

## **Apply For Airbus BizLab Season #4**

*Open Call with Pioneers Discover*

**Vienna, May 3<sup>rd</sup>, 2018 - Startup scouting has begun for Airbus BizLab, the latest corporate innovation project for Pioneers Discover. Season #4 of the global accelerator for the French aerospace company kicks off with workshops in Bangalore, Hamburg and Toulouse, which will be run by our consultation arm. We're now looking for the best startups to invite for the chance to win equity-free funding of up to €50,000. And with applications now open, we talk to Bruno Gutierrez, Head of Airbus BizLab, about the startups they want to work with.**

Startups in fields including Blockchain, Cyber Security, Satellite Imagery Services, Data Analytics and Unmanned Aerial Vehicles are invited to apply until June 24<sup>th</sup> for the chance to impress experts and top management at workshops which will take place in Bangalore, Hamburg and at the original BizLab campus in Toulouse.

The workshops, which replace short and sharp pitching sessions, are intended to narrow down the candidates to seven in each city. These startups will stay on for the full six-month program, in which they will have access to BizLab coaches and a large number of experts in various domains, free co-working space, dedicated executive mentors, learn and act sessions, access to prototyping test facilities and a Demo Day with Airbus decision makers, partners, customers, and VCs. With luck, they will also get the chance to qualify for funding of up to €50,000 and to remain for the post-acceleration program. As did 42% of the 33 startups taking part over the first two seasons.

BizLab is targeting startups around Series A level of maturity, and while unity and a strong team might be the most important thing of all, the startups will of course also need to have exciting technology to offer.

“We’re an aerospace specialist and digitalisation is not our core competence,” explains Gutierrez. “Our wish is not to acquire startups but to create partners – this is very important. We also know that our industry is not easy to access and we really want to help startups do that.”

This all falls under a ‘hybrid’ approach, in which entrepreneurs work closely alongside Airbus ‘intrapreneurs’ taking part in their internal acceleration projects.

“We realized that it was important for us to take benefit of new technology in areas where we didn’t have so much expertise, and it quickly appeared that the way to do that was to interact with some startups,” recalls Gutierrez. “But like all big companies we’re not really built to work with them, especially at the early stage.

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“So we went with creating an accelerator platform to ease that interaction. But we realised that the main challenge with accelerators wasn’t to accelerate but to transfer that value you create internally and to impact your core business.

“When you mechanically separate internal and external innovation it creates a kind of competition between them. This means that when you try to internalize what you have developed in the accelerator, all internal systems are in resistance.

“How could we prevent that? We said, why not mix up intrapreneurs and entrepreneurs? This is how we developed the hybrid concept when we opened the first BizLab in Toulouse in 2015. We mix the intrapreneurs, working in startup mode but developing their own project, with entrepreneurs from all over the world.

“It’s hard to say that you are unique, but at the moment I haven’t seen the same concept at this scale.”

With a method that seems to be working well at bringing hungry startups together with keen internal innovators and getting them to form partnerships, BizLab nonetheless saw room for improvement in the selection process ahead of Season #4. Hence not only engaging Pioneers Discover, but the creation of the two-day workshop concept.

“Whether they are chosen or not, the startups will benefit from two days close working with our experts, which is always valuable. And on our side they will know the startup far better. So it’s more valuable for the startups and more efficient for us in terms of selection.”

“If one of your startup’s dreams is to disrupt or to integrate or to penetrate the aerospace market, there is no place to be other than the BizLab,” concludes Gutierrez. “This is where you will be able to benefit from all the market access and expertise. And for all the passion you’ve got, we’ve got it too!”

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## Note to the Editors

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## About Pioneers:

Founded in 2009 in Vienna, Pioneers establishes and facilitates direct, meaningful business relationships between startups, corporate executives, and investors to foster growth and innovation. It is the ultimate One-Stop-Hub for global tech innovators to access high-value, curated and qualified data of early and Series A European startups. Pioneers offers various platforms to help redefine industries, develop future technologies and introduce cutting-edge solutions. Its services include digital services, consultancy, ventures services, events and inspirational, tailor-made offline experiences. Its flagship event takes place annually in the 500-year-old Hofburg Imperial Palace in Vienna and brings together a community of 2,500 founders, investors, executives and public sector representatives from over 100 nations. Of all future tech events globally, Pioneers has unparalleled access to European tech leaders. The 2017 edition was awarded with the bea World 'Best Conference/Congress' Award.

