



unfold

HELPING PEOPLE AND COMPANIES EVOLVE

“Healthy growth requires a smattering of intrapreneurs who drive new projects and explore new and unexpected directions for business development.”

Sir Richard Branson

At Unfold we believe that intrapreneurs (in-house entrepreneurs) are the ones who will propel companies to the next level of innovation and growth.

*It's time to initiate the journey proactively to understand how intrapreneurship grows in the Indian context – what does it take to promote it, what do intrapreneurs want and need, how does the company's management need to enable intrapreneurs, and more.*

# Introducing Unfold's Intrapreneurship Research

**Intrapreneurship is all about finding and nurturing your company's in-house entrepreneurs;** people with the breakthrough ideas and a powerful appetite to propel you to the next level of innovation and growth



**Intrapreneurs have an emerging role in driving innovation:**

- Globalisation has changed the business environment
- Pressure of competition is intense
- Technological developments have changed the business landscape



**India has a growing start-up culture:**

- In-house entrepreneurs desire a model where they can ideate and create value in a freer environment
- Their spirit needs to be channelled into building newer business models and revenue streams



## Emerging Role of intrapreneurs in driving innovation

### Insights by Unfold

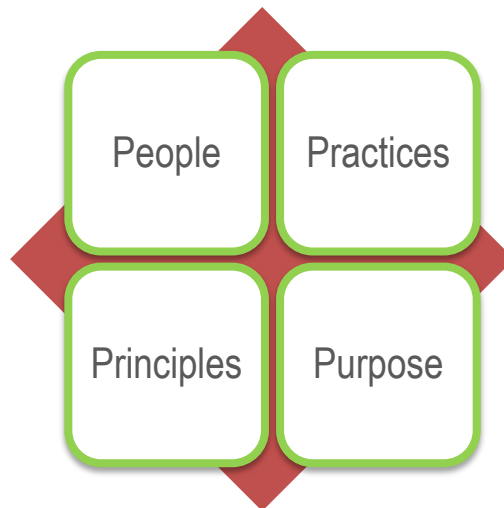
Unfold has been fuelling thinking around this emerging reality for Indian workplaces by inviting minds to deliberate on this topic.

**Intrapreneurship Conclave:** This was held on 9th March with Gifford Pinchot, who coined the term "Intrapreneur" as the Keynote speaker, with eminent leaders discussing the subject and in engagement with over 50 organizations, start-ups and academia.

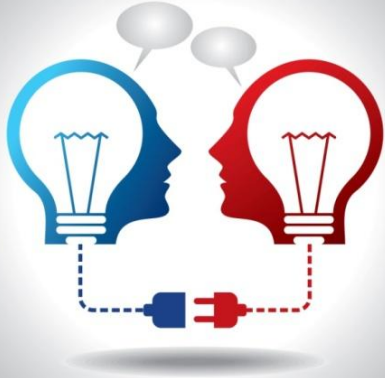
**Intrapreneurship Round Tables:** Cisco & Accenture: Likeminded supporters of this agenda collaborated to share experiences and ideas, and decide on the future course of the agenda for this community. We had engaged with about 15 organizations.

## Unfold Research Imperative

*A quantitative & qualitative study to understand the art and science of intrapreneurship and identify best practices in four areas below that enable an ecosystem for organizations to drive Innovation.*



# Participating in the Intrapreneurship Research



## What does it mean for you?

It's time for you to showcase your intrapreneurship best practices and insights, and help create a body of knowledge to share with peers and clients on why you are innovative company.

It's an opportunity for you to understand market practices, gain insights into opportunities and challenges and be a part of the growing community of the network of Intrapreneurs.

## Benefits of participating



### Research report

Get the executive summary and a discounted price for the full report

### Ongoing knowledge sharing

Receive periodic insights and engagement to apply insights from the evolving body of knowledge

### Save on R&D and Market Research

Once intrapreneurship starts flourishing in your company, research costs start to reduce

### Events & interactions

Get a free seat at the next Intrapreneurship Conclave, membership in the community

### Recognition as an innovative company

Influence existing and new clients, attract higher quality talent, engage and retain employees better

### Speed to market with new products

Intrapreneurs will keep your product pipeline fresh and with ideas of how to gain and expand market share

## Who should participate?

- ✓ Accelerators who are enabling innovators within companies to build their ideas
- ✓ Corporates who recognise intrapreneurs within their company and are enabling them to ideate better
- ✓ Start-ups which are founded by entrepreneurs who used to work within corporates

## How can you participate?

**Qualitative:** based on case studies shared by the participating company, we will conduct leadership interviews and group discussions

**Quantitative:** we will conduct a structured survey with select intrapreneurs within your organisation to identify the drivers of success



**You and your company can be respondents in both these categories**

# Team Behind the Research

**Puja Kohli**  
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**Dr Hema Doreswamy**  
(and associated team)  
Research faculty at  
Welingkar Institute of  
Management



## About Unfold

**Unfold** is a boutique HR consultancy that helps clients create winning cultures as this is what enables them to address their critical business priorities. By investing in collaborative research, we aim to create a blueprint for consideration by organizations to define the Purpose, Principles, People, and Practices that will shape intrapreneurship tomorrow.

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