's not my job".	Invent and Simplify Expect and require innovation and invention from your team and always find ways to simplify; be externally aware, always look for new ideas from everywhere, and don't be limited by "not invented here".	Leaders are Right. A Lot. You have strong judgment and good instincts; you seek diverse perspectives and work to disconfirm your beliefs.
Learn and Be Curious You are never done learning and you always seek to improve; you are curious about new possibilities and act to explore them.	Hire and Develop the Best Raise the performance bar with every hire and promotion; recognize exceptional talent, and wilygo move them throughout the organization; develop leaders and take seriously your role in coaching others.	Insist on the Highest Standards You have relentlessly high standards - many may think these standards are unreasonably high; you are continually raising the bar and driving your team to deliver high quality products, services and processes; defects do not get sent down the line and problems are fixed so they stay fixed.	
Bias for Action Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking.	Frugality Accomplish more with less. Constraints breed resourcefulness, self-sufficiency and invention. There are no extra points for growing headcount, budget size or fixed expense.	Dive Deep Operate at all levels, stay connected to the details, audit frequently, and be skeptical when metrics and anecdote differ. No task is beneath you.	Earn Trust Listen attentively, speak candidly, and treat others respectfully. Be vocally self-critical, even when doing so is awkward or embarrassing; leaders do not believe their or their team's body odor smells of perfume; benchmark yourself and your team against the best.
Have Backbone. Disagree and Commit Respectfully challenge decisions when you disagree, even when doing so is uncomfortable or exhausting; have conviction and be tenacious; do not compromise for the sake of social cohesion; once a decision is determined, commit to it.	Deliver Results Focus on the key inputs for your business and deliver with the right quality and in a timely fashion; despite setbacks, rise to the occasion and never settle.	Think Big Thinking small is a self-fulfilling prophecy. Create and communicate a bold direction that inspires results; think differently and look around corners for ways to serve customers.	

... and yours?

Corporate Challenges

With: vendor partnering, idea executing, spin offs, new products, new markets, re-skilling

For: new idea combinations



talent programs

classic accelerator

CO-INNOVATION
with massive opportunities

campus commercialisation

private engagement

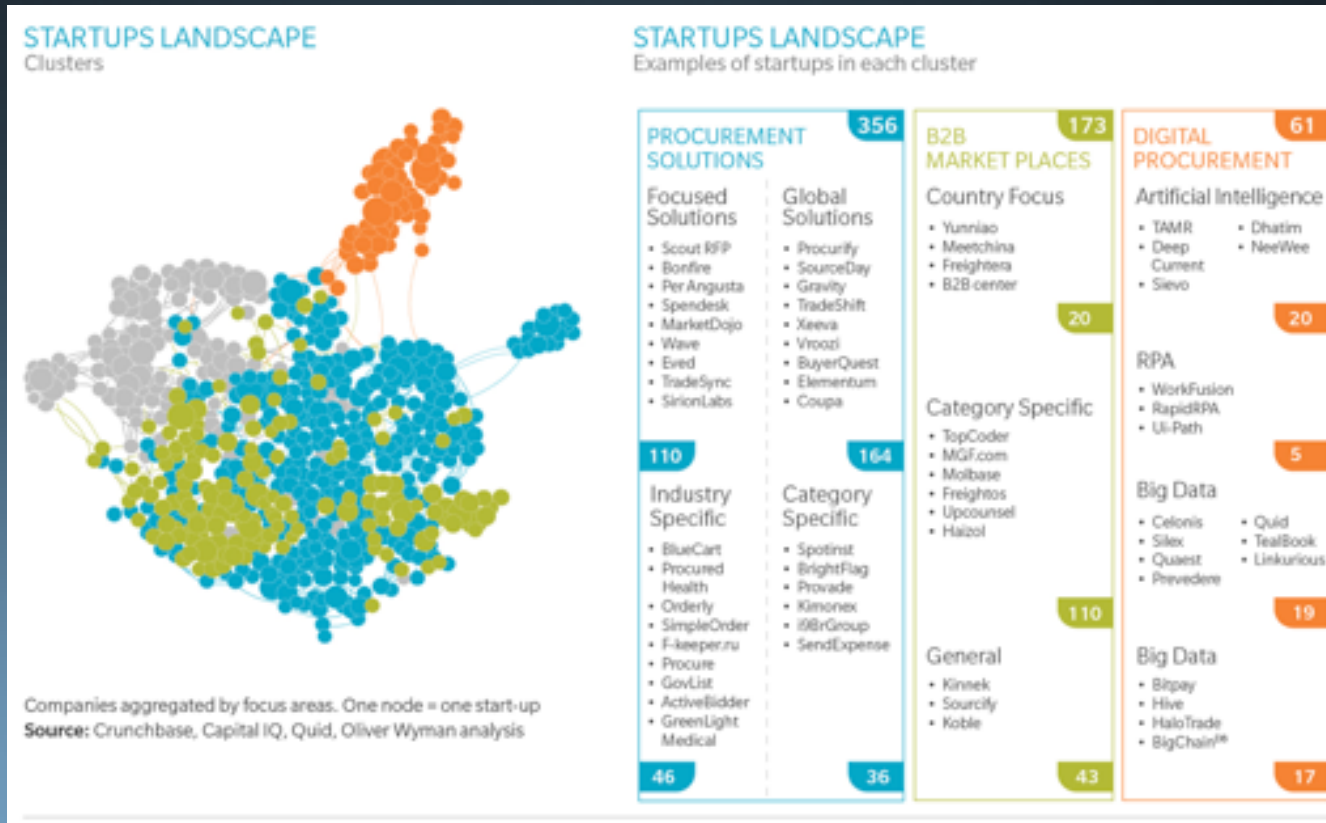
University Talents

With: basic research, deep dive, technical options

Personal Masterminds

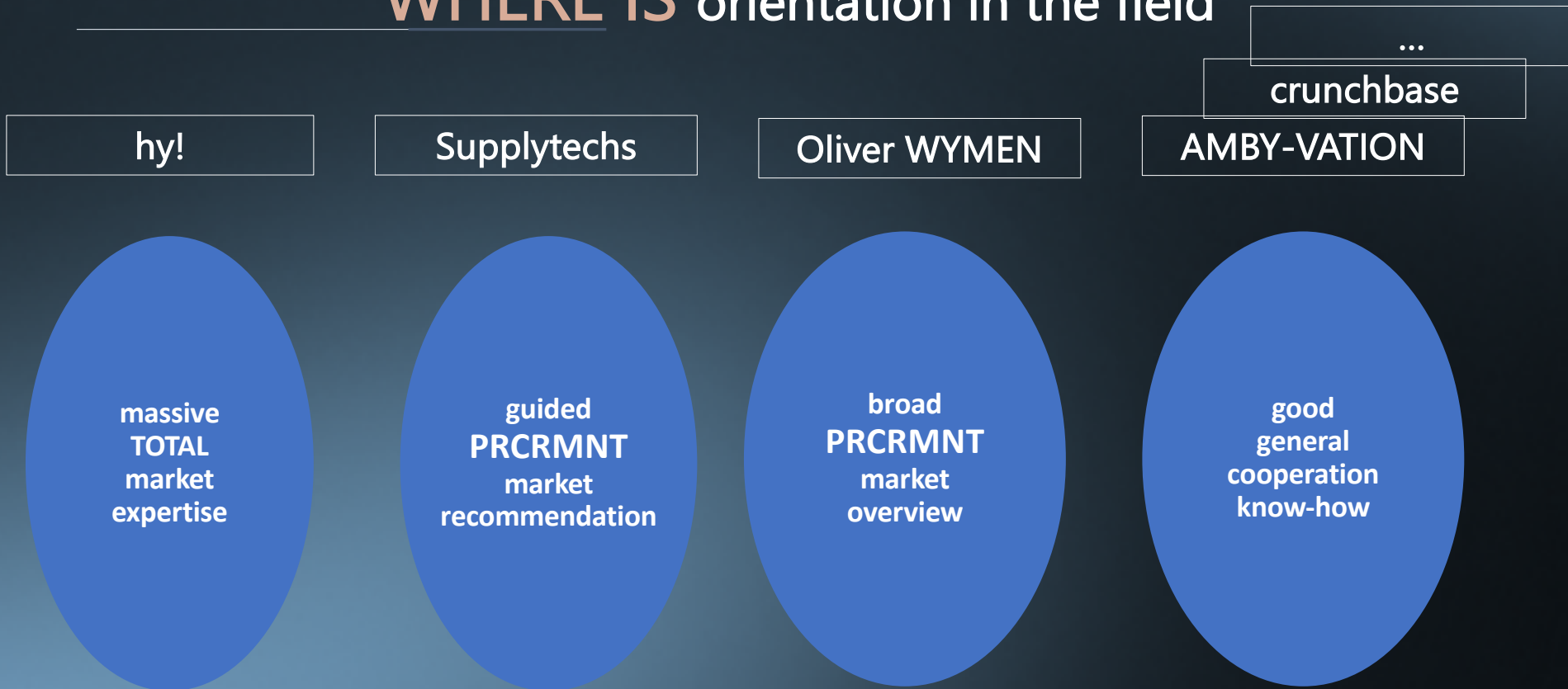
For: new ideas, new business models, new idea combinations

THE STARTUP MARKET procurement related



About
1.000
Procurement
related
Startups

WHERE IS orientation in the field



chemistry meeting vs. pitch >>> check your co-creation options

ONE TARGET five circles



IGNITE Phase

- Warum eigentlich?
- Finde eine erste eigene Vision!
- Was ist das Problem?
- Welche Relevanz hat das alles?
- (Wieso eigentlich mit Startups?)

WHY

INSPIRE Phase

- Wer genau fängt an?
- Suche nach Bedeutung!
- Wer kann es wirklich vorantreiben?

WHO

DISCOVER Phase

- Einfach mal ganz wo anders nach Lösungsansätzen suchen
- Strukturgebende Ansätze und STARTUPS
- Sich beim Suchen helfen lassen

WHAT

CREATE Phase

- Adaption FIRST
- Sich selbst vorbereiten
- Lernen von den STARTUP Prinzipien

HOW

DELIVER Phase

- Storytelling muss jeder beherrschen
- Der Kundennutzen muss spürbar werden

WOW

ALL ABOUT advantage



„Best fit“
...
but
phase wise!

CUSTOMER JOURNEY FUNNEL B2C oriented



- data analytics
- predictive procurement
- artificial intelligence

VALUE AD



- alternative options
- market overview
- recommendation management
- strategic partnership

VALUE AD



- process optimization
- cost avoidance
- service reduction
- best fit
- non buying

VALUE AD



- list pricing
- offer pricing & last call
- benchmark or before after
- longtail
- deep legal details

VALUE AD



- basic legal check
- terms & conditions
- order management
- invoicing services
- blockchain

VALUE AD

action required SHORT SURVEY (3min)

In which phase you would start with a
STARTUP?

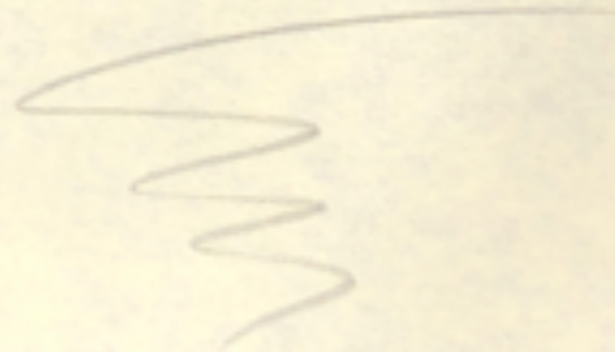
please go to

www.menti.com

enter the #code - *multiple choice – ranking*

CREATE >>> Wie genau klappt das bei mir?

How



THE FUTURE transform yourself

major challenge



Discover & develop prcrmnt as enabler, partner and customer towards the road to success.

Enlarge your role and define new shared OKR!

Creativity

New

Surprising

Emotions

Empathy

...

Simplify

...

Success

Savings

D

Transparency

Options

Trust

Exact

...

Success

overcome
preconceptions

major challenge



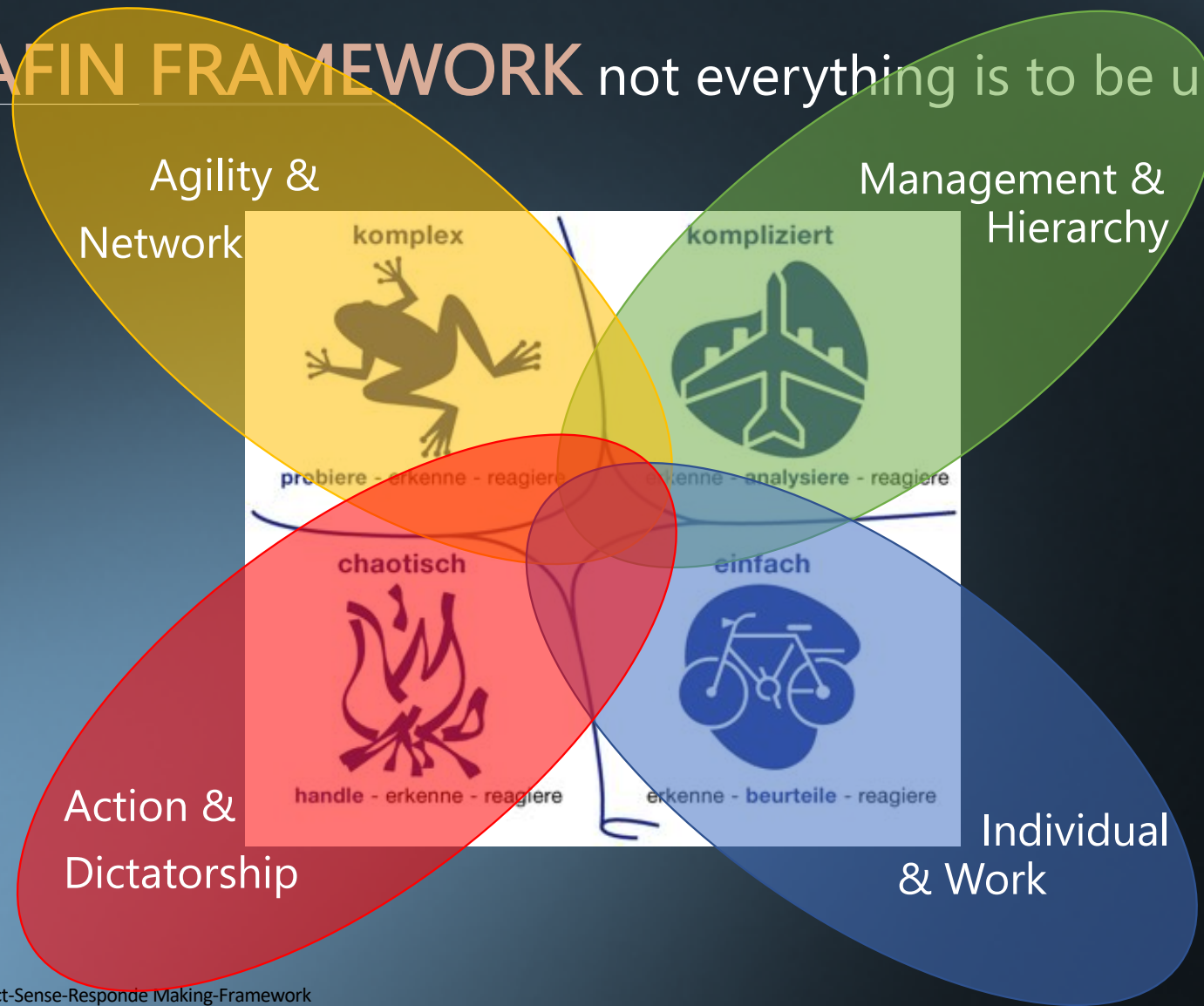
There is much more than savings!

Enlarge your role and define new shared OKR!

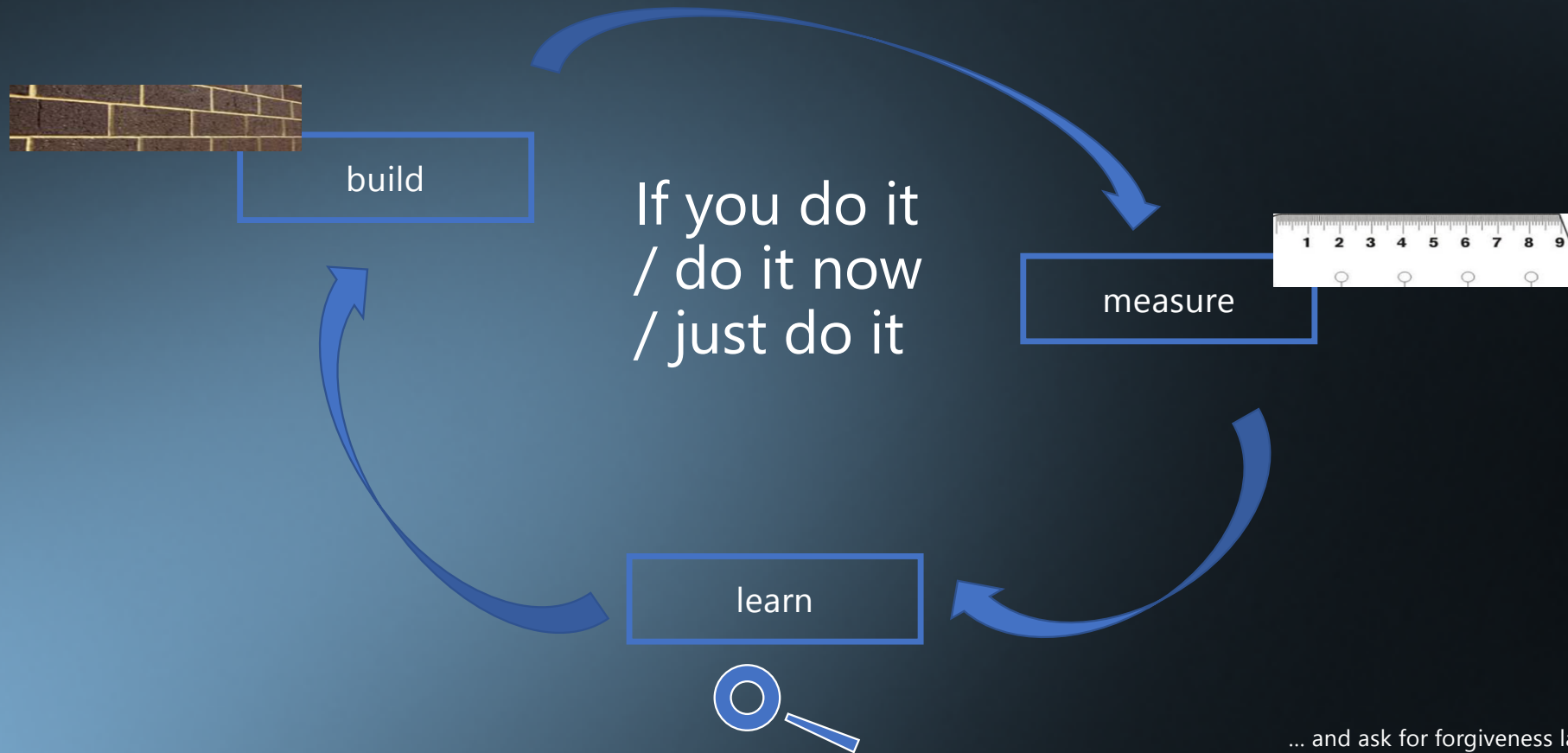
CHALLENGE mindshift & pattern of work

hierachical	>>>	network driven
internal	>>>	internal /external
packaged ideas	>>>	sharing continuously
process-centric	>>>	rhythm centric
exact answers	>>>	iteration
...		...

CYNAFIN FRAMEWORK not everything is to be understood



AGILE cycle



THE AGILE manifest

better

good

individuals and interaction

more than processes and tools

proper working software

more than extensive documentation

collaboration with customer

more than contract negotiation

respond to changes

more than following a plan

>>> transform your department / daily scrum / time boxing !!!

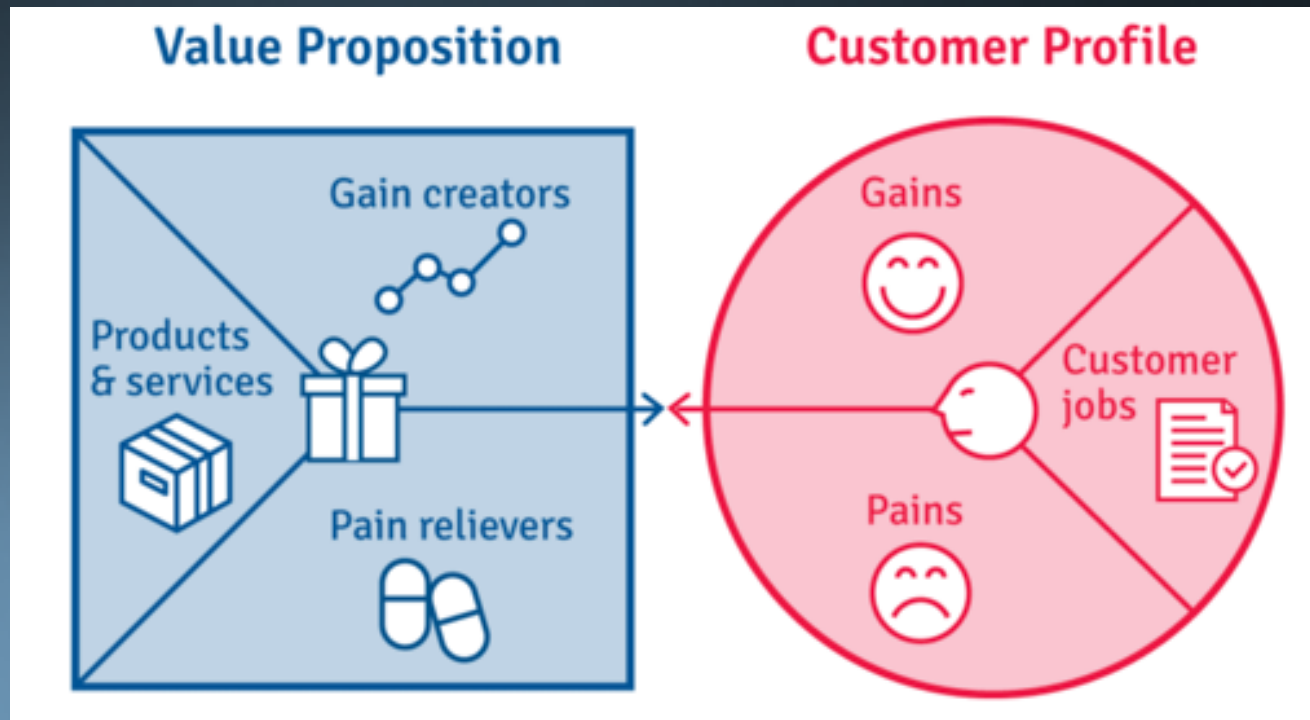
STARTUP - do it different outside the establishment

make
something
people want










It's all
about
people

„holisticly: we are in the people business“

PAIN-RELIEVER GAIN-CREATOR einfach mal machen



DO YOUR CANVAS strictly customer centric view

THE PROCUREMENT MODEL CANVAS		Designed for:	Designed by:	Date:	Version:
Key Partners <small>Who are your partners? Who are your suppliers? Who are the providers of your key resources? Who are the providers of your key channels?</small> 	Key Activities <small>What key activities do you perform to create value? What key activities do you perform to deliver value? What key activities do you perform to maintain value?</small> 	Value Propositions <small>What value do you offer to the customer? What value do you offer to the customer? What value do you offer to the customer? What value do you offer to the customer?</small> 	Customer Relationships <small>What type of relationship does each of your customers expect? What type of relationship does each of your customers expect? What type of relationship does each of your customers expect? What type of relationship does each of your customers expect?</small> 	Customer Segments <small>Who are your customers? Who are your customers? Who are your customers? Who are your customers?</small> 	
Key Resources <small>What key resources do you need to create value? What key resources do you need to create value? What key resources do you need to create value? What key resources do you need to create value?</small> 		Channels <small>Through which channels do you reach your customers? Through which channels do you reach your customers? Through which channels do you reach your customers? Through which channels do you reach your customers?</small> 			
Cost Structure <small>What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model? What are the most important costs incurred in your business model?</small> 			Revenue Streams <small>For what value are your customers willing to pay? For what value are your customers willing to pay? For what value are your customers willing to pay? For what value are your customers willing to pay?</small> 		

THE BUSINESS CANVAS strictly customer centric

Alles aber auch wirklich alles, hat einen Kundenbezug! >>> Customer Segments (Kundensegmente)

Maßgeblich bauen beste Ressourcen den Kundennutzen auf! >>> Key Ressources (Schlüssel-Ressourcen)

Immer stehen die eigenen Kernaktivitäten im Fokus >>> Value Proposition & Key Activities (Aktivitäten)

Jeder Weg zu den Kunden wird genutzt >>> Client Relations (Kunden Kanäle)

Hilfreich sind relevante Ressourcen auf dem Weg – Menschen zusammenbringen >>> Partnerschaften

Ohne einen Kosten-Nutzen-Überblick geht es nicht >>> Cost Structure / Revenue Streams

fresh air AND YOU FEEL BETTER

MORE THAN HALF TIME EXCERCISES

DELIVER: Der Kundennutzen muss spürbar sein.

WUFAO

A handwritten signature or scribble consisting of a long horizontal line that curves downwards and then back up, resembling a stylized 'N' or a flourish.

FIVE DELIVERIES from STARTUPS to your organization

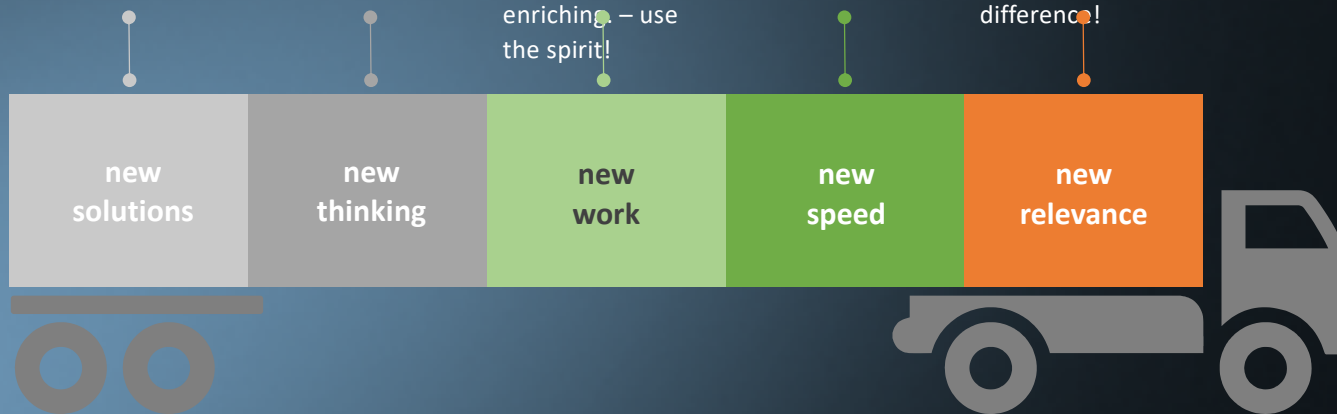
STARTUPS provide complete different solutions for your business with a very sharp and pointed process step. (micro business)

STARTUPS bring fresh air and the ability to see beyond the edge of the plate. Out of the box they deliver unusual crossings.

STARTUPS do not deliver new solutions just like that – it's because the mindset behind is different. The attitude of working is enriching – use the spirit!

STARTUPS focus on a very important new value – speed for itself is a massive value add with major impacts.

STARTUPS always take care about the customer centricity principle. They strive for focussing the preceptible – make a difference!



TEN STEPS for successful start with startups

- #1 || start with a problem: Habt ein Problem! (ein schönes)
- #2 || be inspired by YES: Beschliesst das Problem tatsächlich anzugehen! (jetzt)
- #3 || have an overview by C-J-Phases: Verschafft Euch einen Überblick nach der Customer Journey! (wo genau)
- #4 || be relevant: Konkretisiert den Überblick und schafft Relevanz! (WHY)
- #5 || scouting, but professional: Sucht Euch ein geeignetes STARTUP aus! (cultural fit)
- #6 || be agile: Stärkt Eure eigenen Fähigkeiten – dringend! (mindset)
- #7 || start a pilot: Startet ein Pilotprojekt und nutzt shared OKRs! (friendly customer)
- #8 || have a co-pilot with you: Lasst den Piloten begleiten! (be professional)
- #9 || be structured: Identifiziert eindeutig die Vor- und Nachteile! (structured)
- #10 || celebrate: Rollt das Ding aus und feiert! (auch die Niederlagen)

Over-prepare, then go
with the flow

Anyone who has to do a lot of public speaking can attest to the power of preparation. As the saying goes: perfect preparation prevents poor performance. I too have learned this to be true – it's so important to keep your finger on the pulse and know what you're talking about. But I've also learned that nobody likes a stiff conversation or presentation. You'll be better received if you put a bit of yourself into what you're doing, and adapt to your surroundings.



DEAL-Excellence

perfect preparation

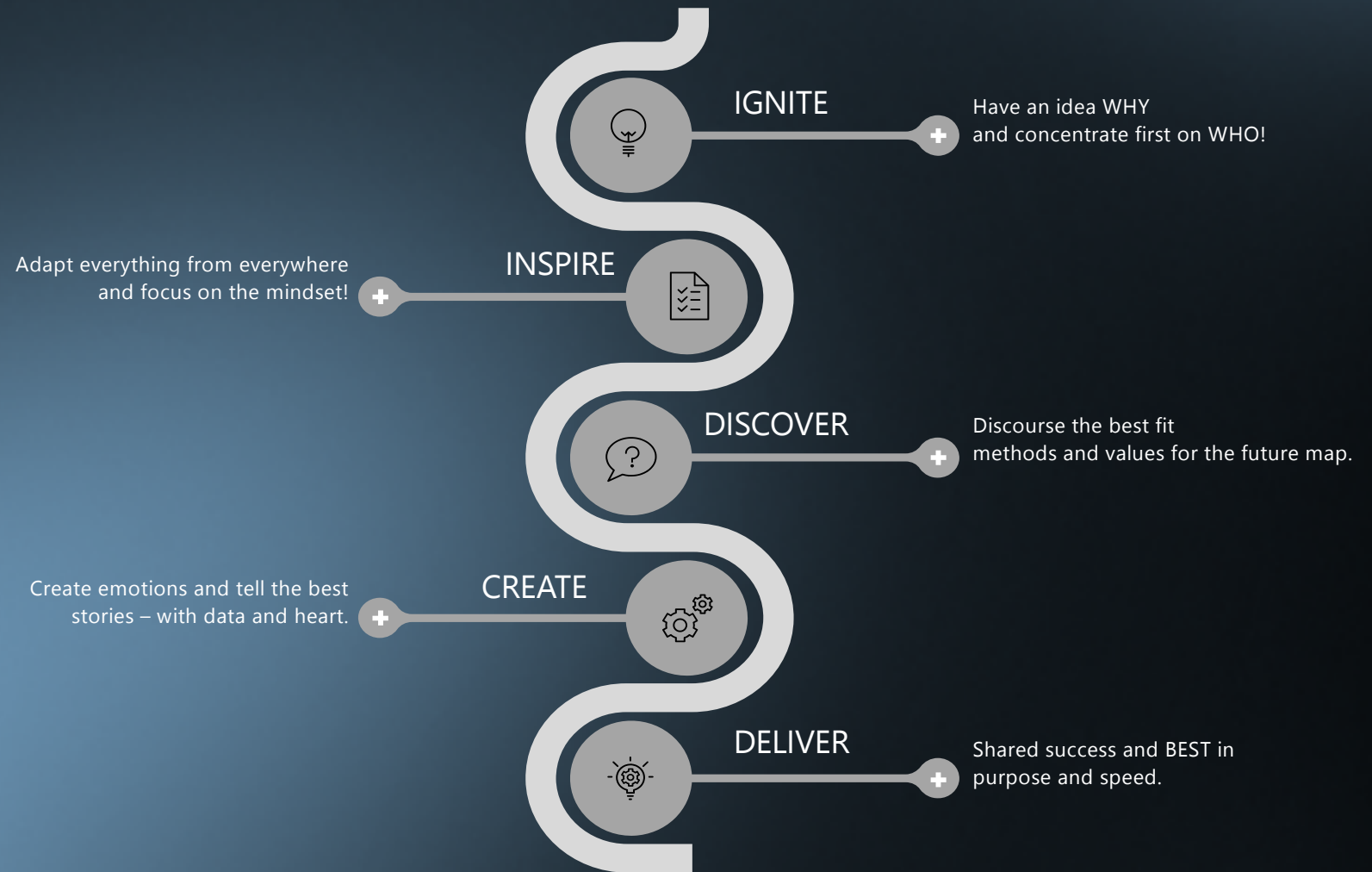
perform in details

be on the pulse

be yourself

adapt everything

FIVE CIRCLES my key take away for successful innovation

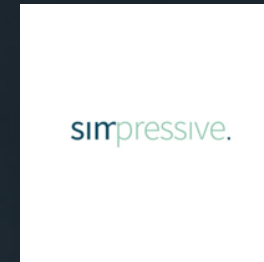
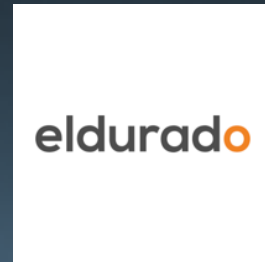




networking

Today
&
Tomorrow

STARTUPs at procurement summit 2019



PREFACE for all here in the audience

*“Wer mit Startups arbeiten will -
der will was anders machen!”*

Einfach mal machen:

hy! („gesamt“)



supplytechs („einkauf“)



PRCRMNT PNK („anders“)





PRCRMNT PNK

Wir helfen das richtige Startup zu finden und erfolgreich zu starten - sprechen Sie mich gerne an!

FIVE CIRCLES

go for the brandnew
NEWSLETTER

(www.prcrmnt-pnk.de)