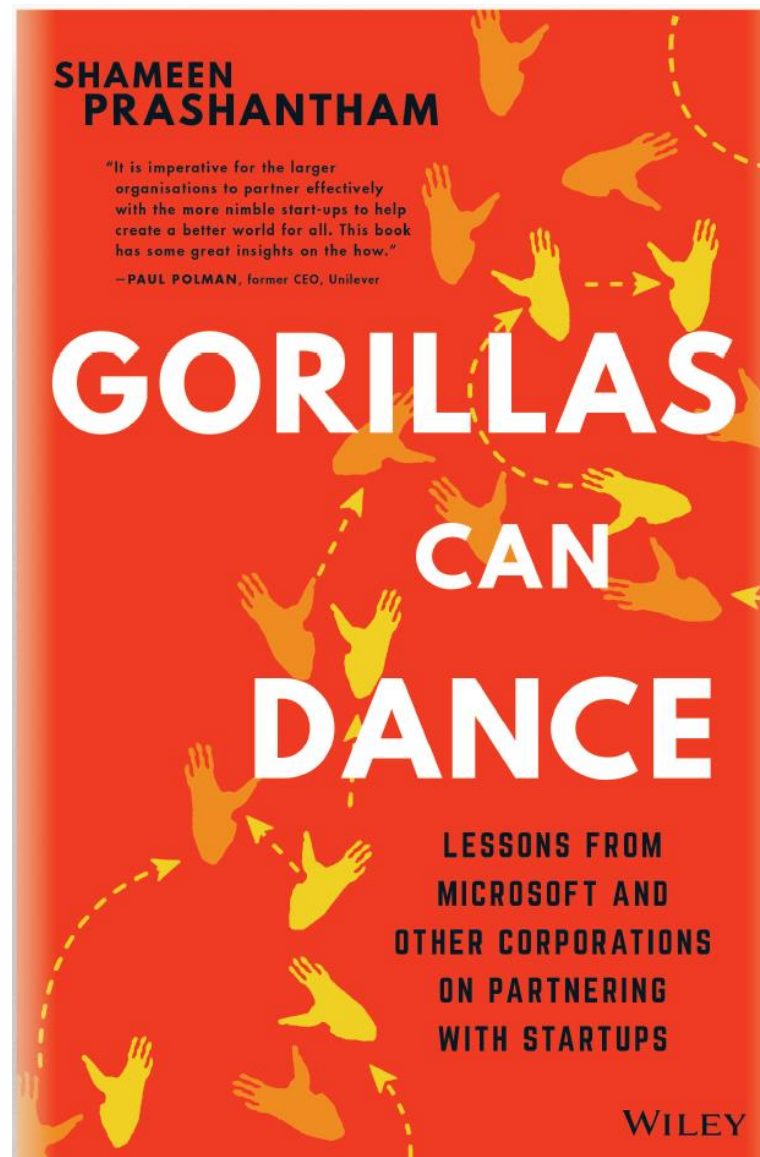


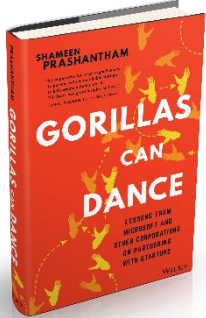
www.gorillascandance.com



Book website



Shameen Prashantham
Professor, CEIBS

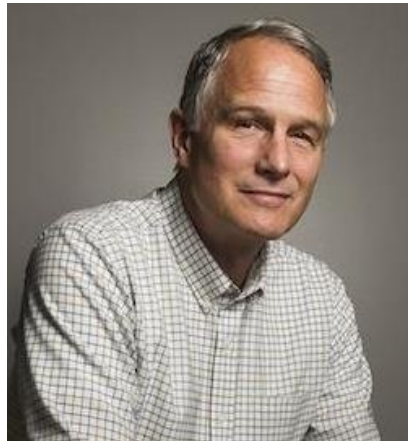
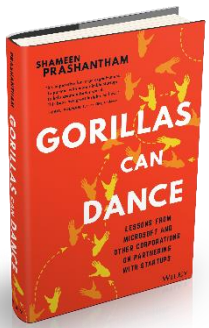


PROLOGUE

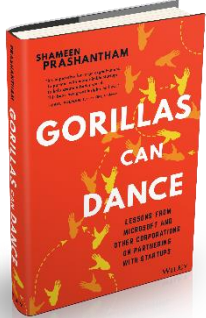
MICROSOFT'S STARTUP PARTNERING JOURNEY

Microsoft's one of the few companies we were able to partner with that actually worked for both companies . . . Bill [Gates] and Microsoft were really good at it because they didn't make the whole thing in the early days and they learned how to partner with people really well.

—Steve Jobs¹



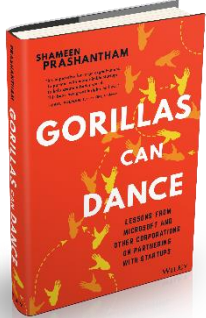
<https://news.microsoft.com/2010/10/27/microsofts-first-annual-global-bizspark-one-summit-brings-tech-startup-companies-together-in-silicon-valley/>

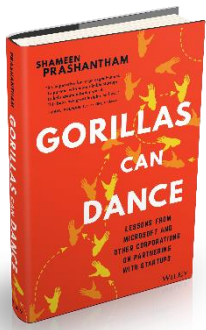


Microsoft accelerators chief: Our model has proven itself

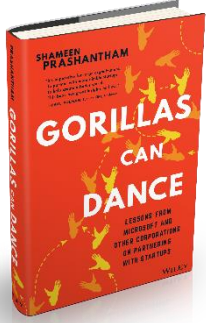


<https://en.globes.co.il/en/article-microsoft-accelerators-director-our-model-has-proven-itself-1001048137>



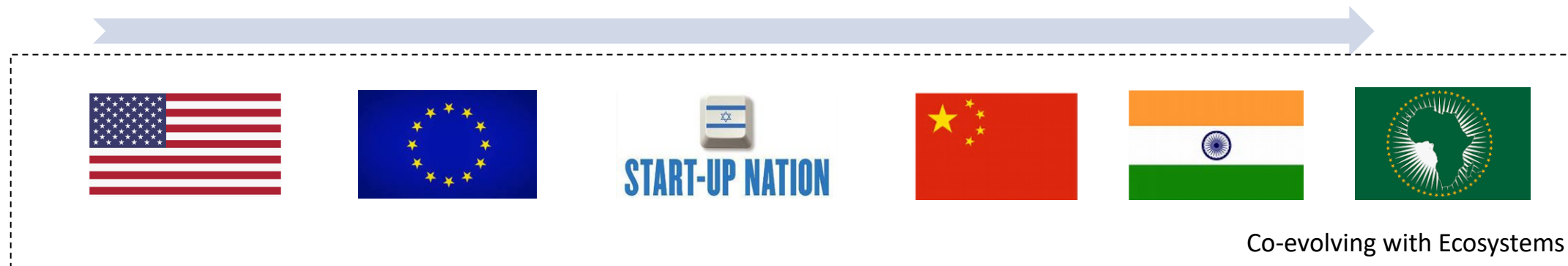


<https://www.businessinsider.com/microsoft-ceo-satya-nadella-responded-to-azure-support-cry-from-tiny-startup-2015-7>

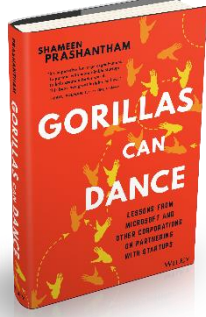


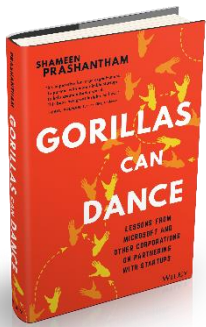
Microsoft's Startup Partnering Journey

A (non-linear) learning process.



Co-evolving with Ecosystems





The Microsoft Story Tells Us...

Even a tech giant can face disruption...

WHY

[Co-aligning with strategy]

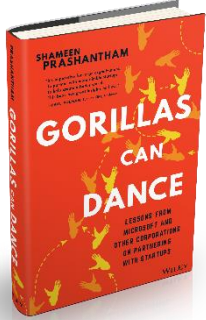
HOW?

[Co-creating with startups]

WHERE?

[Co-evolving with ecosystems]

- ...but gorillas can learn to dance!



Looking ahead...

Digital transformation

Harvard Business Review

Democratizing Transformation

Give your entire workforce the capacity to become innovators. by Marco Iansiti and Satya Nadella

From the Magazine (May-June 2022)

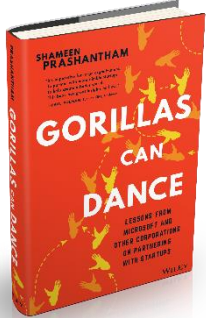
WHY
[Co-aligning with strategy]

HOW?
[Co-creating with startups]

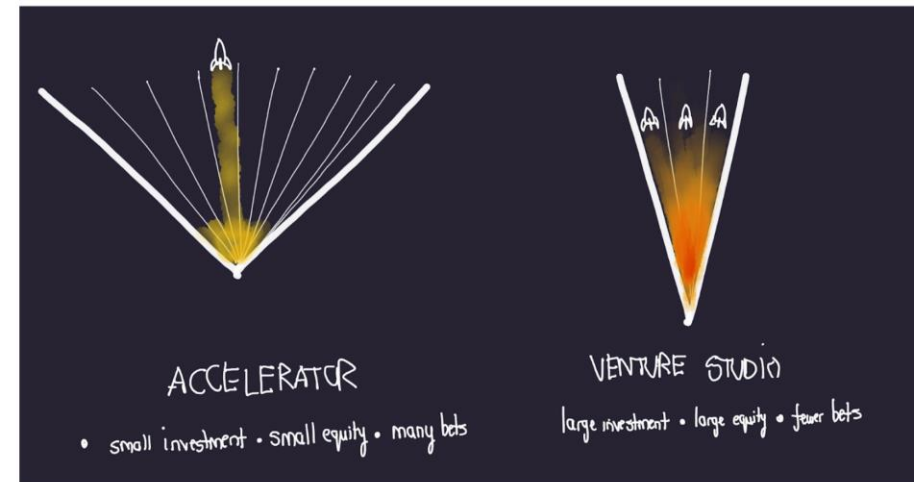
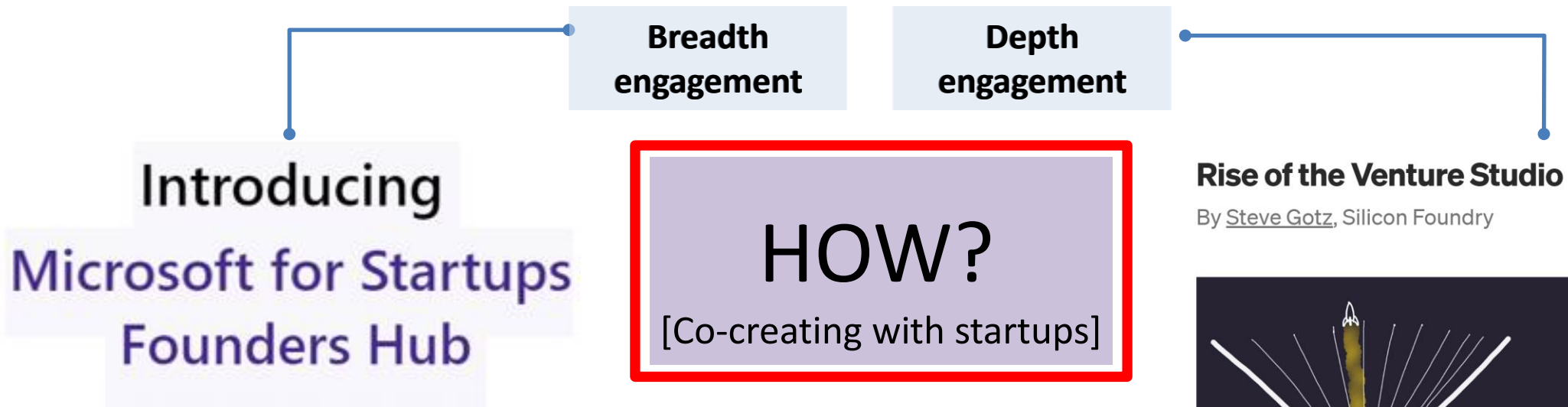
WHERE?
[Co-evolving with ecosystems]

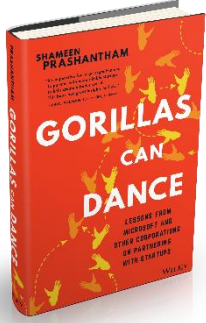
Sustainability transformation

- Round table 2019
- Pandemic 2020
- COP26 2021



Looking ahead...





Looking ahead...

DIFC launches venture studio platform to develop fintech in Dubai

News • 07 April, 2022

Arabic

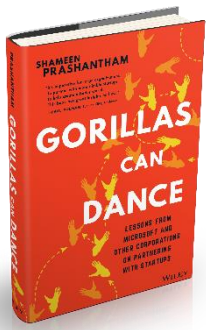


- Think global act local
- Think local act global
- Think global act global

WHERE?

[Co-evolving with ecosystems]

- Sentiment vs action
- Buzz vs long game
- Decoupling (tech) vs collaborating (climate)



Looking ahead...

WHY

[Co-aligning with strategy]

**Digital +
sustainability
transformation**

HOW?

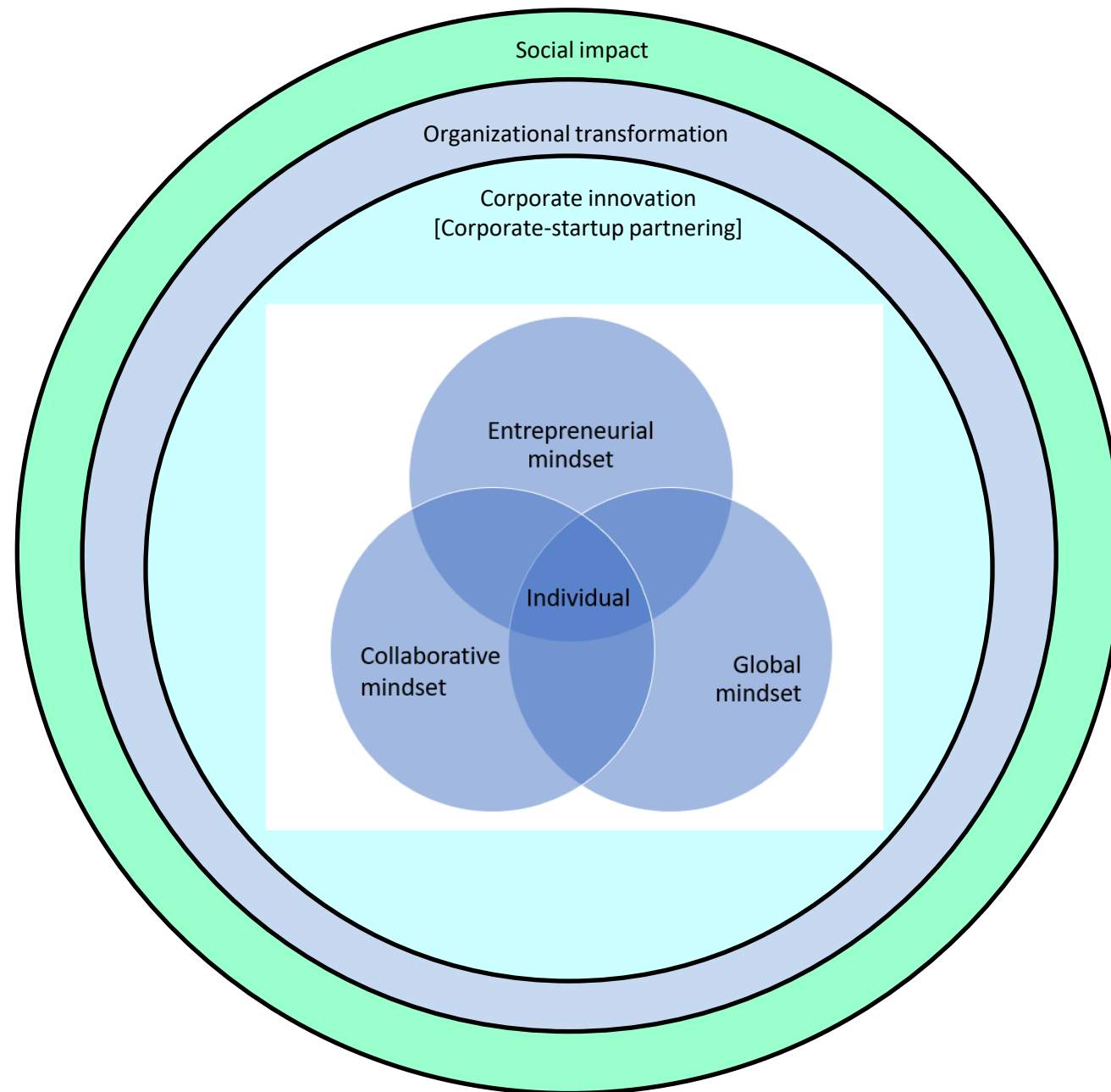
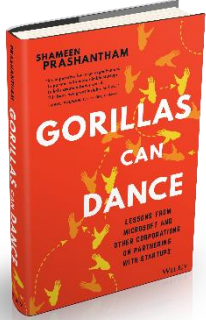
[Co-creating with startups]

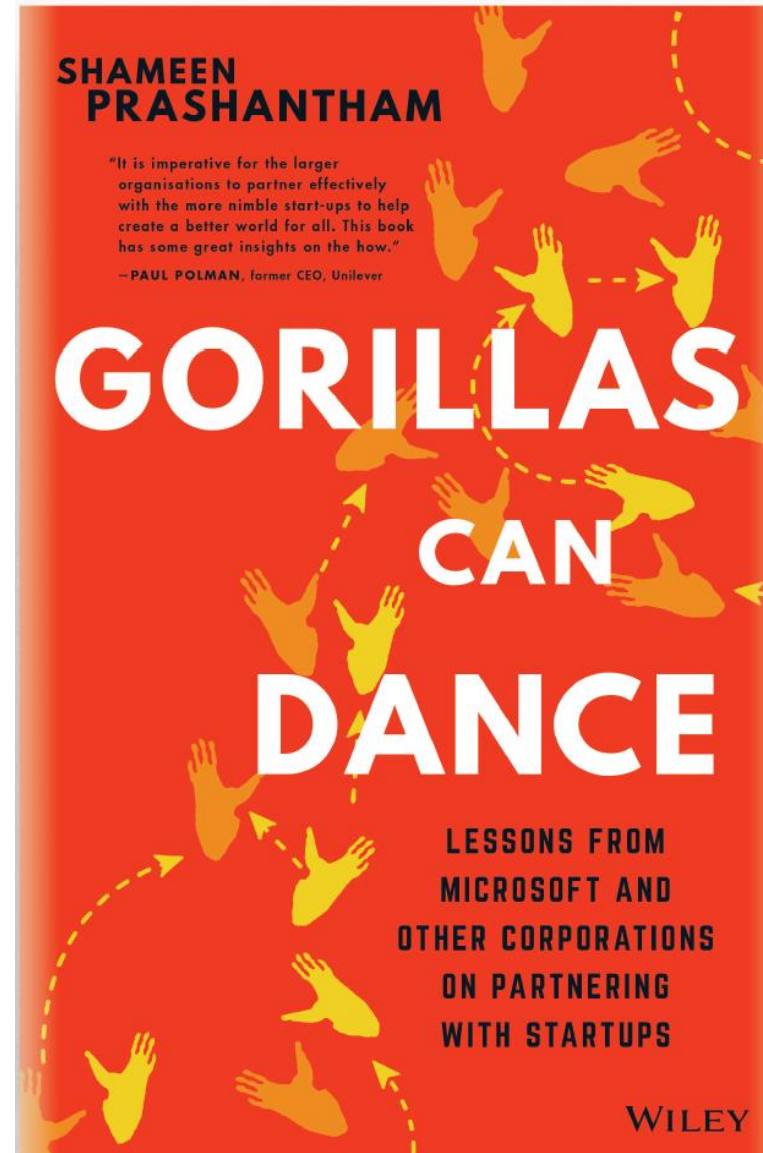
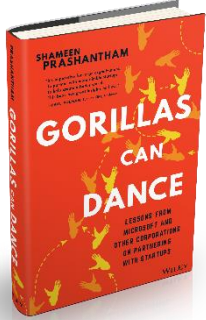
**Open innovation
becoming
institutionalized**

WHERE?

[Co-evolving with ecosystems]

**Global vs local
challenges and
opportunities**





**SHAMEEN
PRASHANTHAM**

"It is imperative for the larger organisations to partner effectively with the more nimble start-ups to help create a better world for all. This book has some great insights on the how."

—PAUL POLMAN, former CEO, Unilever

GORILLAS CAN DANCE

LESSONS FROM
MICROSOFT AND
OTHER CORPORATIONS
ON PARTNERING
WITH STARTUPS

WILEY

www.gorillascandance.com