

# How to re-invent your business & partner for international expansions

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**Even Google has constantly reinvented itself:**

**Search → YouTube → Android  
→ Cloud → Google Assistant**

# Organic & In-organic

# **Organic:**

**1. Recruiting**

**2. Organizational Change**

**3. Introduce New Board Members**

**4. Internal Competition / Proposals**

## **In-organic:**

- 1. Startup Investment**
- 2. Joint Venture**
- 3. M&A**

**Google invests in 100+ startups &  
acquires 10+ per year**

## How?

- 1. Build A Corporate Development Team**
- 2. Work Closely with Accelerators / VCs**
- 3. Strategically Invest in Accelerators / VC Funds**
- 4. Setup A Corporate Accelerator / VC Arm**

# State of The AppWorks Ecosystem

**351**

Startups  
+51 YoY

**1,044**

Founders  
+184 YoY

**10,115**

Employees  
+40% YoY

**\$870M**

Raise  
+79% YoY

**\$3.97B**

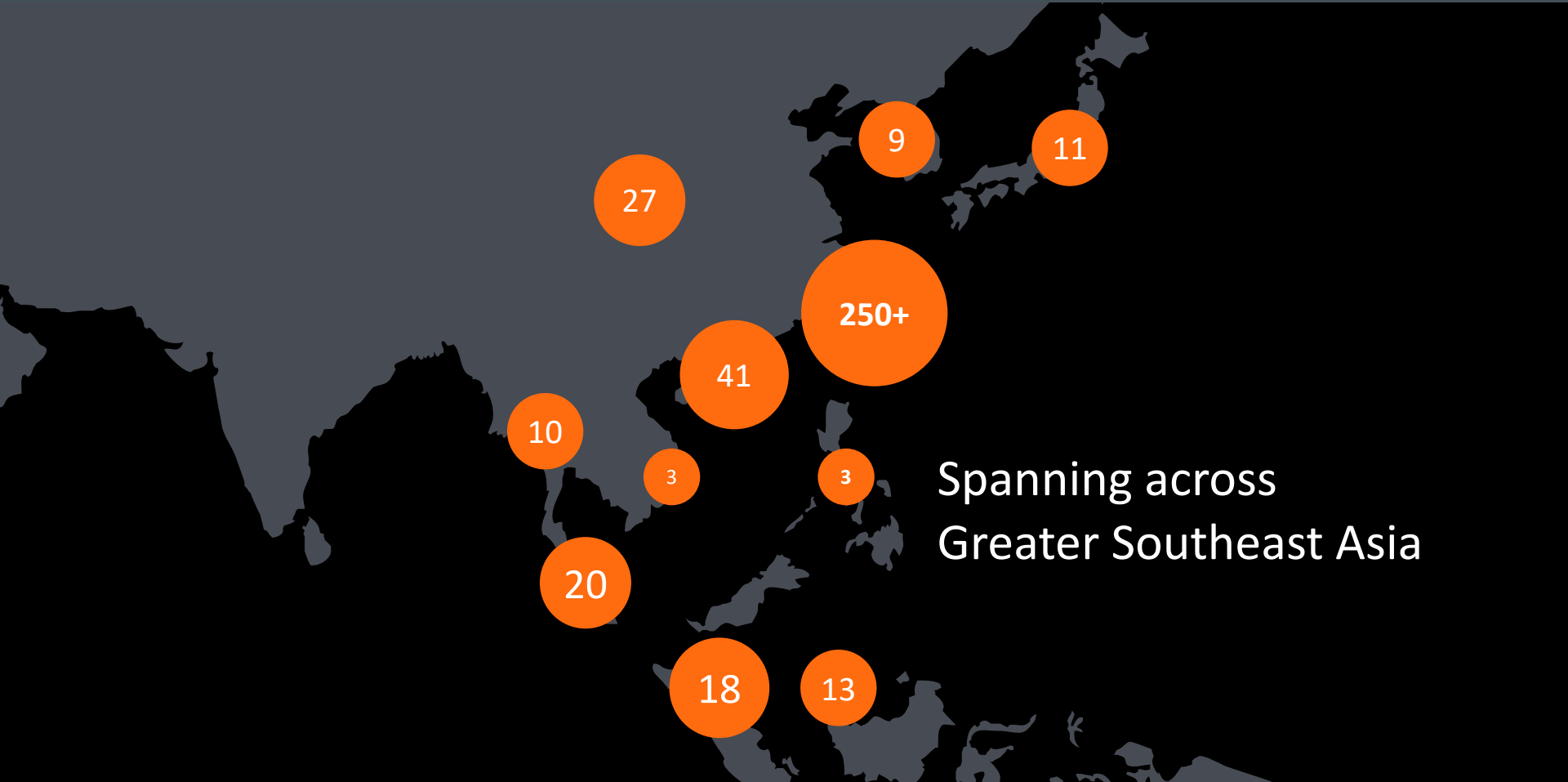
Valuation  
+134% YoY

**\$2.86B**

Annual Revenue  
+46% YoY



# The AppWorks Ecosystem



Spanning across  
Greater Southeast Asia