

Value proposition

Who are we? The Innovation Studio is a corporate accelerator, where startups and intrapreneurs work on innovative and disruptive ideas. In the Studio you'll have everything you need to grow your company faster. Financial support, a unique workspace, shared knowledge and experience from mentors, experts and partners, networking with other entrepreneurs just like you. The Innovation Studio is part of the ING Customer Experience Centre, which facilitates Innovation within the ING Group, based in Amsterdam

So how does it work? In the 6 months you will validate; customer problems, solutions and a minimum viable product. You will be using the lean start up (through build, measure and learn) and design thinking techniques.

What are we looking for in the teams? We want to have a multidisciplinary teams, passionate and highly entrepreneurial, composed by people with the following skills hipster, hustler and hacker (design, business, and programming). We also look at ideas with the potential to solve a big customer problem and create fast solutions. We don't select them alone but together with the help of venture capitalists, internal managers and mentors.

What do we offer? We offer our studio services which concludes:

- Funding ; We do invest a minority stake in return of part of their equity. In this way, we have a common interest in being succesful
- Workshops in Lean Startup, Design thinking, Growth Hacking
- Access to experts from internal business units with ING expertise in important area (payments, risks, legal) but also from external mentor with additional expertise in funding, growth hacking, customer intelligence.
- Students who are able to support startups and teams with their design skills
- Access to our extensive network from internal business units and external organization for leads, introductions, information, partnerships etc.

Starting date: September 5, 2016

By having a mix of startups and internal teams we try to create a very collaborative and creative working atmospere, ultimately finalized at striking collaboration between startups and ING. In this way we can offer our customer new innovative solutions faster.

If you are a startup and you think you could benefit from the ING Innovation Studio, what are you waiting for? Just apply.



Innovation Studio 3.0



Applications

April 18
to
May 27



Pitch Day

July 28



Kick off

September 5