

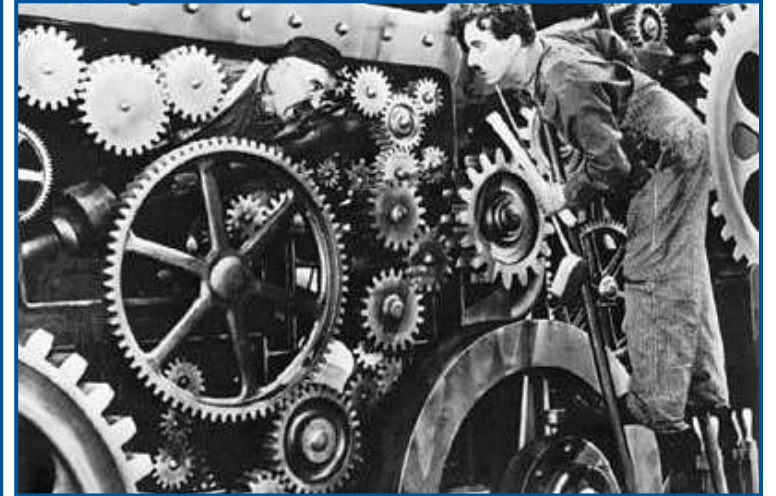
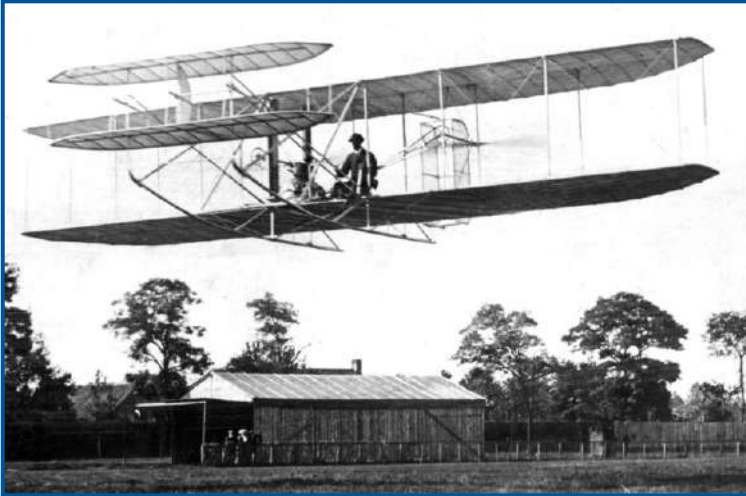


## **Digital Transformation – Where established and new ways of thinking collide**

Prof. Dr. Volker Stich, FIR e. V. an der RWTH Aachen  
#SNTM Opening Event - Israeli Startup Night, Oct.30<sup>th</sup> 2019

# The interaction of humans with artificial intelligence and machine learning algorithms will determine the production in the next years

Past



Today





# Digitization: What is "The New Normal"?



**453% more Internet users worldwide compared to 2000 and 2018**

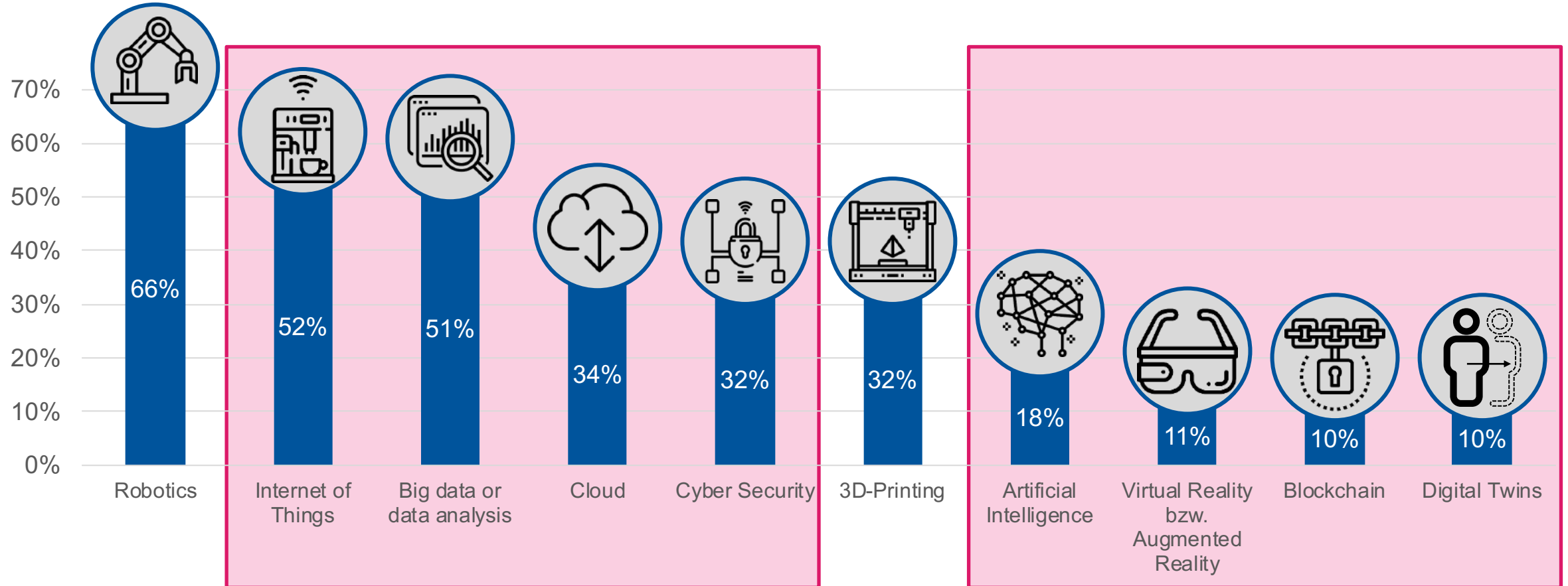
**69% of the world's population have a mobile phone  
In top markets 80-90 %**

**In 2017, an estimated 176 million children were online. This is 106 million more than in 2012.**

**More than 50% of the world's population have access to the Internet**

# The example of mechanical engineering shows that technological investments are mainly made in IT or IT-related fields.

In which new technologies and production techniques do companies want to invest?<sup>1)</sup>



N=100

■ Approval in % [multiple answers possible]

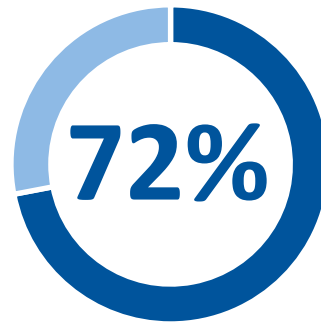
□ IT(-near) subject area

# New business models require additional fields of competence – especially in IT and IT-related areas.

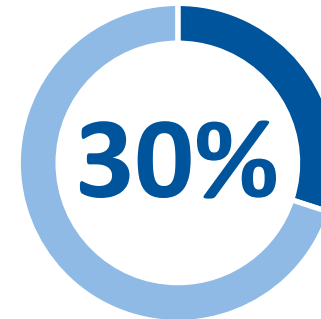
Which special skills are required in the company?<sup>1)</sup> [Percentage of responses in %, multiple answers possible]



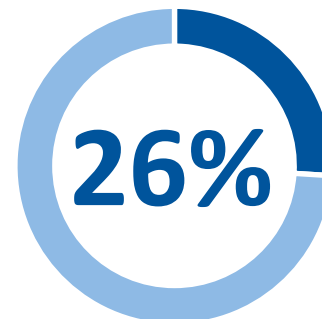
Digital Analytics,  
IT/software



Cross-functional/  
interdisciplinary



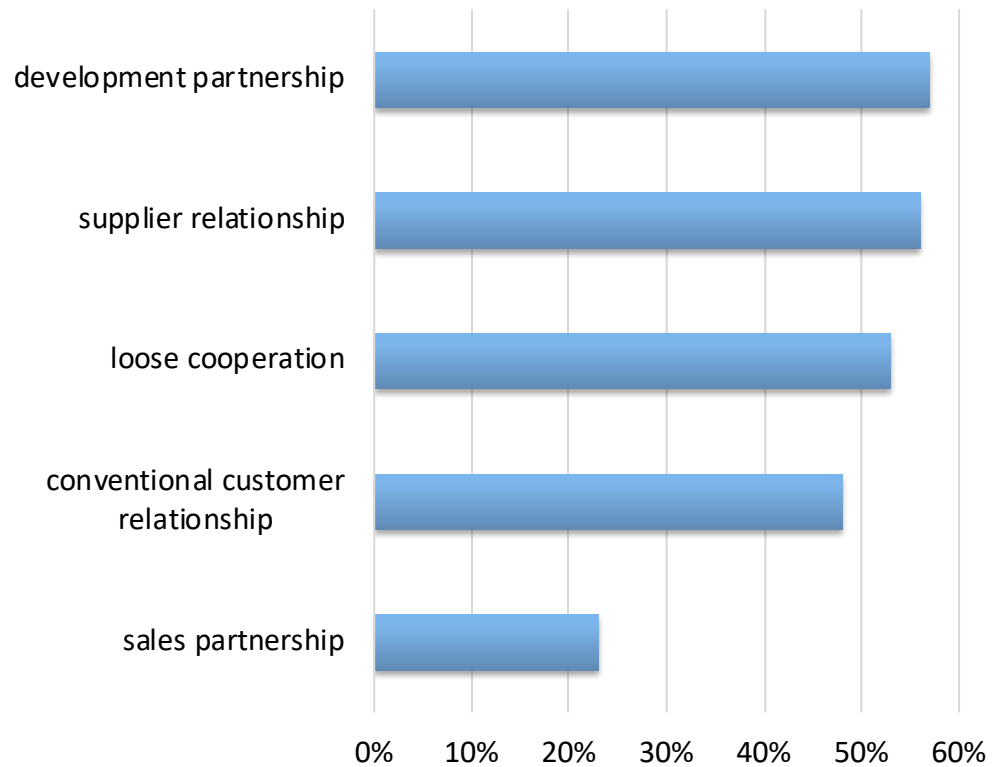
Sales/account  
management



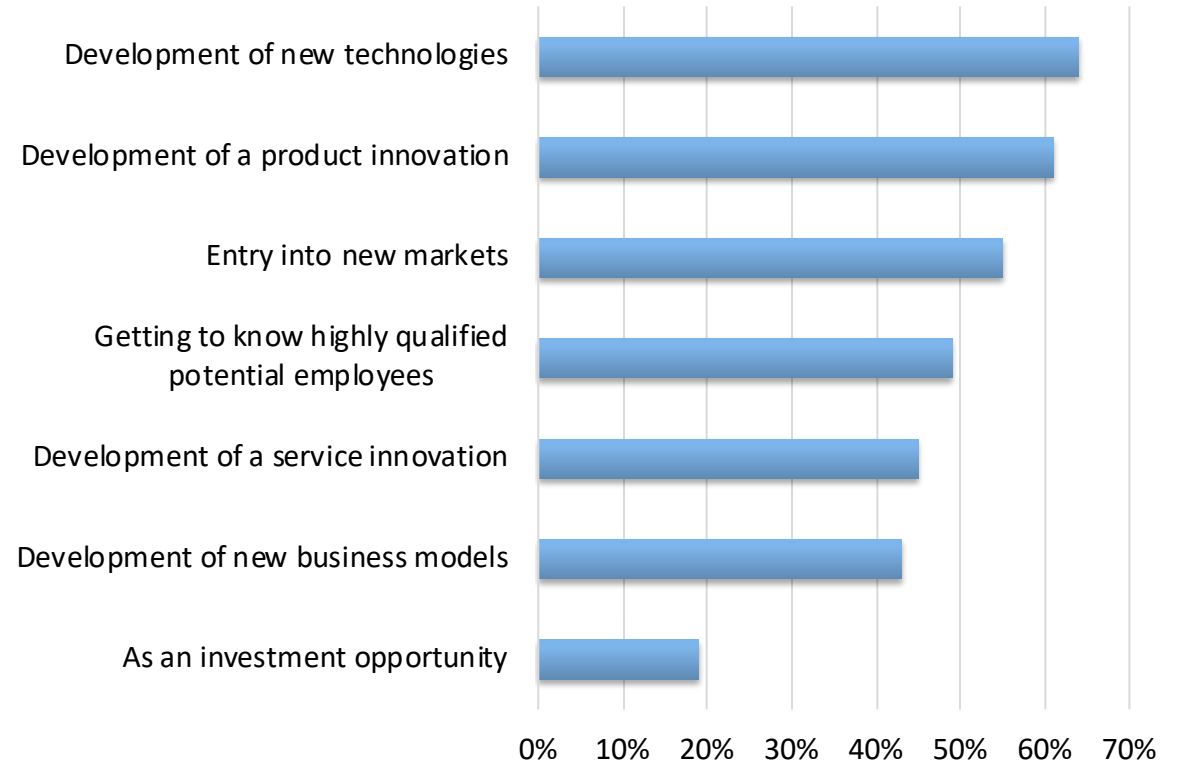
N=300

# Status quo: Collaboration between Corporate and Startups

How did you work with a startup?  
Which of the following forms of cooperation did you choose?" (n=94)



Motives for a (conceivable) cooperation (n=218)





# Established and new ways of thinking

**Traditional Markets, Products & Services**



**New Markets, Innovative Products & Services**

**Deep knowledge and analysis of existing markets and customers**



**No detailed knowledge and analysis of existing markets and customers**

**Maxime: Reducing Risk**



**Risk is business-modell inherent**

**Stabile internal processes and structures**



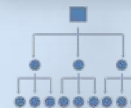
**Agile and highly flexible processes and structures**

**Long and hierarchical decision-making processes**



**Fast decision-making processes**

**Clearly defined hierarchy and responsibility**



**Flat hierarchy and shared responsibilities**

**Adequate qualification of employees**



**Qualification profiles still unclear**

**Established methodologies and tools**



**No experiences using methodologies and tools**

This leads to several ways of interacting with Startups... Daily Life for Startups is like {...} heavy tanker!

{being pulled by}

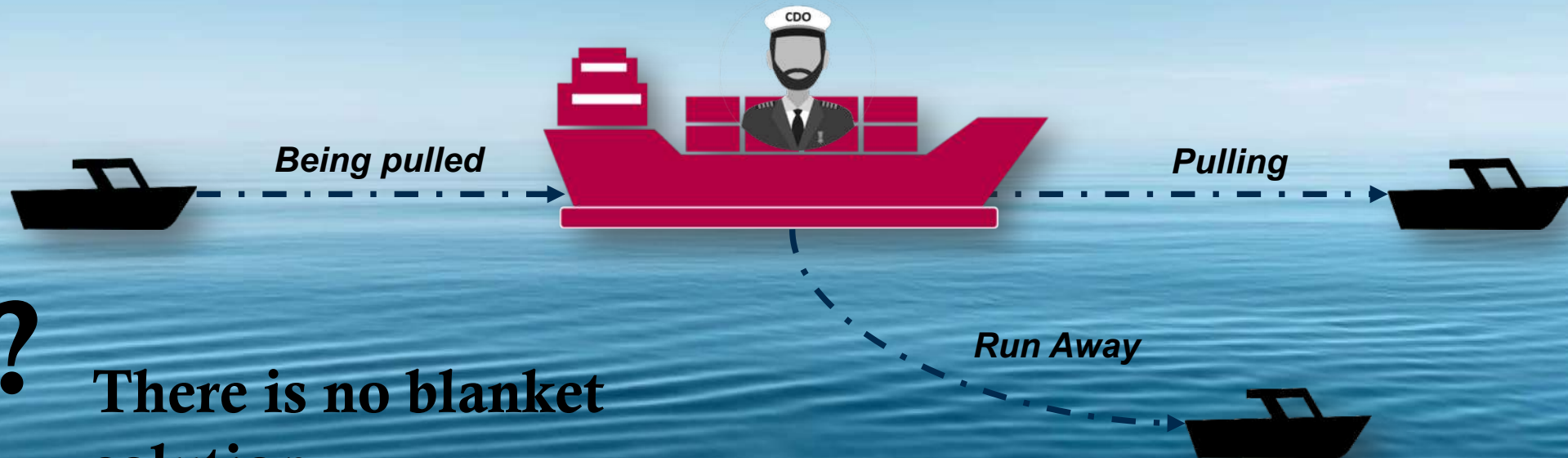
- Obstacles to building a culture of one's own
- Limits Innovation
- Slows down established company

{running away from a}

- Lack of corporate loyalty
- Difficulties with backwards integration

{pulling}

- Lack of understanding established companies needs
- Slows down Start-Up



???

There is no blanket solution...



**How can Start-Up  
competencies be matched  
with industries needs?**



**Startup  
Matchmaking -  
How to close the  
Gap?**

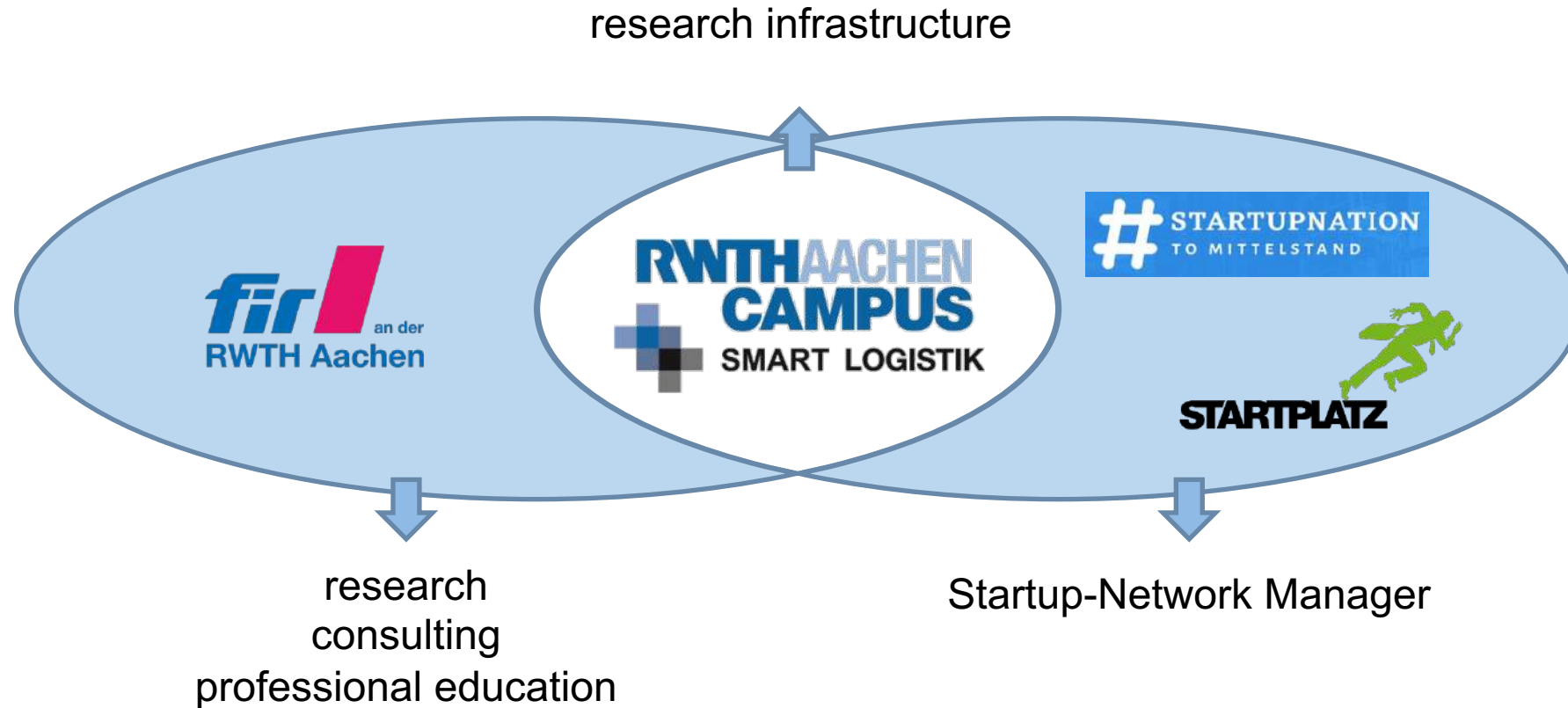


**German  
Mittelstand**



**Israeli  
Startups**

# So let's find out together! Cooperation FIR - Startplatz



A strong partnership to accompany you on your way to becoming an agile, learning company and to help others achieve this goal!

The art of progress is to reserve order amid change, and to preserve change amid order.

Alfred N. Whitehead





Thank you very much for your attention.



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