

Innovation Services.

Positive impact through
multi-party innovation



CO.STATION
with BNP PARIBAS FORTIS

About *us.*

Co.Station believes *open innovation* drives a prosperous society.

With our proven track record of bridging between scaleups and Corporates, bringing relevant actors together to solve complex business and societal challenges efficiently, became one of our core strengths.



Since our early beginning in 2014 as a coworking space for startups, scaleups and corporates, Co.Station's purpose has been encouraging and nurturing innovation ecosystems.

Co.Station's innovation offering will boost your external innovation, provide you with practical insights and connections and positively affect your brand and reputation. Our Innovation Services for Corporates provide a structured and proven approach for organizations to build new perspectives, capture value and grow.

What we stand for.

As the neutral conductor of innovation ecosystems, we position ourselves as the trusted partner that stands for integrity, while we are dedicated, sensible and entrepreneurial.

- Being neutral, we strive for full transparency and openness with all of our stakeholders, following a clear set of guidelines during the process.
- We commit ourselves to deliver sustainable results from and within each project, for all of our clients, the shareholders and partners and for society.
- We will always be sensible to the needs and interests of the partners and clients we work with.
- A can-do attitude in our team is key! The ability to take action in order to achieve results, and the competencies and capacity to bring solid businesses and dynamic start- and scale-ups together.

Our team will always orchestrate all of your innovation projects with respect for *people, profit and planet.*

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The team.

At your premises, or in one of our inspiring villages, the goal of our experienced innovation team is to help you *build and maintain the capacity to innovate.*

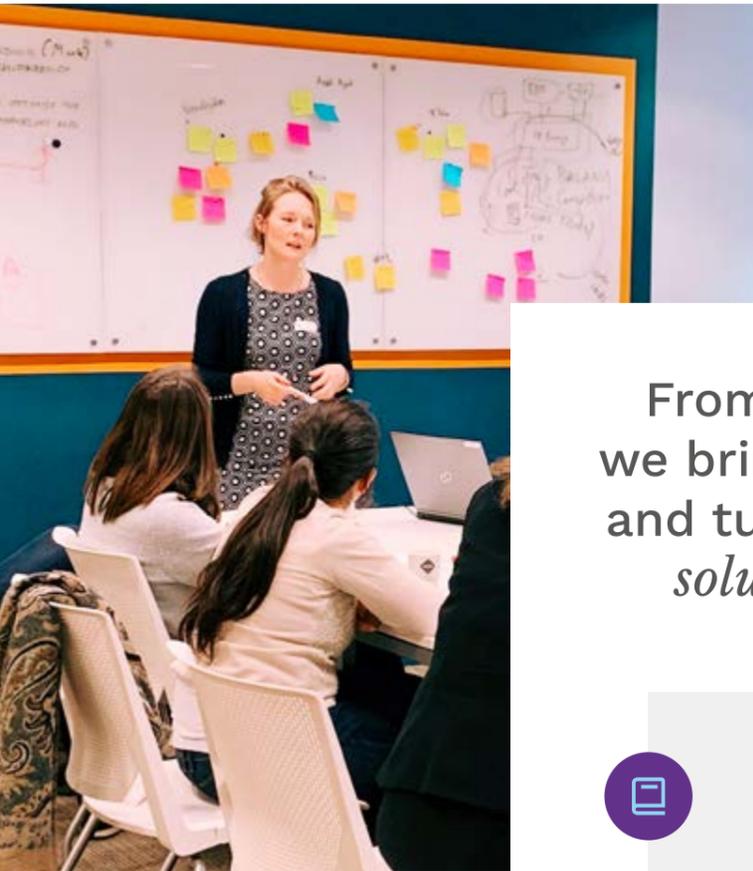
Everyone in our team has a proven track record in the corporate world or as an entrepreneur. Thanks to this mix, Co.Station functions as an innovation hub, knowing the challenges you face as a company, but with a core posture of “we do it with you”, instead of the traditional “we do it for you”.

As a client, you only need to bring your people, your brain power and your assets.

We take care of all the rest. Next to our innovation profiles, our team has several experts on board, both in-house as via our many partners. From legal to consumer validation, to coaching and white papers...we make sure we can answer all of your needs.

At Co.Station we always put people first, open and transparent communication is part of our DNA.





Innovation ecosystems.

From the union of companies, we bring innovative ideas to life and turn them into long-lasting solutions that benefit everyone.



ecosystem

noun [C]

/ˈiːkəʊˌsɪstəm/ COMMERCE · informal

a group of businesses or business activities that affect each other and work well together

Definition of ecosystem from the Cambridge Business English Dictionary © Cambridge University Press

What makes us *unique*?

- Focus on actionable ideas based on the competences and assets of the companies around the table.
- Want to deliver concrete project ready to scale at the end of the program.
- IP driven as of the Prototyping Phase.
- Goal is to have impact at scale.

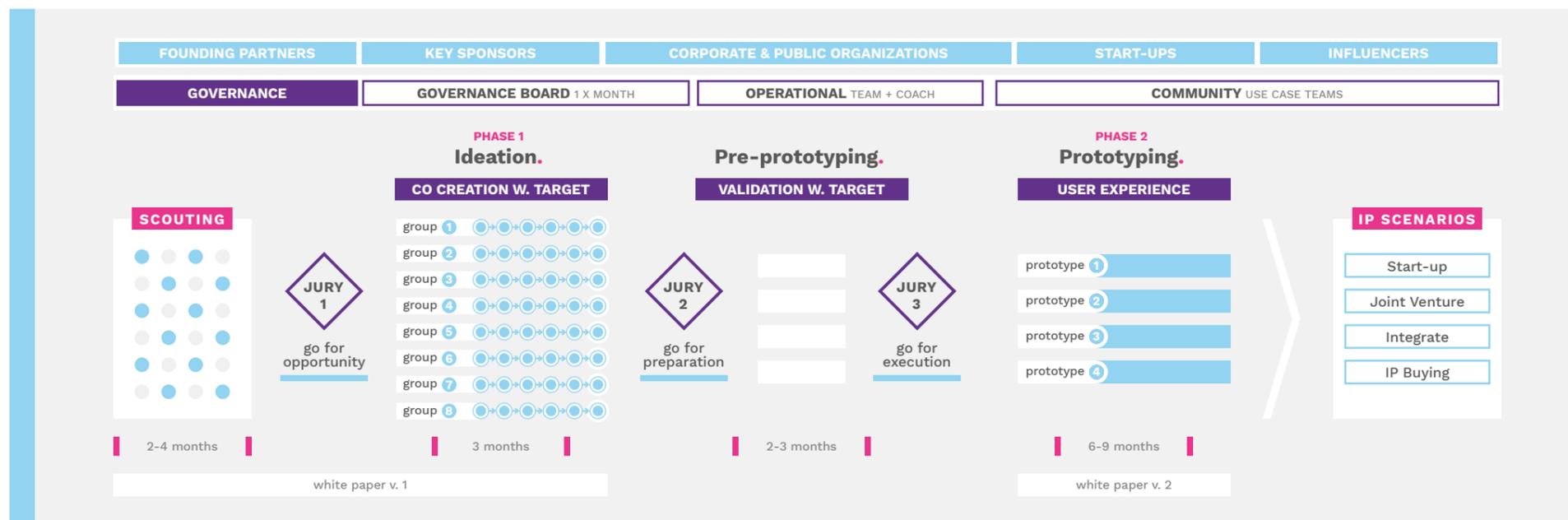
A well defined *process* and *timeline*.

Today's citizens and consumers expect real involvement from both decision-makers and businesses, as well as useful, comprehensive and sustainable solutions that go beyond.

We already have several ecosystems ongoing or even done in several industries such as Finance (2014), Internet of Energy (2018), Mobility (2019), co.responsibility (2020) and Food (2020)...among others.

Thanks to our authentic and long-lasting open ecosystem programs, Co.Station has access to a vast network of stakeholders (startups, corporates, academics, industry experts,...) to set up new open ecosystems from scratch

Together with our partners we will guide you from start to finish, covering everything from scouting to set-up to legal support.



We wouldn't have made the ideation phase without Co-station which brought together so many companies, a creative environment, and an efficient ideation process"

— JOHAN MARICQ
ELIA GROUP

What to expect from us as neutral conductors of the program.

We will recruit the different stakeholders who want to offer real and sustainable solutions that serve the common good, willing to collaborate within an ecosystem over a longer period of time.

Setting up the framework and governance of the program to allow a safe and neutral platform for reflection, collective sharing, creation and innovation, as well as providing the facilitators, coaches and logistical support.

Finally, we always aim for a lasting impact for a large part of society.



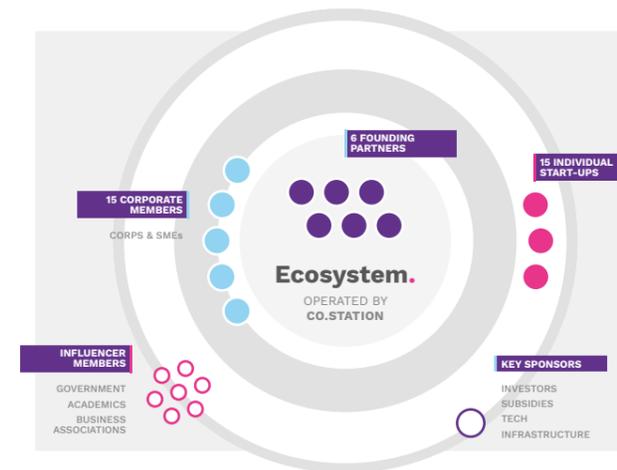
USE CASE

Peers Ecosystem IO.Energy

To achieve their common vision “developing user-centric energy services”, 5 key players of the energy sectors — Elia, Fluvius, Ores, Resa, Sibelga — reached out to Co.Station to operate the IO.Energy Ecosystem. Together, we have gathered 65 cross-sector companies and co-created 8 use-cases through our 1-year open innovation approach.



Co.Station offers 3 formats of *multi-party innovation*, based on its unique methodology:

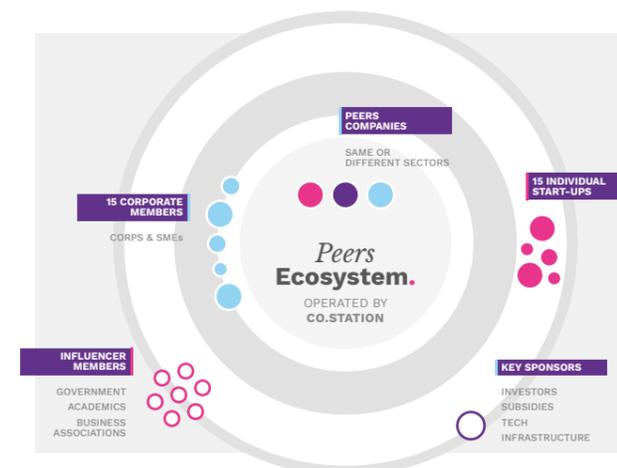
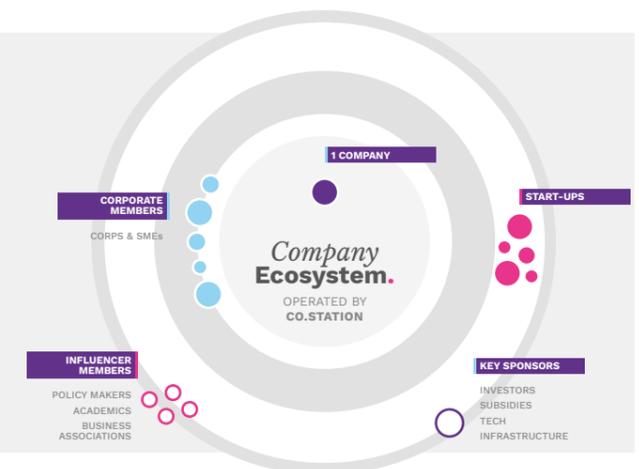


Thematic.

Co.Station brings together different actors within an ecosystem-based on societal themes (food, building, mobility,...). All participants, recruited by Co.Station, are positioned at different places in the value chain. The main goal of the Thematic Ecosystems is to aim for a lasting impact for a large part of society.

Company.

When the need and innovation pain of the organization is very specific, or when the company wants to be at the centre of a specific ecosystem (Teclos, Banks, Airports,...), Co.Station recommends the Company Ecosystem. Co.Station will operate as the neutral operator and facilitator for a certain number of recommended or proposed Active Members, in order to solve the company’s predefined innovation challenges.



Peers.

The Peers Ecosystem is the perfect multi-party innovation solution when a particular consortium of companies (pre-aligned or not) wants to collaborate together; wanting to create or accelerate a common project (eg. corporates investing in a startup); or align internationally with peers on a common engagement (eg. water preservation in Europe).



USE CASE

Thematic Ecosystem **co.mobility**

Our society needs mobility alternatives that are smart, sustainable, efficient while also being profitable for businesses.

This is why we started in 2020 our thematic ecosystem around mobility, with the mission to radically improve the way people move around in Belgium.

At the core of this ecosystem are 7 founding partners who defined the biggest mobility challenges on which 48 different organizations have actively committed to achieve marketable prototypes and embrace the philosophy of cross-company collaboration and collective intelligence.

7 FOUNDING PARTNERS

AG Insurance	Infrabel
BNP Paribas Fortis	MIVB/STIB
Brussels Airport Company	NMBS/SNCB Touring

8 KNOWLEDGE PARTNERS

universities, federations & research centres

7 TEAMS

in the ideation phase successfully following digital workshops due to confinement (COVID-19)

1 WHITEPAPER

launched in Q4 2020 about the impact of collaboration on mobility

ACTIVE MEMBERS

12 corporate, public companies **17** start-ups

4 STRATEGIC PARTNERS

offering support & expertise

5 PROTOTYPES DEVELOPED

in a hybrid physical-digital way of working

3.700 LINKEDIN FOLLOWERS

in the first 6 months



Other services.

Next to our ecosystems, we also offer other possibilities.

Depending on your need, we will discuss together with you the best way to move forward. *Some of the other things we do...*

Design Sprint.

A proven methodology for generating new ideas derived from identified pains or market trends at a business level, in a short period of time.

Technical Sprint.

Similar to a design sprint, but the generation of new ideas is derived from identified pain or market trends with an important technical component.

Hackathon.

Two days format in which external scale-ups compete to find the best solutions to defined pains or opportunities.

“

At Brussels Airport, we believe that connections are essential. They are the source of new opportunities for people and businesses. Our role as an intermodal hub is an excellent example. By aligning all transport modes, we actively increase accessibility and attract foreign companies as a consequence. As it is important to further develop this role, we are proud as the leading airport in Belgium to innovate alongside partners within the ecosystem, so that together, we contribute to a smarter mobility in our country.”

— ARNAUD FEIST
CEO OF BRUSSELS AIRPORT COMPANY
ABOUT JOINING CO.MOBILITY (MARCH 2020)



USE CASE

Hackathon Big Bloom.

Today the Big Bloom Hackathon is a 2-day program, where 15 to 40 employees of various corporations solve a challenge of one non-profit association during an intense innovation journey.

In the meantime, it is also considered an alternative to traditional training in leadership and design-thinking. The methodology is built to work on the 4C's at each design thinking phase:

1. Empathy · *Critical Thinking*
2. Ideation · *Creativity*
3. Prototyping · *Cooperation*
4. Pitching · *Communication*

The inter-enterprises approach enables to leverage the power of collective intelligence, both, to accelerate non-profit associations and to develop the skills of tomorrow's leaders.

It will give a sense of purpose to your employees while working on their social innovation delivery skills, while the outcomes of the Big Bloom Hackathons can be implemented by your teams with the help of Co.Station and Big Bloom coaching.

Big Bloom in numbers (by end of 2020):

28

non-profit associations accelerated

700+

employees trained from 15+ participating corporations

10

countries involved;

France, Belgium, Canada, Switzerland, Italy, Hong Kong, UK, Singapore and New Zealand



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