



Open innovation

TRANSFORMATION HANDBOOK
2022

Transformation is in our DNA

The public health and economic crisis triggered by COVID-19 has focused our minds on the need for **a swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing – as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the perfect partner for businesses and local authorities as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



Open innovation:

from facilitating ecosystems to driving business

Collaboration between companies, governments and entrepreneurs is key to accelerating the transformation of economies. As open innovation pioneers, our network extends to over 140 partners.

Both public administrations and the private sector are committing to open innovation models that will allow them to transform and readily adapt to changing environments.

We share our experience in selecting, accelerating and investing in digital projects with our clients, and develop partnerships and joint verticalised programmes in relevant technology sectors.



How we are revolutionising innovation

RENFE TRENLAB

CREATION OF TRENLAB,
RENFE'S CORPORATE
ACCELERATOR

We supported RENFE in outlining its open innovation strategy. We created their very own startup accelerator (TrenLab) and run the various activities held there.



GE HEALTHCARE

AI VERTICALISED PROGRAMME
FOR DIGITAL HEALTHCARE

We were commissioned by GE Healthcare to design and execute an AI-based startup programme. We help promote GE Healthcare technologies to startups and foster the creation of joint ventures.



BNDES GARAGEM

INNOVATION HUB IN BRAZIL

Creation of a hub to energise the Brazilian entrepreneurial ecosystem in partnership with Liga Ventures.



PORT OF HUELVA

TECH INNOVATION HUB FOR THE
PORT SECTOR

Creation of a pioneering innovation centre in the port sector, offering acceleration services to entrepreneurs and startups and access to FIWARE technology for developing and certifying its solutions in the field. The Port of Huelva hub makes innovative solutions accessible to other agents in the port sector and is proving to be transformative in port operations.





TESTIMONIALS

What our clients say...



● ● ● Jan Beger | **GE Healthcare**
Senior Director Digital Ecosystems

"At GE Healthcare, we strongly believe in the power of a collaborative ecosystem to accelerate the transformation of #healthcare. In this spirit, we partnered with Wayra for the Edison™ Accelerator to support the startups, healthcare providers & developers to foster the adoption of new and innovative solutions, with their decade of experience in innovation."

Tais Carestiato | **BNDES**
VC Investments ● ● ●

"BNDES Garagem is currently one of the biggest initiatives in Brazil and Latin America for accelerating impact startups. It has been up and running for three years now, providing mentorships, workshops, methodological content and commercial, investment and sector-based connections) and has helped over 135 startups, primarily focusing on solutions for education, health, sustainability, smart cities and e-governance."



● ● ● Andrés Gómez Morón | **Renfe**
Head of Open Innovation

"Working with Wayra has been vital to Renfe in its process of leveraging the open innovation ecosystem for digital transformation. Together we have created TrenLab, a first-rate logistics and mobility hub for entrepreneurs who wish to promote their businesses alongside two leaders in their respective sectors - Renfe in mobility and Telefónica in technology."

Pilar Miranda | **Puerto de Huelva**
Chairwoman ● ● ●

"Digital transformation affects all of the economy's production sectors, particularly in ports where it will be key to remaining competitive. Having a renowned partner like Telefónica on board will place the Port of Huelva in the European top tier of smart ports and make the innovation hub a world pioneer in the development of FIWARE technology for smart port projects."



Renfe TrenLab



Since 2018 we have been working on the Comprehensive Innovation Service: incubation and acceleration of startups and projects for the Renfe Group, including:

- Creating the Open Innovation Unit at Renfe and its corporate accelerator TrenLab.
- Identifying opportunities for pilot schemes within the company.
- Identifying in-house talent with two accelerated in-house projects and intrapreneurship.
- Identifying external talent via hackathons.

OBJECTIVES

Creation of a Renfe startup accelerator: space, brand creation, ecosystem positioning, design and implementation of innovation activities (scouting, acceleration, training, communication, events, and much more).

OUTCOMES

- More than 800 startups analysed.
- 3 accelerator programs.
- 12 accelerated startups.
- €16.5 million raised for startups.

BENEFITS

- Responsiveness in implementing an open innovation model as a service.
- Identification of disruptive solutions.
- Positioning as an innovative company.
- Flexibility and efficiency in adopting new solutions.



GE Healthcare

AI

Verticalised programme based on AI and healthcare solutions:

- We designed and executed an AI-based startup programme for GE Healthcare.
- We promoted the use of GE Healthcare (GE Edison Platform) technologies among the startups and supported joint venture development with healthcare solution providers through the GE Healthcare Edison Platform.

OBJECTIVES

- Identification of artificial intelligence and digital healthcare startups and scaleups.
- Joint pilot schemes between startups and healthcare providers.
- Use of the smart GE Healthcare Edison Platform.

BENEFITS

- Business development of scaleups with GE Healthcare in various markets.
- Driving the use of the GE Healthcare Edison Platform among startups.
- Identification of disruptive solutions that increase the value of their core product line.

OUTCOMES

- More than 350 startups analysed.
- One accelerator program.
- 15 finalist startups.



FURTHER INFORMATION

Videos: [Edison™ Accelerator Explained | Episode #1.](#)

[Edison™ Accelerator Explained | Episode #2.](#)

[Edison™ Accelerator Explained | Episode #3.](#)

BNDES Garagem



Creation of a hub to energise the Brazilian entrepreneurial ecosystem in partnership with Liga Ventures and Artemisia. This is the country's most successful acceleration programme, providing support to 135 startups across various different verticals: education, health, sustainability, smart cities and government solutions. Its twenty-plus partners include large corporations, investment funds and public institutions.

OBJECTIVES

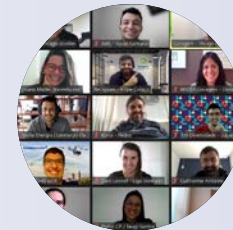
- Identification of health, sustainability, the circular economy, security, fintech, edtech, IoT and blockchain solutions.
- Acceleration of early stage startups and scaleups.
- Business development and growth.

BENEFITS

- Creation of an entrepreneurial ecosystem in Brazil.
- Identification of disruptive solutions.
- Positioning.
- Driving force for new technologies.

OUTCOMES

- More than 5,000 startups analysed.
- Two accelerator programs.
- 79 accelerated startups.



Port of Huelva:

Tech Innovation Hub

IoT

AI

BIG
DATA

We have created the world's first FIWARE innovation hub for the port sector. This initiative is where entrepreneurs and startups will head to be able to develop their ideas, roll out their products and validate and certify their port solutions in the field. The Port of Huelva hub will connect the sector's more traditional companies with the various innovation players, to implement innovative solutions to enhance port operations.

OBJECTIVES

- Develop an ecosystem of entrepreneurial innovation, accompanying and supervising companies in the port sector to develop, validate and champion their products, and thus enhance internal processes at the Port of Huelva.
- Create a physical and virtual space that enables companies, institutions and entrepreneurs to work together, creating shared synergies to champion innovation.
- Become a world leader in innovation for the port sector.
- React to port challenges, seeking innovative solutions generated by the Tech Innovation Hub.
- Simplify tasks, step up security, aid decision-making and improve third-party relations through technological innovation.

BENEFITS

- Digitally transform the Port Authority, streamlining port processes to become more efficient.
- Enhancing and extending services offered to companies operating in the Port Authority, adapting them to new digital requirements.
- Spearheading innovation in the port sector, attracting talent and companies to Huelva.
- Creating high quality employment in the region.



Other cases from the sector

Bespoke projects for our clients, including various objectives and activities for a range of startups at different stages of development.

PROCESA, CEUTA'S DEVELOPMENT COMPANY



End-to-end service for the design, roll-out, promotion and operation of a space for developing entrepreneurial and training initiatives.



NCSC CYBER ACCELERATOR



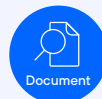
Creation of a hub to identify emerging cybersecurity solutions, development and acceleration of cybersecurity products through technical and commercial training, business development and investor presentations.



NOVARTIS HEALTH HUB



Creation of a physical hub to identify e-health solutions in Piccadilly Circus, London: investment, training and technical support, business development and NHS support.

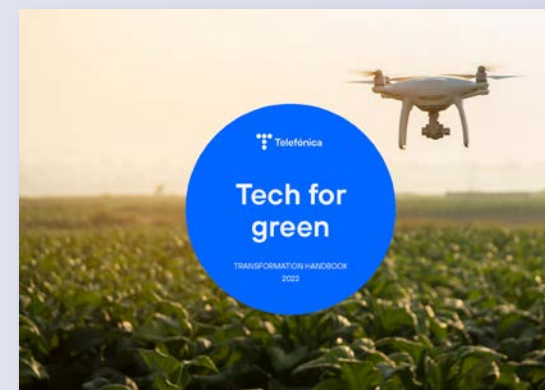
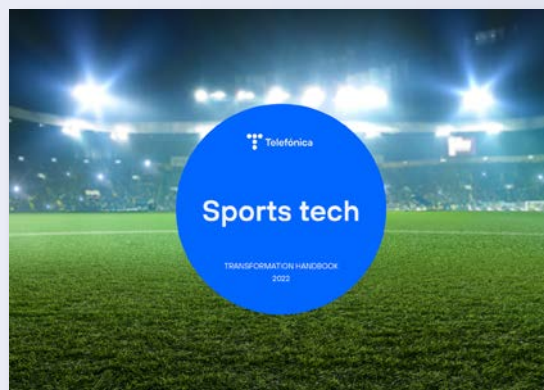
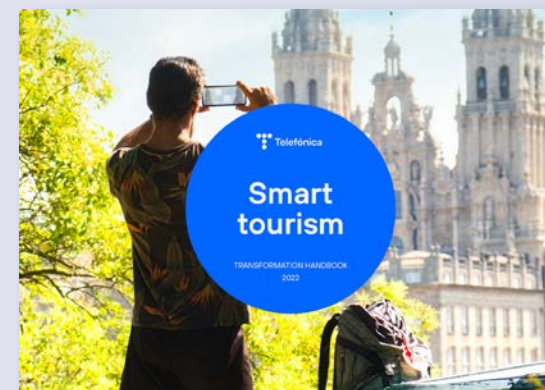
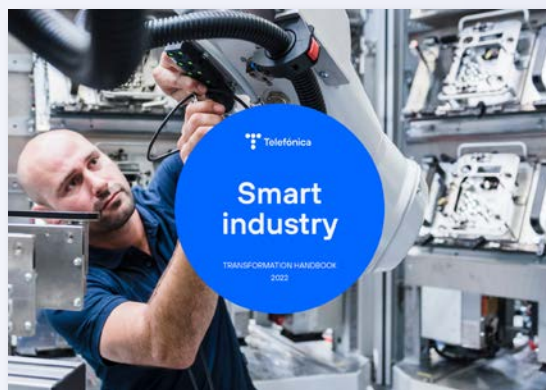


SMART CHALLENGE: TOURISM INTEGRATION CHALLENGE

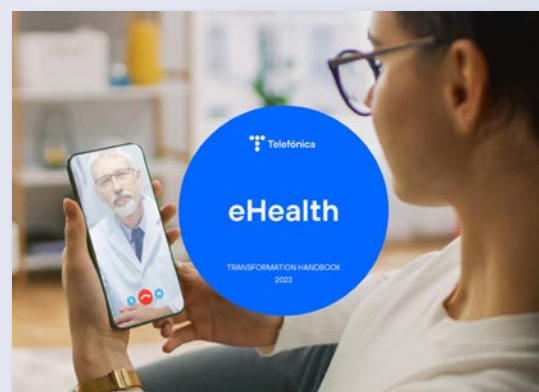


Acceleration programme to boost tourism integration on the Camino de los Jesuitas pilgrimage, with the backing of the UNTWO including operations in Argentina, Brazil, Bolivia, Paraguay and Uruguay. 360° assessment of startups, training and technical support, access to venture capital companies, businesses and business angels.

Transformation handbook collection



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