A START-UP IN INTERACTION WITH ITS PARTNERS

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INTRODUCTION

Start-ups “need to act, to try to control, co-ordinate and influence, to suggest ideas and initiatives, to set limits and to seek opportunities”

(Harrison, Holmen, & Pedersen, 2010, p. 948).

However, start-ups’ “unique resources and capabilities” make it more difficult to know how to act and when action is needed

THEORETICAL FRAMEWORK
A MODEL OF THE INTERACTION PROCESS
METHODOLOGY
APPROACH, SUBJECT, COLLECTION AND ANALYSIS

Approach

Data collection

Subject of study

Data analysis
RESULTS

18 INTERACTION EPISODES BETWEEN THE START-UP AND ITS 6 PARTNERS

- Teaching hospital
- Health foundation
- Market leader
- Glucagon company
- Research institute
- European project partners
RQ 2: WHAT TRIGGERS DELIBERATE ACTION BY A START-UP AND ITS PARTNERS?
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RQ 3: WHAT MODES OF INTERACTION DO A START-UP AND ITS PARTNERS USE?
**RQ 4:** HOW DO THE INTERACTION MODES OF A START-UP AND ITS PARTNER CO-OCCUR?
RQ 5: WHAT IS THE OUTCOME OF THE INTERACTION BETWEEN A START-UP AND ITS PARTNER?

Diagram:
- Expand
  - Aquiesce
  - Compromise
    - Convert
      - Create
      - Avoid
    - Defy
      - Inhibiting
    - Manipulate
RQ 1: HOW ARE THE INTERACTION EPISODES BETWEEN A START-UP AND ITS PARTNERS INTERLINKED?
1. Start-ups have the ability to act in a variety of ways over time and in a variety of relationships.

2. Start-ups do not only have to act in response to events that constrain the opportunities for future interaction, but also ones that expand the scope for future collaboration.

3. Start-ups have to closely consider the ways in which they are going to act or react because partners are likely to act in a similar way.

4. Start-ups can and need to rely on their networks to solve conflicts with their partners.
A START-UP’S ACTIONS ARE NOT ONE-SIDED AND STABLE, BUT INTERACTIVE AND DYNAMIC
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