



**17th November 2020 : To construct a sustainable relationship between a startup and a corporate
>> Conditions and levers from sociological points of view**



The poster features a vertical design with a large black circle on the right side containing the date and time. The text is arranged in a clean, modern font. At the top, there are logos for Startup Creativity Challenge, Comité d'échanges Franco-Japonais, and Fondation Franco-Japonaise Sasakawa. The main title is in blue and purple, followed by the subtitle in blue. The Japanese text is in black. The speaker's name and title are in blue and black. The Q&A session information is in black. At the bottom, there are logos for partners and supporters.

STARTUP CREATIVITY CHALLENGE **COMITÉ D'ÉCHANGES FRANCO JAPONAIS** **FONDATION FRANCO JAPONAISE SASAKAWA**

TUESDAY CHALLENGE

To construct a sustainable relationship between a startup and a corporate
>> Conditions and levers from sociological points of view

スタートアップと企業の持続可能な関係の構築を目指して
>> 必要な条件と手段—社会的見地から

SPEAKERS / 講演者
PASCAL LATOUCHE
パスカル・ラトゥーシュ
OPEN INNOVATION EXPERT & AUTHOR
FOUNDER & CHAIRMAN LOOKYOUREAD

FOLLOWED BY Q&A SESSION
KIMIKO IMAI 今井公子
FOUNDER & CEO - SINEORA

Tuesday・火
17th Nov.
2020
9.30 am CEST
5.30 pm JST
ONLINE
オンライン

in English
英語

IN PARTNERSHIP WITH
REMIATY CHARGES PARIS REGION

SUPPORTED BY
JEITRO CEF FRANCE JAPON Paris SINEORA JAPON INFOS MATRICE SINEORA

SCC TEAM

On November 17, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar "Tuesday Challenge" for its members and visitors. It was held with many participants from member companies in both Japan and France.

As a guest, we had the opportunity to meet with **Mr. Pascal Latouche** (Open Innovation Expert & Author / Founder and Chairman Lookyouread). And as moderator, **Mrs. Kimiko Imai** (Founder & CEO / Sineora) facilitated the talk session. She is one of the board members of Startup Creativity Challenge(SCC).

At this time, three guests kindly speched attractively with the title, "**To construct a sustainable relationship between a startup and a corporate>> Conditions and levers from sociological points of view**".

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

2. Event Report

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment.

CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)



(Image Credit: CEFJ)

Recently CEFJ has launched a new innovation program, “**Startups Creativity Challenge (SCC)**”. It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France’s largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hydride collaboration between large companies and startups and generate innovations.

2. Event Report

The event, which began at 9:30 a.m. local time in Paris on November 17 2020, was held online with attendees mainly from CEFJ member companies in both countries.



Our guest, Pascal Latouche, has provided value through various businesses and books based on his rich experience and knowledge in open innovation. In this talk, he spoke about open innovation between startups and corporates from sociological points of view.

First of all, he said that open innovation is not caused by technology, but by getting people in different positions to face the same direction. In other words, startups and companies have different mindsets, so to make open innovation success, people from different affiliations must aim for a common goal.

He also said that there are two types of mindsets: those who belong to corporates generally have a **causal model** and startups have an **effectual model**, which is a fundamentally different way of thinking about business.

In order to bridge the difference in mindset and scale of business, and to build an organic relationship between the two parties, "**Ecosystem**" is necessary.

Such ecosystem can be fostered in an accelerator / incubator of large companies and also in CVCs, but the following three "Principles" are necessary.

1. Social Principles - responding with intelligence even if the approach is different between big companies and startups.
2. Structural Principles - always learning from each other because they have different network relationships
3. Business Principles - Building a relationship that allows both parties to develop their businesses and acquire the value

He concluded his speech by stating that open innovation is not the integration of technologies, but the integration of different people.

Next, SCC member Mrs. Kimiko Imai led a Q&A session with the three guests. Mrs. Kimiko Imai is the CEO of Sineora, a company that promotes open innovation in large companies, with a focus on Japan and France.

Q1: What is needed in cross-border and cross-cultural open innovation?

A1. Even if it is cross-border, it is necessary to return to the starting point that open innovation is "integration of different people" and to try to understand each other.

Q2. What advice would you give to members of large companies working in the field of innovation

A2. Depending on the phase of each company, you need to be aware that the mindset is fundamentally different from that of startups and their entrepreneurs, and you need to build a structure within your department that is closer to the startups.

Q3. Conversely, what advice do you have for startups to choose the right partner?

A3: In general, large companies are very useful partners in terms of market reach and financial support, but it is the open innovation team within the company that is the point of contact. So, the first step for entrepreneurs is to quickly determine which the team is worthy of collaboration and to make sure that they can be trusted.

Many questions were asked by the participants and a very lively discussion ensued.

Written by [RouteX Inc.](#)



Our Mission: To the World without Information Asymmetry

RouteX is a young and dynamic startup deeply committed to innovate startup ecosystems around the world. CEFJ supports its spirits!