

## **Accelerating the recovery through Open Innovation and Corporate-Start-up collaboration**

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Start-ups and large corporations are complementary organizations. Large companies have enormous resources, but respond slowly to environmental changes. Start-ups are inherently agile, but have limited resources to handle the difficulties of company growth. Therefore partnerships between large companies and start-ups can be means to mitigate the dilemmas of both parties. Large corporations have experimented with different forms for more efficient and effective collaborations with start-ups. The forms include accelerators, incubators, the venture client model, innovation hubs. There are several reports of successful collaborations between large corporations and start-ups. These success stories have popularized this approach.

Despite the enthusiasm towards partnerships between large companies and start-ups, both in literature and in business practice, there are reasons that hold back both partners. Large companies fear that start-ups are inexperienced and therefore unreliable partners, with the consequent risk of partnership failure, waste of resources and possibly damage to the corporate image. Start-ups fear opportunistic behavior from large companies, which could exploit their knowledge or technology without worrying too much about the growth of their partners.

It is important to understand the dynamics of this collaboration models, in order to effectively design the partnership and translate the innovation potential into actual positive performances.