

DIFFERENCES IN OPEN INNOVATION RELATIONSHIPS WITH LARGE COMPANIES BETWEEN TRADITIONAL STARTUPS AND DEEP TECHS

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Introdução

The relationship between large companies and startups in open innovation (OI) is dynamic and mutually beneficial. This collaboration leverages the agility and innovative capabilities of startups with the resources and market reach of large corporations. Studies have explored various aspects of this relationship, including benefits for both parties, engagement mechanisms, barriers, and the strategic importance of OI. The most common OI relationships include knowledge interaction, network relationships, CVC, accelerators, co-creation, IP-sharing, acquisitions, and investments.

Problema de Pesquisa e Objetivo

The inconclusive research domain raises the question of what are the differences in the open innovation relationships of large companies with deep techs and traditional startups? Therefore, the objective of this article is to identify the differences in the OI relationships of large companies with deep techs and traditional startups.

Fundamentação Teórica

The Resource-Based View posits that a firm's competitive advantage stems from unique resources and capabilities that are valuable, rare, inimitable, and non-substitutable (Barney, 1991). Dyer and Singh (1998) expanded RBV by introducing relational resources and capabilities, which are important in inter-organizational relationships. Open innovation literature highlights the importance of these capabilities for startups, enhancing their access to technical expertise, market reach, and financial resources (Chesbrough, 2003; Chesbrough & Bogers, 2014).

Metodologia

The data used in this research was obtained by the 100 Open Startups, which created in 2016 a matchmaking platform between large companies and startups and a methodology for monitoring open innovation relationships. 592 startups that had OI relationships registered on the platform in 2023 recorded 7,918 OI contracts on the platform, distributed among the 15 types of OI relationships. The multivariate analysis in this study was binary logistic regression.

Análise dos Resultados

The findings support Hypotheses 1, 3, and 4, indicating that market engagement, access to intellectual and human resources, and development and commercialization support are more positively related to deep tech startups compared to traditional startups. Conversely, Hypotheses 2 and 5 were rejected, suggesting that support and incentive mechanisms, as well as financial investments, do not significantly differ in their impact between deep tech and traditional startups.

Conclusão

The study has provided a comprehensive examination of the differences in OI relationships between large companies and both deep tech and traditional startups. The results underscore the unique requirements and advantages of deep tech startups in leveraging these relational resources for innovation and growth. Conversely, suggesting that support and incentive mechanisms, as well as financial investments, do not significantly differ in their impact between deep tech and traditional startups.

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