

FDJ Group - Making a win-win

Cases from the innosabi book.

About Open Innovation at FDJ Group

FDJ Group's innovation platform is a Start-Up-Relationship-Management tool designed to facilitate collaboration with their start-up ecosystem. This platform was the first step in their Open Innovation approach and is a useful tool for engaging their internal community. Start-ups are sourced, evaluated, and selected directly through the platform based on their 6 verticals.

innosabi Startup enables FDJ Group to monitor all the start-ups they meet on a daily basis and report quickly to management on the main metrics for the year. The platform also provides the innovation community with access to innovation-related resources to learn more about their activities.

- | +3.8k start-ups referenced on the platform
- | ~1000 start-ups detected per year
- | ~500 start-ups qualified
- | ~30 experimentations per year
- | 500 French and European Start-ups supported since 2015

Anticipating Tomorrow through Open Innovation

FDJ Group's Open Innovation Strategy aims to prepare for the future by implementing innovative solutions for the benefit of their customers, retailers, and society as a whole.

In a rapidly changing world, it is essential to anticipate risks and adapt consumption patterns. Innovation is central to FDJ Group's strategy. The innovation team collaborates closely with the Strategic Department. They prioritised six main verticals: the future of gambling, the future of player experience, the future of omnichannel distribution, Web3, Tech for good and Artificial Intelligence.

Since starting their Open Innovation approach in 2015, the innovation department has tested and iterated on several innovation formats within the company to see what worked best : from an Open Innovation program, to an intrapreneurship program, to the deployment of a CVC fund.



Navigating Innovation with a Streamlined Approach

FDJ Group is facing new challenges in an increasingly demanding environment (tougher regulatory environment, transformation of the competitive landscape, changing consumer behavior and preferences, challenging economic context, changing regulatory environment in France, emergence of new disruptive technologies such as Web3 or Generative AI, etc.)

FDJ Group believes that being close to their tech ecosystem is crucial for accurately anticipating risks and changes, by integrating start-up solutions into their offerings, pathways, and services. This requires a flawless connection with the ecosystem, both directly and indirectly.

However, achieving this seamless collaboration necessitated a structured and standardized approach. To have an effective Open Innovation approach, it was important to have the right tools. And that is what FDJ Ventures did with the innosabi Startup platform, to provide exhaustive monitoring of all the startups (+1,000) they were following per year, according to the status and the next steps for each one.

Indeed, the possibility of important changes being cancelled due to registration or synchronization problems was significant, making the manual maintenance of Excel sheets both time-consuming and risky. Keeping the data current and accurate was difficult, and the constant risk of losing important information made the situation worse.

FDJ Group recognized the need to revamp their approach and sought a more efficient solution to streamline their innovation processes. The implementation of innosabi Startup has made their way of working more efficient and reliable.

“Our previous Excel tracking table was neither user-friendly nor collaborative. The data was not updated automatically, unlike with Power BI, and we did not have the same level of granularity that we have now with innosabi. Additionally, our sheet was not standardized. Managing an Excel spreadsheet with more than 30 people made it difficult to maintain cleanliness. Therefore, innosabi was the perfect tool to meet our needs.”

Benefits of integrating an Open Innovation platform

| The platform's user-friendly web application provides easy access to comprehensive start-up information and enables efficient organization through categorized statuses. This allows for clear funnel visualization and streamlined task management.

| Real-time data monitoring enables the swift and accurate tracking of start-up origins, partner contributions, thematic trends, and founder demographics. This facilitates agile decision-making and robust reporting, with data available in Excel and Power BI formats.

| The collaborative nature of this approach extends access to over 50 innovation representatives across departments, fostering a culture of shared knowledge and direct engagement with start-ups. Users can access trend and strategic reports to enhance their understanding.

| The platform also serves as an entry channel for start-ups through the Start-Up Link form, allowing for seamless submission of applications even without direct interaction. This enriches the start-up database and fosters proactive engagement.

Customer Insight

“The purpose of the FDJ Group is to see France win, while FDJ Ventures aims to help FDJ win while helping FrenchTech win.

We strongly support the French tech ecosystem and collaborate with institutions such as France Digital and the French tech mission to foster growth and success. The close relationship between start-ups and major corporations benefits the entire ecosystem. It is essential for us that major groups, being the natural customers for start-ups, contribute to their growth.

Our Open Innovation approach directly and indirectly supports over 500 French and European start-ups, including 23 start-ups from the 2023 French tech Next40/120 class. We are proud of these metrics!

We will continue to closely monitor the success of this ecosystem through direct or indirect investment. We will work with them as natural customers and enable them to expand nationally and internationally.”

- Pierre Tramon, Senior Analyst

Learnings

| Innovation should be central to a company's strategy.

“The fact that we're attached to the Group's strategy department puts us in a control tower that gives us a 360° view of all the Group's activities. This is a real asset, and we have implemented a prioritisation strategy with the strategy team.”

| Create a network not only with start-ups, but also with experts in the fields you want to work on. By doing so, you can build up your expertise and challenge projects internally with the benefit of an expert viewpoint.

| Take an evolutionary approach by iterating your model over time to develop your skills as needed, ensuring that your innovation management is sustainable and serves your company.

“Our approach with these major partners has allowed us to develop our skills in cultivation, experimentation, and investment. This model of sustainable innovation has been iterated over the years and is now at the service of the group.”



innosabi is one of the world's leading providers of software solutions for collaborative innovation and idea management. Large international corporations rely on innosabi's software and methodological knowledge to transform their innovation processes by enabling open collaboration with customers, employees, suppliers, and other relevant stakeholders. innosabi empowers organizations to leverage their entire ecosystem for innovation. In addition to new forms of digital, large-scale collaboration, innosabi is continuously developing innovative analytics and evaluation mechanics to make more information and additional data sources usable in corporate innovation. innosabi's customers today include NASA, Deutsche Telekom, Lufthansa Group and Astra Zeneca. As of January 2021, innosabi is part of the Questel group.