

Start-up supplier programs in Sweden and in the Netherlands: An exploratory study

Background

In today's business landscape, companies more than ever need to find ways to renew themselves. Increasingly common initiatives are various forms of corporate incubators, corporate venturing and accelerators. Many well-known companies including ABB, IKEA, Philips, Unilever and Volvo have created their own set-ups (Monteiro and Birkinshaw, 2017).

In broad terms, those initiatives point to entrepreneurship inside of established organizations aiming to stimulate and support new business models, technologies, services and products. Typically, the corporate entrepreneurship initiatives have the ambition to put the innovations to use within the context of the corporate as inputs i.e. the start-ups are to become suppliers.

This is referred as start-up supplier programs (Kurpjuweit & Wagner, 2020).

Purpose

Start-up supplier programs are to be investigated in this master thesis project. How are they organized, how do they function for the involved companies, results for start-ups and the companies so far?

Set up and time plan

This master thesis project is a joint project between Chalmers and Rotterdam School of Business, Erasmus University in the Netherlands. The plan is to set-up two master theses, one at Chalmers and one in Rotterdam on similar topics. The plan is to exchange ideas and collaborate during this project.

Plan for study objects is flexible and possible to adapt to interests of students. For instance, CampX, Mobility X-lab and other campus programs of IKEA, Fortum and ABB, Ericsson are all potential study objects.

The master thesis is a pre-study in relation to a larger research project. The start is planned to January 2021.

Student backgrounds

Master programs: Supply Chain Management, Entrepreneurship and Business Design, Management and Economics of Innovation, or equivalent.

Experience from corporate venturing is advantageous

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