0-1 Challenge 2021
Guidelines

In partnership with

LMARKS

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Who are L Marks?

- L Marks are corporate Innovation Specialist in internal and startup open innovation, here to give you full support throughout the duration of the programme
- Worked with global clients such as BMW, Arsenal FC, British Airways, American Electric Power and Lloyds of London
- Large global partnership of VC's, Angel Investors & External Mentors who are experienced in various industries
- L Marks have developed university grade learning content on their platform to support entrepreneurs and intrapreneurs in their business idea development.

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Programme Concept

What is the programme?

- The goal of the Sumitomo 0-1 Challenge EMEA&CIS is to create new and innovative businesses through employee creativity.

- Employees in the EMEA&CIS region are encouraged to submit their best ideas for a new business that they will be involved in building

Why should I be involved?

Sumitomo is embracing innovation by allowing employees to create new business opportunities and providing all the resources to support development. It is a great opportunity to learn entrepreneurial skills, be instrumental in Sumitomo's future and take your career to the next level.

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Programme Concept (cont.)

How does the process works?

- There will be a number of workshops and sessions during the application period for you to get involved in.
- You will be able to submit your ideas through L Marks' online portal the Bridge
- The most suitable ideas will be selected and given the chance to develop in the programme. Teams will then present their evolved ideas back to Sumitomo Corporation at Demo Day.
- The ultimate goal in this programme is that submitted ideas will find investors inside Sumitomo to materialise the idea.

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Benefits for Applicants

Gain a certification in Innovation & Intrapreneurship
Become a member of the cohort to graduate from the intra-lab and gain a certificate in Innovation & Intrapreneurship.

Turn your idea into a real business
Submit an innovative idea to improve or advance the business and you could have the opportunity to bring your idea to life.

Gain visibility & status
By participating in the programme you will gain visibility and status amongst your peers as you are recognised as an innovation champion

Network with Investors
Connect and grow your business idea with the support and knowledge of leading global investors from Venture Capital and independents.

Exposure to Company leadership
Gain significant exposure to the company senior leadership team as you work on highly visible innovation projects

Build knowledge & experience of innovation processes
Learn and practice new innovation skills, tools and techniques that you will be able to apply in your daily role to make you a “stand out” performer

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Programme Overview

Idea type

We welcome and encourage any type of new business idea which aligns with Sumitomo's values. Think about all the ideas that could benefit Sumitomo's future and if there are ideas which can add value to the business.

Who can apply?

- Any employee of the Sumitomo Corporation Group, based in the EMEA & CIS region.
- You are able to apply as an individual or apply to join a team (maximum 3 people).
- No permission from superiors is needed to apply
- Employees of SC group companies: Please contact your related business unit or division in case you would like to join if your company decided to participate in the programme.

Primary market

EMEA & CIS

How many ideas can I submit?

Only one so make it your best! If you are struggling to define the best idea, let the L Marks team know and they will be very happy to help you finalise it.

Working Guidelines

- The application should take around 15-20 minutes. L Marks can assist you if you need any help with your application
- You can dedicate 20% of your working hours to your idea after Pitch Day. And of course free time as well if needed
- If your idea is successful at Demo Day, there is an opportunity to then spend 100% of your time on your idea

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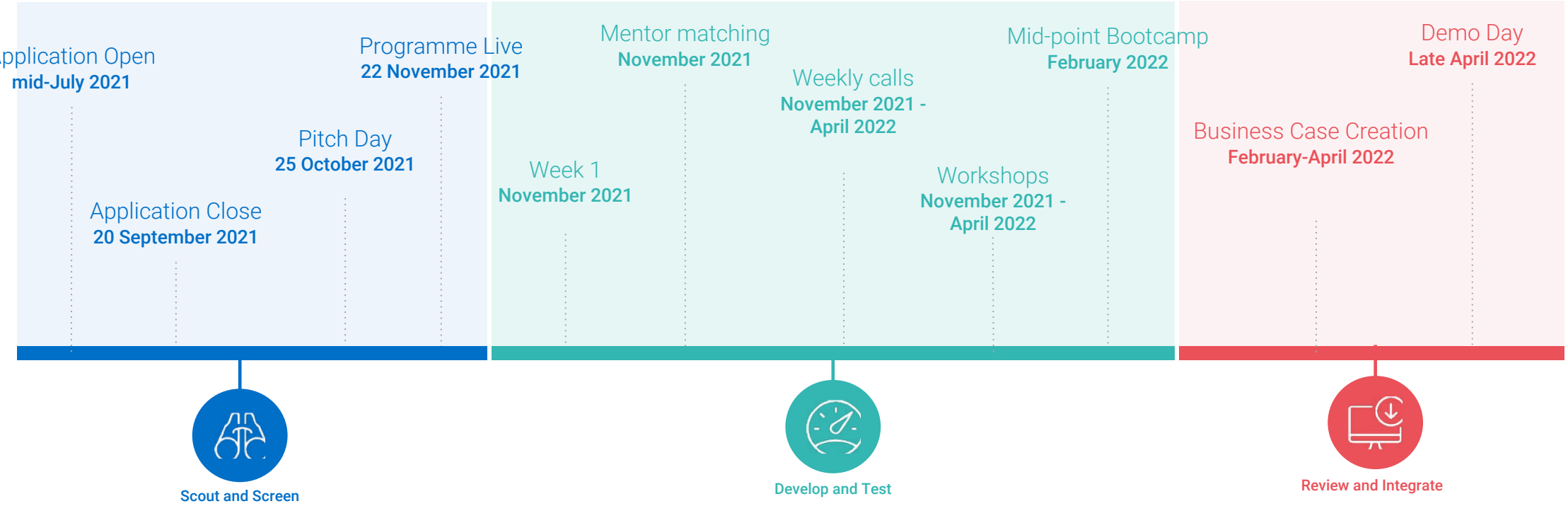
Timeline



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What's new this year?

	Application	–	Pitch Day	–	Demo Day
Support on brushing up business ideas	New and improved workshops for Application Period		Specialist investor health-checks during Programme Live		
	Application Period Investor Sessions / Angel Investor Sessions				
	New and improved L Marks learning content				
	Venture Capital Engagements				
Support on aligning with business strategy			BDU / BDD and Business Units support and involvement from early stage		
	Increased engagement from Management across the programme				

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0-1 Challenge 2019 to now

Recap

550+ employees engaged with from around the region

88
Captured ideas!

22
teams presented ideas at Pitch Day

9
teams through the IntraLab

Employees perception on innovation being important for Sumitomo grew from **61%** in Survey #1 to **75%** in the final survey #3, showing a relative increase of **23%** over the 0-1 Challenge 2020/21.

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0-1 Challenge Examples

Bar Tech

Bar Tech want to disrupt the hospitality industry using technology to streamline the drinks service.

HASESA

HASESA wants to relieve food wastage with maggots by turning them into alternative animal feed and by-products.

Mammo

Mammo want to bring more comfortable, convenient and affordable breastfeeding pumps to mothers.

Free Breath

Free Breath want to use smart medical devices and data to support patients in their own home remotely.

Desert Farming

Desert Farming want to expand the Aquaponics system in the Kingdom of Saudi Arabia (KSA).

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Example: After the challenges

Even though the business ideas did not meet the final selections, there are multiple ways to continue or to contributes to SC Group's business activities as following examples.

- **Regional Business Development Unit involvement**: This project did not get through the selection. Currently, Regional Business Development organization continues the study on this idea to materialize this business. (an example in EMEA&CIS Region)

- **Attract Business Units** : Although the project did not get through the mid-term Pitch selection, GM of a Business Division, who looked at the broadcasting of the event, decided to take it up and continue the brush up. (examples in Japan and Asia & Oceania Region)

In addition, re-application after improving your previous idea is accepted. (Please see FAQ for more detail.)

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01Challenge
EMEA & CIS 2020
SKILLS LAB
How to create a strong application & select a team
In partnership with
LMARKS
PAGE 1

Joe (L Marks)

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Frequently Asked Questions

Can I apply alone?

Yes! You can apply alone or with a team of max 3 people in total. They can either join with you or apply to be a part of your team once you submit your application through the Bridge.

What type of idea can I apply with?

We welcome and encourage any type of new business idea which aligns with Sumitomo's values. Think about all the ideas that could benefit Sumitomo's future and if there are ideas which can add value to the business.

Can I apply with the same idea as 2019 and 2020?

Yes you can apply with the same idea; however, please make sure you have used the feedback from the L Marks team to improve on the idea and do/make the relevant research/changes.

How much time can I spend working on the idea?

You will be eligible to use 20% of your working hours to develop your idea after qualifying for Pitch Day. However, it is also likely that you will need to spend some of your personal time on your idea development to make it a success. If your idea is successful at Demo Day, there is the opportunity to spend 100% of your time on your idea.

How is L Marks going to support me in each stage of this programme?

The L Marks team is here to support you from the start with idea consulting and refining, through coaching and helping prepare for Pitch Day. After being invited to Programme Live, L Marks will be supporting you with weekly calls, guiding through the learning content, matching with the mentors and going from just an idea to a proper business case.

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Selection Criteria

1. **Team –** How well equipped is the team/individual in order to succeed in terms of experience & understanding of the sector & motivations for joining the programme?

2. **Idea –** How innovative & unique is the idea as well as how applicable & achievable is it? Does the idea differentiate itself from current and existing businesses? Do you show any research to prove its potential?

3. **Scalability –** What is the potential to scale this idea within a mid-term period (3-5 years)? What's the commercial potential? How easy will it be to provide value? How technically complicated is it?

4. **Alignment with Sumitomo future values –** How well does the idea fit with Sumitomo's values? What is the potential to implement into Sumitomo's business strategy and collaborators?

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Process

1. SELECTION

- Each idea will be screened through the online application portal The Bridge with no face-to-face interview
- Sumitomo stakeholders will select around 15 ideas from all applications to be presented at Pitch Day

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Process

2. PITCH DAY

- Get guidance from L Marks on how to prepare your presentation and pitch
- Present your idea to senior internal stakeholders and external experts
- Approx 5 teams will be selected for Programme Live

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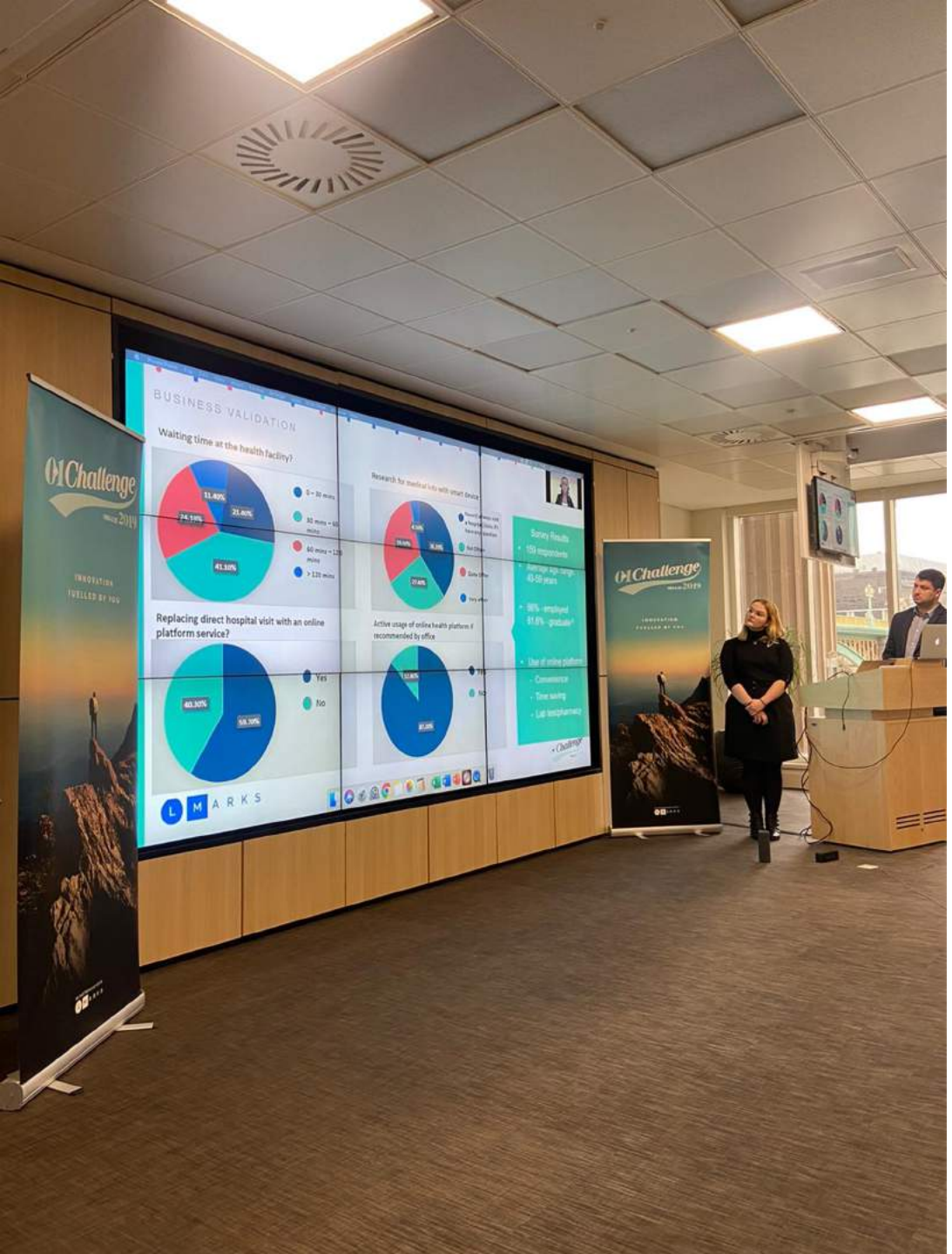
Process

3. PROGRAMME LIVE

- Receive mentoring from external technology and innovation experts
- Support from Business Units, Venture Capitalists and Angel Investors
- Extensive learning course to develop new innovation and tech skills



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Process

4. DEMO DAY

- Present your progress back to senior members within Sumitomo Corporation and external experts
- Get the opportunity to continue to implement for 12 months after Demo Day

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Programme Live

Onboarding week

- Takes place over 3 days
- Meet your fellow colleagues
- Start accelerating your business idea from day one with action packed sessions.

Mentor matching

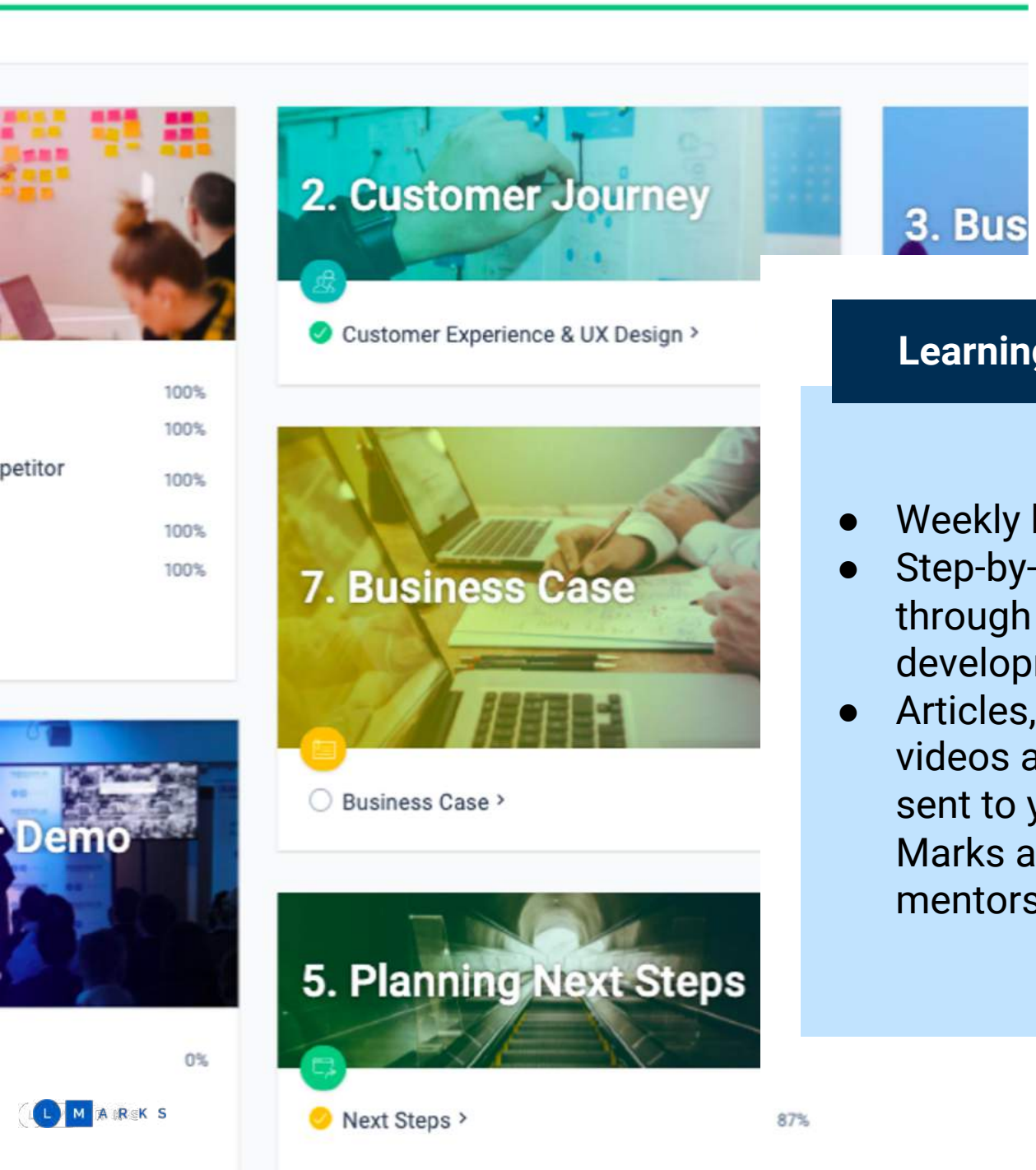
- Meet the mentors - either “serial entrepreneurs” or working in big corporations (Citi, British Airways, etc.)
- “Roundtable” with mentors
- Choose the most relevant to join your team

Workshops

- Workshops with experts
- Workshops about business modelling, stakeholder management, time management, validating your idea, etc.

Experts

- We are bringing in Venture Capital investors and angels to support you.
- Business Units will be helping to accelerate your business idea internally and help you to align with Sumitomo strategy.



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Programme Live

Learning content

- Weekly learnings
- Step-by-step guide through the idea development process
- Articles, blog posts, videos and events sent to you by L Marks and your mentors

Midpoint Bootcamp

- Meeting other teams, L Marks and mentors
- Recap of progress
- Validating your findings
- Planning next steps
- Attending 1-1 workshops about your financial planning and validation

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How to build a startup?

Why do 90% of startups fail?

- Don’t test their business model
- Spend money in the wrong places
- Don’t have the right team
- Don’t have mentors or any external support
- Only 1 in 100 companies gets funding from a Venture Capital

Benefits of a corporation-built startup

- Internal resources & mentors
- High level of support
- External support by an accelerator
- An already established brand
- Different level of responsibility

How to build a startup inside a corporate?

- Adopt a test and fail approach
- Follow the step-by-step methodology
- Get the external expertise from your mentors and L Marks
- Speak with as many people as you can about your idea

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The Bridge Application

Create a Profile	Answer Questions	Find Teammates	Submit

If you haven't applied last year:
Create a new profile

If you have applied last year:
Log in with your existing profile details (link to the tutorial here.)

- Questions about your idea and the problem you have identified
- The uniqueness of your idea and who are your potential customers?
- How you came up with the idea and why it's a good fit for Sumitomo?

To find your teammates, don't submit your idea just yet.
Instead, post about what kind of skills would you like your new team members to have and post it on the Bridge for them to see!

Submit your idea and wait for the news from L Marks.
We will get back to you as soon as possible about the news on who is invited to the Pitch Day!

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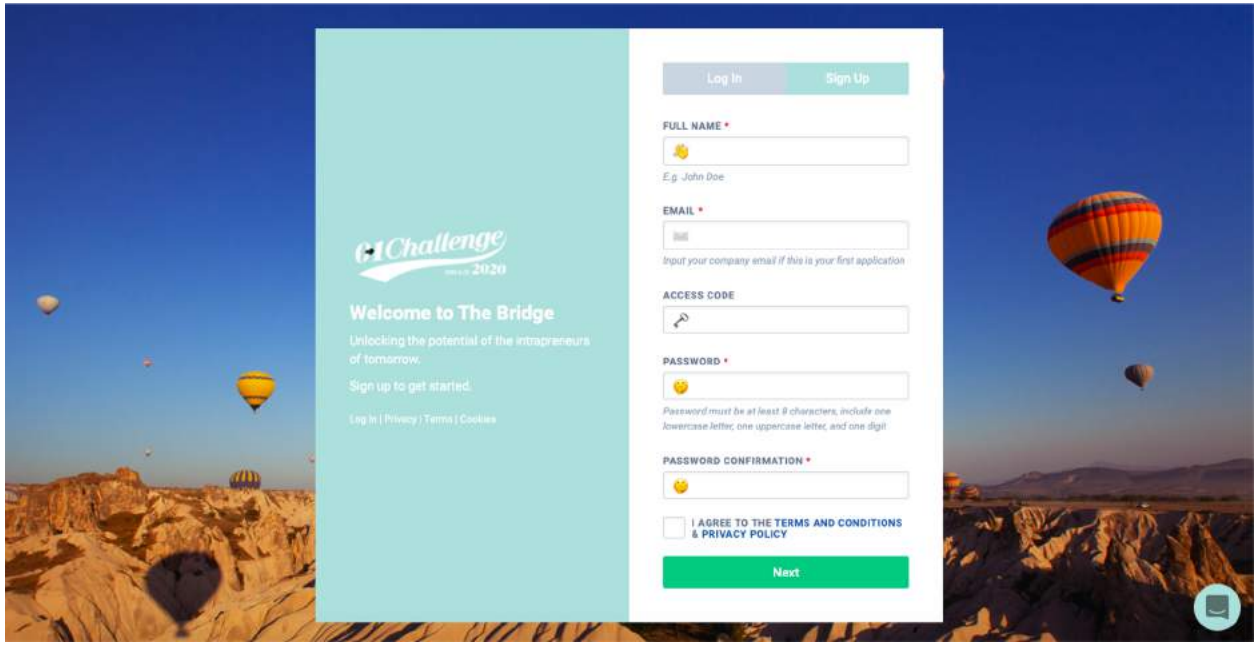
The Bridge Application



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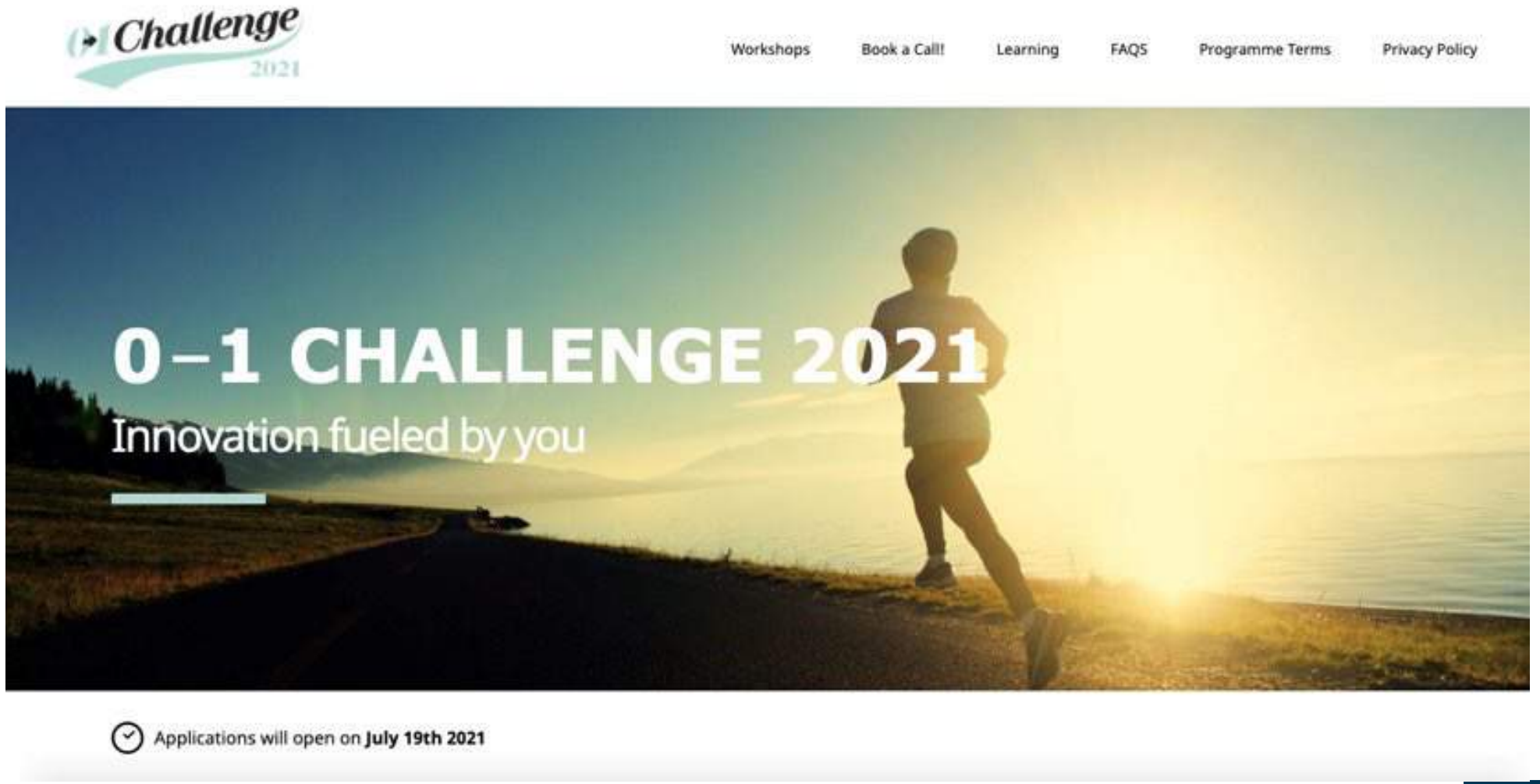
Website

The official 0-1 Challenge Website is live!
Go to:
www.sc01challenge.com

Click ‘I work in the EMEA&CIS region’



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L Marks Support

L Marks Contact Emails

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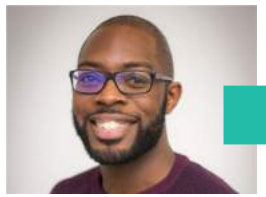
Programme Manager



Nana Parry

Programme Manager

Joe Richardson

Head of Intrapreneurship

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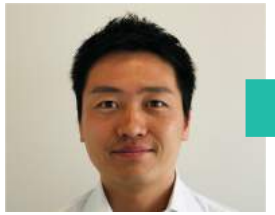
Internal Support

0-1 Challenge Programme Team



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Regional PICs are also included in the programme.

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Turn your idea into a real business

Discover your internal intrapreneur

Grow your internal and external network

Connect with people across the globe

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