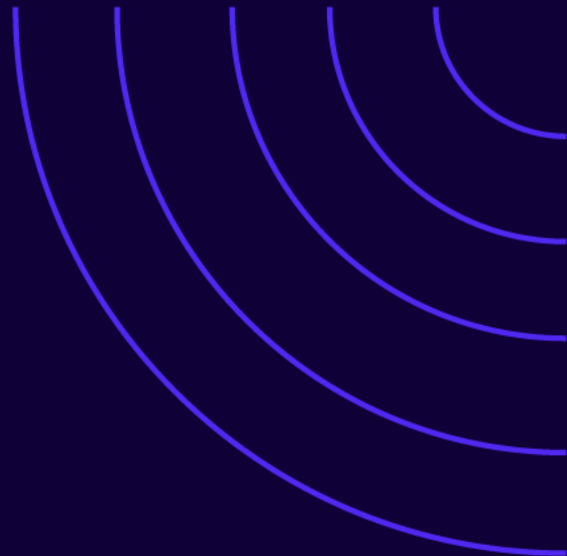# THE BAKERY

Department of Business and Trade
UK-Ukraine TechBridge Initiative

We are a global corporate innovation management firm

We build the future and support your company's present, side by side, always with the aim of impacting your business with real and consistent results.

Our DNA is rooted in open innovation & ecosystem engagement.

We were born in **London** 12 years ago and were called "the world's first corporate challenge-led accelerator" (KPMG).

Since then we've created an unrivalled international network of innovators and entrepreneurs.

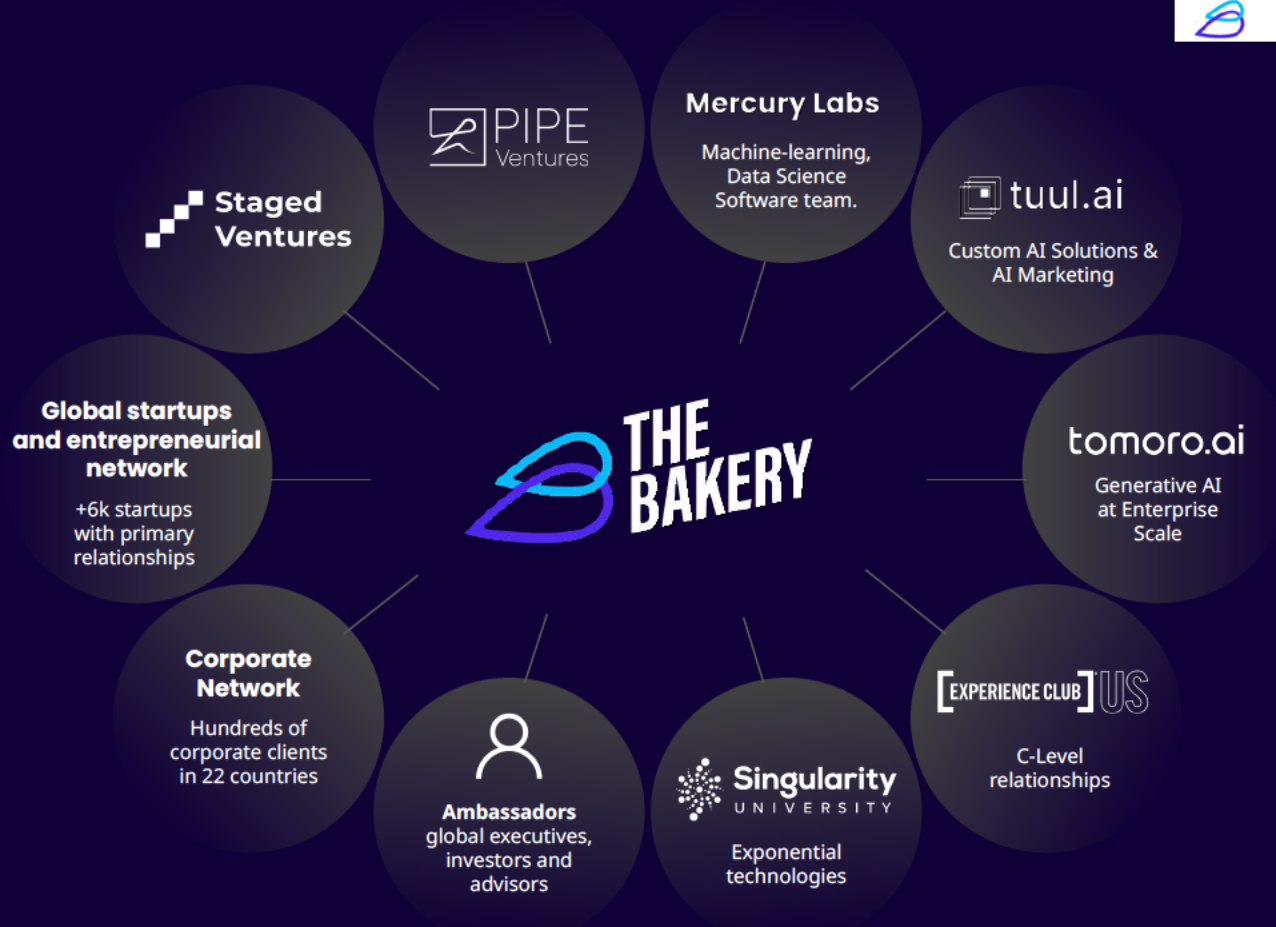This means we are well positioned to bring a global perspective and innovations at your doorstep.

Today, we are close to 100 people working from all over the world, with offices in London, São Paulo & Miami.

Great Place To Work®
Certificada
Mar/2023 · Mar/2024
BRASIL

More than 100 clients from +20 countries and 4 continents have made The Bakery a global reference in corporate innovation
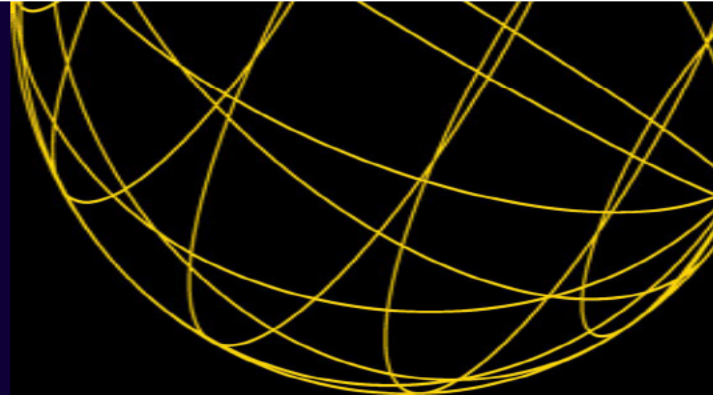
We have developed one of the most comprehensive network of innovation & ventures solutions in the market, with physical **offices in São Paulo, London and Miami.**

PIPE Ventures

Mercury Labs
Machine-learning, Data Science Software team.

Staged Ventures

tuul.ai
Custom AI Solutions & AI Marketing

Global startups and entrepreneurial network
+6k startups with primary relationships

THE BAKERY

tomoro.ai
Generative AI at Enterprise Scale

Corporate Network
Hundreds of corporate clients in 22 countries

Ambassadors
global executives, investors and advisors

Singularity UNIVERSITY
Exponential technologies

[EXPERIENCE CLUB] US
C-Level relationships

8

Unicorns

$1,5B

dollars raised

7

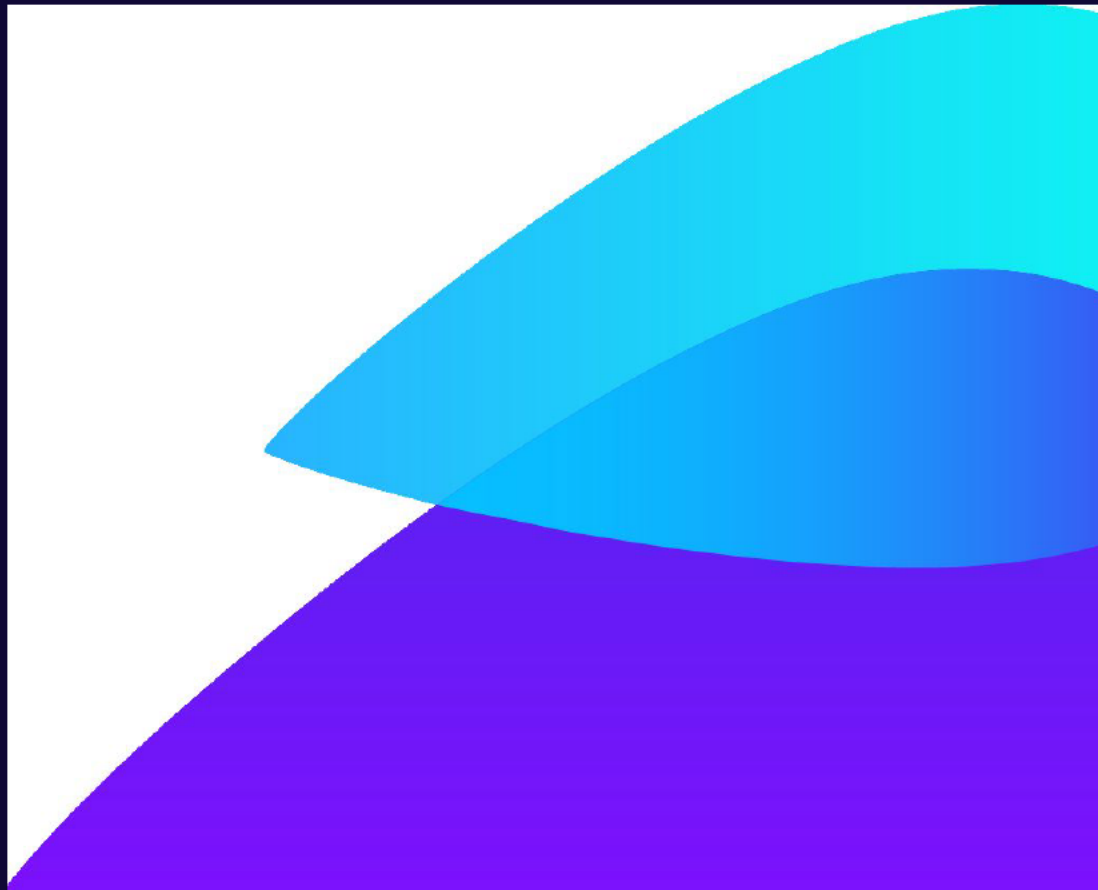corporations investing in our funds

16

exits

+80

deals

Together, our leaders accumulate the experience of

Our team consists of entrepreneurs and specialists, with a solid track record leading innovation in large corporations.

INVESTORS & ADVISORS

🔍 Briefing:

The Department for Business and Trade (DBT) is leading the U.K.-Ukraine "TechBridge" initiative to support Ukraine's rebuilding and restoration through technological innovation. The programme seeks to **identify and support startups led by Ukrainian founders, team members, or operations**, focusing on solutions to critical challenges arising from the large-scale invasion of Ukraine.

A targeted approach will be employed to attract high-potential ventures that address **key areas essential to Ukraine's recovery,** drawing on the UK's strengths to enhance resilience and stability in the region.

This initiative spotlights Ukrainian resilience and innovation, connecting selected startups with influential business leaders and clients for partnerships, investment, or pilot opportunities.

Through this collaboration, the programme will foster impactful contributions to Ukraine's reconstruction and long-term development.

TechBridge®

This project will leverage our widely adopted open innovation methodology, employing an agile scouting approach to explore and analyse a wide range of solutions

1

We define and prioritise the solution areas.

Identify key areas for innovation by analysing the market's needs, trends, and high-impact opportunities.

2

We scan the global ecosystem to find promising and exciting ventures.

Identify and assess high-potential startups and technologies aligned with prioritized solution areas.

3

We facilitate the showcase of the most promising ventures.

Organise a pitch event for selected ventures to showcase their solutions, fostering client-stakeholder engagement and opening pathways to potential corporate partnerships.

DIVERGE

CONVERGE

DIVERGE

CONVERGE

Problem

Research & Understand

Strategy

Scan Global Ecosystem

DIVERGE

CONVERGE

Research and interviews

Iterate

Showcase

Solution

DIVERGE

CONVERGE

In phase 1, we identify key innovation areas through stakeholder interviews and ideation sessions, aligning on high-impact opportunities

1

We define and prioritise the solution areas.

Identify key areas for innovation by analysing the market's needs, trends, and high-impact opportunities.

Input:
- Stakeholder Interviews and needs assessment
- Brainstorming and Ideation Sessions

Output:
- Solution Area Profiles
- Venture brief
- Signed Contract

2

We scan the global ecosystem to find promising and exciting ventures.

Identify and assess high-potential startups and technologies aligned with prioritized solution areas.

Input:
- Solution Area Profiles
- Global Technology Databases and Partnerships
- Screening & Evaluation Framework

Output:
- Venture Shortlist Report
- Evaluation Criteria and Screening Matrix

3

We facilitate the showcase of the most promising ventures.

Organise a pitch event for selected ventures to showcase their solutions, fostering client-stakeholder engagement and opening pathways to potential corporate partnerships.

Input:
- Curated Selection of Ventures
- Pitch Session Structure and Agenda
- Pre-Session Preparation with Ventures and Stakeholders

Output:
- Pitch Day
- Venture Engagement Roadmap

In phase 2, we identify and assess high-potential startups and technologies aligned with key solution areas.

1

We define and prioritise the solution areas.

Identify key areas for innovation by analysing the market's needs, trends, and high-impact opportunities.

Input:
- Stakeholder Interviews and Needs Assessment
- Brainstorming and Ideation Sessions

Output:
- Solution Area Profiles
- Venture brief
- Signed Contract

2

We scan the global ecosystem to find promising and exciting ventures.

Identify and assess high-potential startups and technologies aligned with prioritized solution areas.

Input:
- Solution Area Profiles
- Global Technology Databases and Partnerships
- Screening & Evaluation Framework

Output:
- Venture Shortlist Report
- Evaluation Criteria and Screening Matrix

3

We facilitate the showcase of the most promising ventures.

Organise a pitch event for selected ventures to showcase their solutions, fostering client-stakeholder engagement and opening pathways to potential corporate partnerships.

Input:
- Curated Selection of Ventures
- Pitch Session Structure and Agenda
- Pre-Session Preparation with Ventures and Stakeholders

Output:
- Pitch Day
- Venture Engagement Roadmap

TechBridge | THE BAKERY

Finally, in phase 3 we organise a pitch event for selected ventures to showcase their solutions, creating a platform for meaningful engagement with stakeholders and fostering partnership opportunities with corporates.

1

We define and prioritise the solution areas.

Identify key areas for innovation by analysing the market's needs, trends, and high-impact opportunities.

Input:
- Stakeholder Interviews and Needs Assessment
- Brainstorming and Ideation Sessions

Output:
- Solution Area Profiles
- Venture brief
- Signed Contract

2

We scan the global ecosystem to find promising and exciting ventures.

Identify and assess high-potential startups and technologies aligned with prioritized solution areas.

Input:
- Solution Area Profiles
- Global Technology Databases and Partnerships
- Screening & Evaluation Framework

Output:
- Venture Shortlist Report
- Evaluation Criteria and Screening Matrix

3

We facilitate the showcase of the most promising ventures.

Organise a pitch event for selected ventures to showcase their solutions, fostering client-stakeholder engagement and opening pathways to potential corporate partnerships.

Input:
- Curated Selection of Ventures
- Pitch Event Structure and Agenda
- Pre-Session Preparation with Ventures and Stakeholders

Output:
- Pitch Day
- Onward Partnership Opportunities with Corporates to

By the end of this project we aim to have shortlisted a wide range of solutions aimed at solving some of the challenges that have emerged following the large-scale invasion of Ukraine

1

We define and prioritise the solution areas.

Identify key areas for innovation by analysing the market's needs, trends, and high-impact opportunities.

Input:
- Stakeholder Interviews and Needs Assessment
- Brainstorming and Ideation Sessions
- Marketing Planning

Output:
- Solution Area Profiles
- Venture brief
- Signed Contract

2

We scan the global ecosystem to find promising and exciting ventures.

Identify and assess high-potential startups and technologies aligned with prioritized solution areas.

Input:
- Solution Area Profiles
- Global Technology Databases and Partnerships
- Screening & Evaluation Framework

Output:
- Venture Shortlist Report
- Evaluation Criteria and Screening Matrix

3

We facilitate the showcase of the most promising ventures.

Organise a pitch event for selected ventures to showcase their solutions, fostering client-stakeholder engagement and opening pathways to potential corporate partnerships.

Input:
- Curated Selection of Ventures
- Pitch Session Structure and Agenda
- Pre-Session Preparation with Ventures and Stakeholders

Output:
- Pitch Day
- Venture Engagement Roadmap

Proposed Programme Timeline*

TechBridge | THE BAKERY

1 We define and prioritise the solution areas.

2 We scan the global ecosystem to find promising and exciting ventures.

3 We facilitate the showcase of the most promising ventures.

11th Nov
Introduction to
Key Stakeholders

2nd Dec
Marketing
Planning

13th Jan
Scouting Starts

17th Feb
Scouting
Short-List

19th Nov
Brainstorming
Session

17th Jan
Scouting
Check-In

28th Feb
End of programme
and off-boarding

25th Nov
Venture
Brief

4th Nov
**Planning
Start**

13th Jan
**Programme
Launch**

26th Feb
Pitch Event

*This is a proposed timeline and is subject to change. The items outlined above are suggested touch points and milestones which will allow DBT and The Bakery to ensure continued alignment during the programme.

Commercial Proposal

1
8 weeks

We define and prioritise the solution areas.

Identify key areas for innovation by analysing the market's needs, trends, and high-impact opportunities.

Output:
- Solution Area Profiles
- Venture brief
- Signed Contract

2
6 weeks

We scan the global ecosystem to find promising and exciting ventures.

Identify and assess high-potential startups and technologies aligned with prioritized solution areas.

Output:
- Venture Shortlist Report
- Evaluation Criteria and Screening Matrix

3
1 week

We facilitate the showcase of the most promising ventures.

Organise a pitch event for selected ventures to showcase their solutions, fostering client-stakeholder engagement and opening pathways to potential corporate partnerships.

Output:
- Pitch Day
- Venture Engagement Roadmap

Commercial Proposal

£35,000

The Bakery will deliver the agreed-upon outputs, supporting DBT in organizing and planning the pitch event and assisting in selecting jury members for the event. DBT will source and book the venue, handle catering arrangements, and assume responsibility for any additional costs beyond The Bakery's specified deliverables. All three parties—The Bakery, DBT, and EdenBase—may engage in sourcing sponsorships for the event, with DBT holding final decision-making authority. Allocation of any sponsorship funds will be decided collaboratively between DBT and The Bakery.

Case Studies

P&G   /> Cambrian Intelligence

Robotics: Automate in-lab workflows

P&G identified a need to enhance their in-lab R&D robotic capabilities and develop more intelligent systems. Their existing robotic systems were not equipped to handle advanced, adaptive tasks efficiently.

P&G sought to improve their automation processes with a solution that could elevate their R&D capabilities.

The Bakery addressed this challenge by implementing an **operating system** that enables a robotic arm to self-learn and acquire new skills autonomously.

We began by conducting initial tests and providing video results to assess the suitability of the hardware for sponge-squeezing automation.

After successful validation, we scaled the solution by deploying it across various labs and products, significantly enhancing P&G's R&D robotic capabilities.

THE BAKERY

KEY RESULTS

Phase 1 : Exploration

74 Startups long listed

Phase 2 : Trial

1 Startup in trial

Phase 3 : Piloting and Scale-up

+21.5% FTE time savings / per annum

Customer Care: How do we improve the experience of customers asking a question to GSK?

GSK recognized that healthcare professionals (HCPs) often faced challenges when seeking information from the company. The existing system was not equipped to handle the volume and complexity of inquiries efficiently.

GSK didn't have the optimized processes necessary to deal with the diverse range of questions that HCPs would likely ask.

Which is why the GSK team wanted to explore new technology solutions that could enhance the customer service experience and ensure HCPs received accurate and timely responses.

The Bakery helped by implementing an AI-driven knowledge management system that not only provided HCPs with quick, self-service access to information but also integrated an AI engine for process optimization, ensuring that responses were both accurate and delivered swiftly.

KEY RESULTS

Phase 1 : Exploration

117 Long-listed solutions

Phase 2 : Trial

3 POCs

Phase 3 : Piloting and Scale-up

3 Tested solutions provided to GSK for scaling up past proof of concept

Case Study: Optimising manufacturing processes

P&G faced a challenge in optimizing their manufacturing processes to reduce machine downtime and boost production line efficiency. Traditional methods were insufficient for addressing complex variables affecting performance.

P&G needed an advanced solution to enhance real-time monitoring and management of machine operations.

The Bakery provided a **SAAS solution** utilizing artificial intelligence to automatically detect and correct variables that could lead to machine failure, ensuring real-time adjustments.

We started with a test of the solution on the bottle filling line, focusing on two variables and a limited historical dataset.

Following successful trials, we scaled the solution to encompass different manufacturing lines, accommodating an increasing number of variables for broader impact.

KEY RESULTS

Phase 1 : Exploration

84 Startups long listed

Phase 2 : Trial

3 Startups in trial

Phase 3 : Piloting and Scale-up

89% Accuracy of detection

0.72M Projected savings over 1.5 years

Case Study: Solving the steel industry's most complex challenge

Soluções Usiminas, a leader in Brazilian steel manufacturing, faced a significant challenge with stocking inefficiencies due to the complexity of their supply chain, fluctuating customer demand, and over 5,000 SKUs. Traditional forecasting methods were insufficient, leading to compromised working capital and planning.

Soluções Usiminas needed a sophisticated solution to enhance forecasting accuracy and address stocking inefficiencies.

The Bakery delivered an advanced Augmented Analytics solution that combined Artificial Intelligence with cutting-edge data analytics. This solution was designed to uncover hidden patterns in unstructured data and generate actionable insights to improve client forecasting and reduce stocking inefficiencies.

We began by running Usiminas's data through Illumr's technology, which demonstrated a 5.4% improvement in forecasting accuracy compared to the existing methods, with up to three months' advance notice. Additionally, the solution showed potential for a 13.5% reduction in stock levels by optimizing stocking and purchasing processes.

After successful validation, we recommended to the Board of Soluções Usiminas to scale and integrate the solution into their IT system for full-scale production.

KEY RESULTS

Phase 1 : Exploration
39 Solutions long listed

Phase 2 : Trial
3 Startups in trial

Phase 3 : Piloting and Scale-up
13.5% Projected Stock Reduction

P&G ensygnia **KRPT** mobileize

 THE BAKERY

In-store experience: Improving out of stock purchase conversions

P&G recognized that their in-store purchasing experience needed modernization to meet evolving consumer expectations. Traditional methods were proving inadequate for streamlining the process effectively.

P&G didn't have the advanced solutions necessary to address the complexities of contemporary in-store purchasing.

That's why P&G turned to The Bakery for innovative solutions to enhance purchase fulfillment.

The Bakery responded by implementing a comprehensive approach: we built an **Ambassador Network** to foster collaborative consumer ecosystems for brands, a **Product Store Finder** using voice and AI technology to help consumers easily locate products, and an **Instant Payment Solution** enabling secure transactions whether online, in-store, or on-the-go.

We began with initial tests and feedback collection at an internal facility.

After successful trials, we scaled the solution by deploying it in a test store before a full rollout in real retail environments.

KEY RESULTS

Phase 1 : Exploration

Development of Ambassador Network concept

Phase 2 : Matchmaking

33 Startups long listed

Phase 3 : Piloting and Scale-up

3 Startups in trial

Case Study: How Do We Revolutionize Sports Data and Technology?

IMG ARENA, part of the Endeavour Group, is a leading sports data and technology supplier for the betting, media, and performance sectors. It delivers live streaming and data feeds for more than 65,000 sports events annually, as well as for on-demand virtual sports products and front-end solutions.

IMG Arena had the ambition to create the next generation of gaming and data solutions that would engage audiences around global sports events. To achieve this vision, The Bakery designed a unique programme to help IMG Arena partner, create and invest in technology ventures from around the world. This programme had 4 distinct streams:

- a **partner stream** that would screen the global ecosystem of technology solutions to identify potential partners to pilot new solutions
- a **venture-building stream** involving passionate entrepreneurs to create entirely new solutions in which IMG Arena would own a stake
- an **acceleration stream** designed to support early-stage ventures with the potential to revolutionise the gaming and sports data industry
- an **investment stream** that would identify and vet mature ventures for a potential investment or acquisition

Within a year, the IMG Arena Greenhouse engaged **245 solutions** across all streams and **presented 56 new solutions to IMG ARENA executives**. It also generated **2 new ventures that secured follow-on investments** and led to several additional investments by IMG ARENA in the years that followed.

KEY RESULTS

Phase 1 : Exploration

245 Solutions scouted

Phase 2 : Matchmaking

56 Solutions longlisted

Phase 3 : Piloting and Scale-up

2 New ventured implemented

THE BAKERY

THE BAKERY

We are a global corporate innovation management firm

Miami
299 Alhambra Circle, Suite 403
Coral Gables
Florida 33134

London
Unit 6 - Ledge Tower
Dalston Square
London - E8 3GT

São Paulo
Rua Arizona, 481, 23 Andar
Cidade Monções
São Paulo - 04567-001

thebak...   @thebakeryldn   in   theb...