

Communiqué de Presse

INWIBE MENTIONED IN THE GUIDE INNOVATION OPEN: GOOD REFLEXES AND TOOLS

Paris, June 30 2016 – The entry strategy into a B2B Market often results in a lot of questions, to which a start-up may not be prepared to respond to, especially if it does not all the commercial skills. How does one approach the right people in big international companies? How do you understand the needs and identify decision-making mechanisms? How should you present a concept to a customer? How do you build credibility or navigate cultural differences? How do you manage interviews or conclude a contract?

Inwibe has set up a B2B sales training program dedicated to start-ups. The program takes the form of training sessions and coaching, and it allows companies to acquire the keys of access to the market of large entities. The program takes into account the unique challenges of a start-up by learning about **Lean Start-up methods**.

The **Sales Academy program** is mentioned as a good practice in the guide, *Open Innovation: The Right Reflexes, and The Right Tools*. The guide is the result of the work of members of the *Alliance for Open Innovation*. It starts from the simple observation that the experiences of some can contribute to the projects of others. The reluctance to open innovation is sometimes the fruit concerned or lack of concrete tools. It covers several fields from intellectual property to international collaboration.

Inwibe's mission is digital transformation and open innovation through networking, mediation and project management.

Inwibe is the first company to offer a service of intelligent matching of innovation projects. The offer is based on **MyInwibe**[®], a platform for in relation, as well as support services customized, based on intelligence technologies artificial and blockchain.

Created in 2015, **Inwibe** has experienced double-digit growth on both last years. The company references about 4,000 startups and a dozen major accounts in its base project providers.

www.inwibe.com