



Swiss Start-ups Shaping the Future of Procurement

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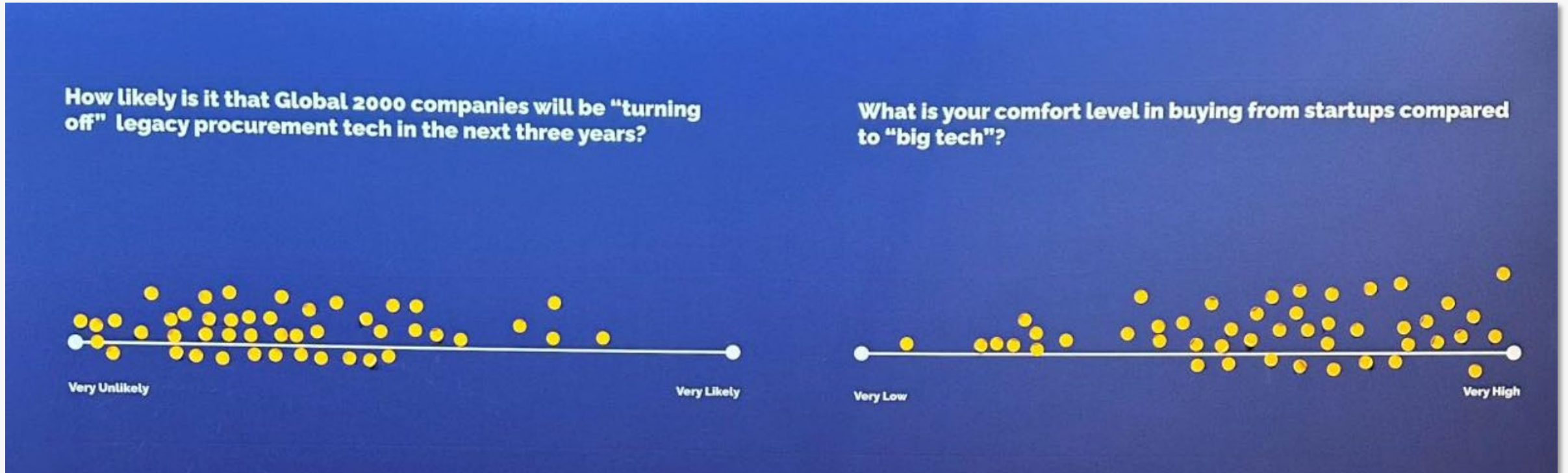


SWISS
SUPPLYCHAINTECH

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A current mood from the «Digital Procurement World» on «legacy systems» and «start-ups»...



Source: Alistair Cane, Co-Founder Axiom, October 2024, DPW Amsterdam

... «legacy systems» remain in place - an openness to working with start-ups is present.

The background features a red and white geometric pattern. On the left, there is a grid of white lines forming squares. A large, semi-circular shape on the right side is filled with a red-to-white gradient. A horizontal band of a darker red color runs across the middle of the image, serving as a backdrop for the text.

The «Swiss SupplyChainTech» initiative

150+ start-ups along 16 categories

Drone
Technology



Next-Gen
Transportation



City Logistics, Last Mile
& Transportation



Shipping Management
& Transportation Platform



Data Analytics &
Information Systems



Sourcing, Procurement
& Materials Management



Packaging, Bins
& Containers



Compliance, Contract
& Content Management



Mobility
& Fleet Management



Robotics &
Intra Logistics



Sustainability



Additive
manufacturing



Food Supply Chain



IoT Solutions
& Devices

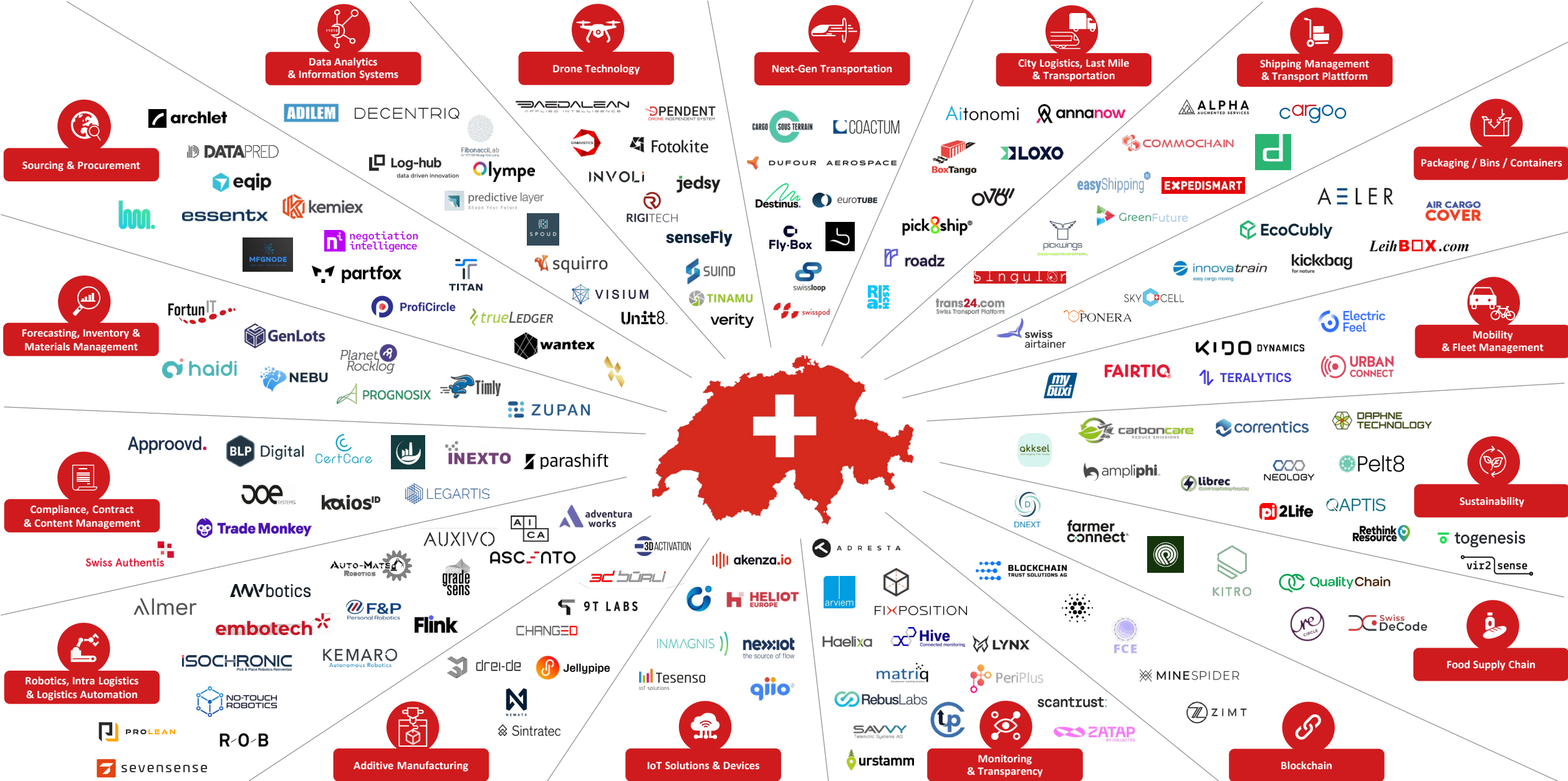


Monitoring
& Transparency



Blockchain







Goals of «Swiss SupplyChainTech» ...

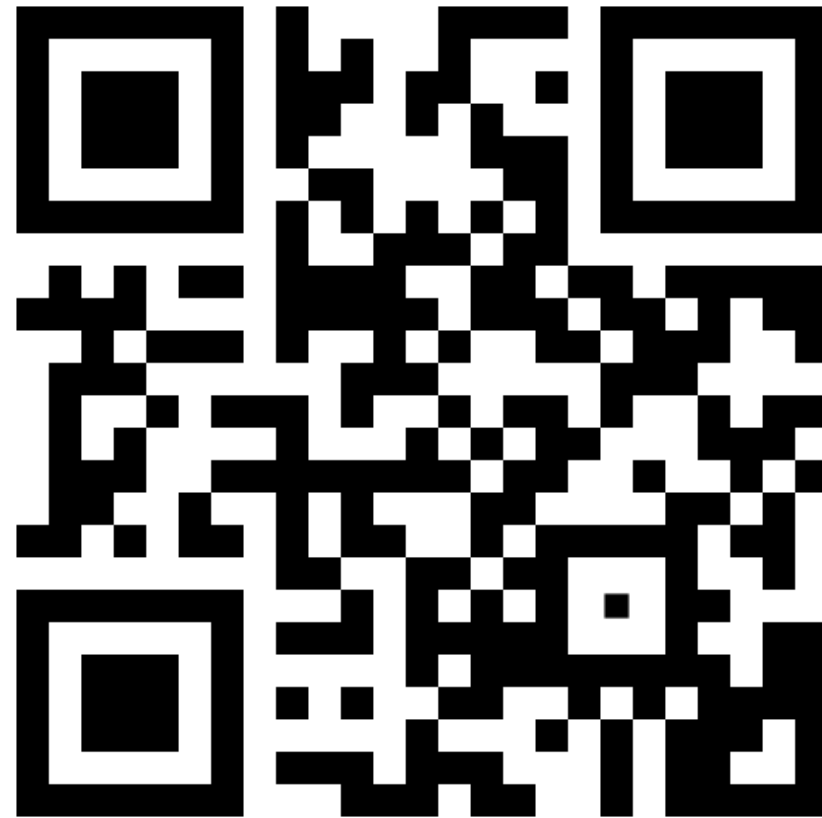
Mapping the start-up ecosystem

Improving the visibility of start-ups

Strengthening the start-up community in logistics & SCM

Research and further development with start-ups

Integration in training and further education



<https://supplychaintech.ch>

What does it mean to collaborate with start-ups?

Category	Established Solution Providers	Start-up Solution Providers
Resources	Affluent in resources	Short of resources
Relationship with Buyer	One of many	Matter of survival
Decision Making	Slow, decentralized	Speedy, flexible
Organization	High degree of formalization	Low degree of formalization
Communication	More levels, barely horizontal, infrequent	Fewer levels, more horizontal, frequent
Legitimacy	More	Less
History/Track Record	Sufficient	Scarce
Routines	Routines exist	Lack productive routines

The background features a complex geometric pattern of red and white. It consists of a grid of white lines on a red background, with a large, semi-circular red shape on the right side. A horizontal, semi-transparent dark red band is positioned across the middle of the image, containing the text.

Ongoing study on «ProcureTech» in the DACH region

Our perspective on «start-ups» :

- Improving process performance in procurement
- Technology-based innovations

Identification of procurement start-ups

Focus: DACH region (Germany DE, Austria AT, Switzerland CH)

Sources & Databases:

- ▶ Prequel Insights
www.prequelvc.com/prequel-insights
- ▶ Procuretech's Network
www.procuretechs.com
- ▶ Swiss SupplyChainTech
www.supplychaintech.ch



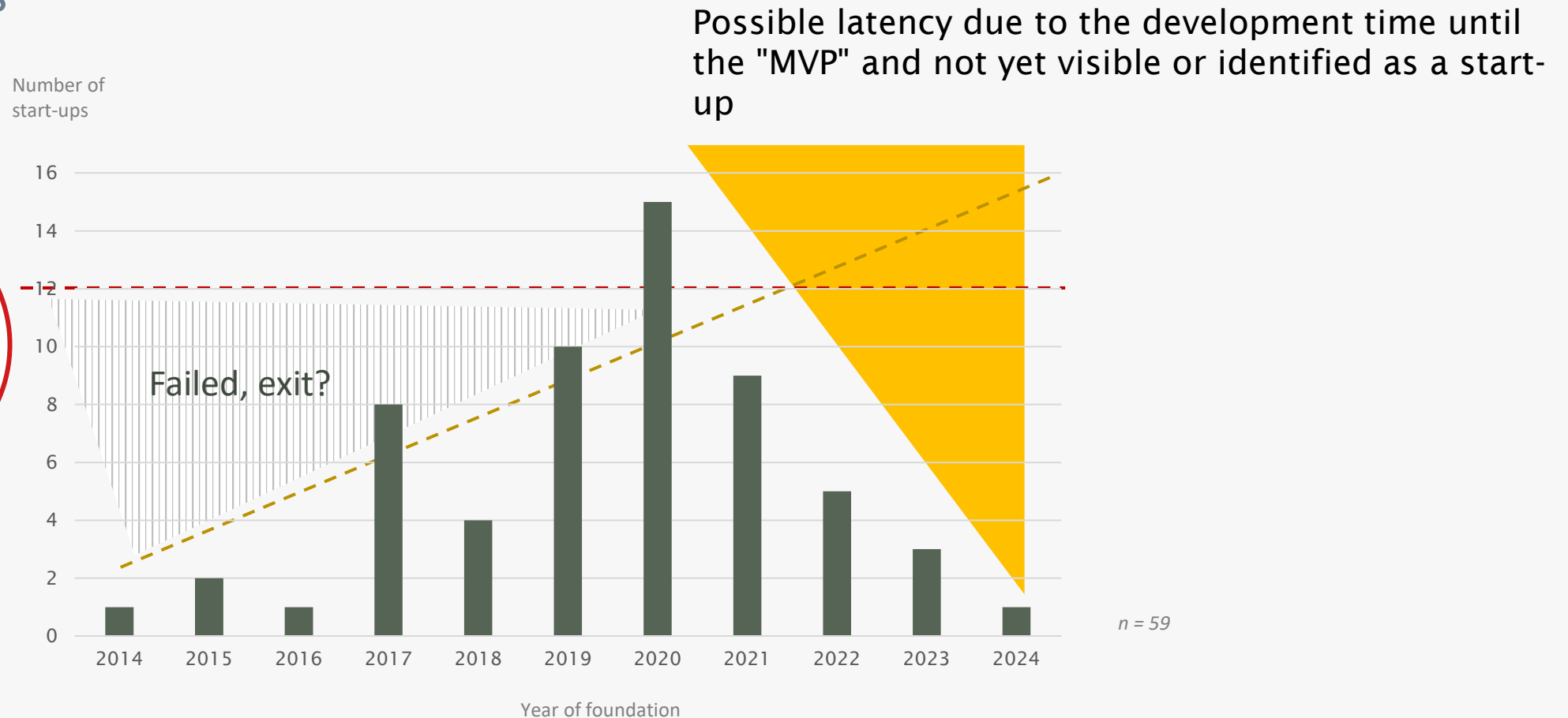
The analysis of the start-up databases identifies **#59** relevant **start-ups** in the **DACH region** that can be assigned to the various **procurement processes**.

Cultural and geographical proximity are important factors when working with start-ups.

Development of the procurement start-up landscape

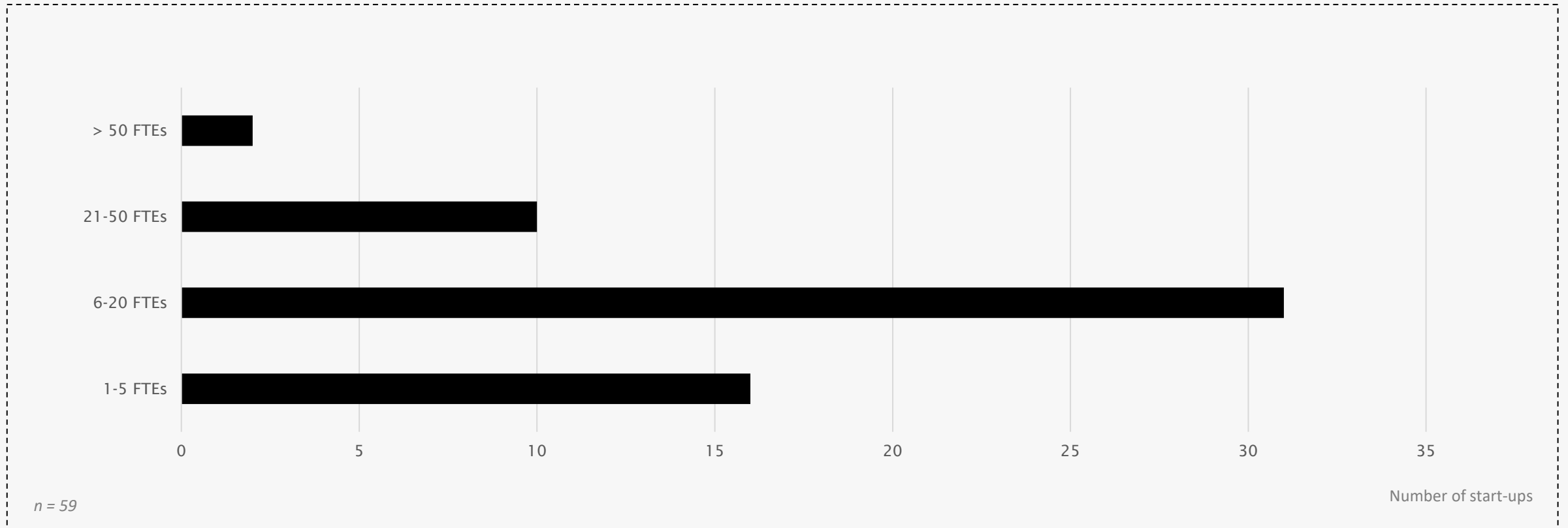
Founding years


10+ start-ups
expected per
year



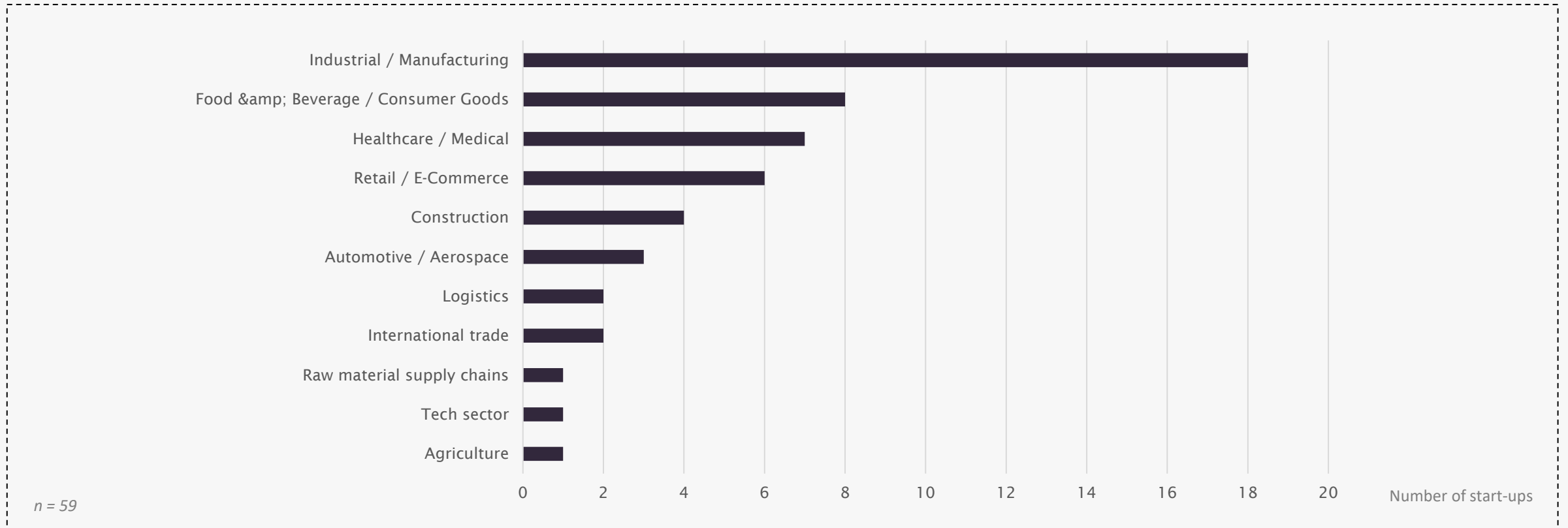
In recent years, we have observed an increasing number of start-ups in the purchasing environment. The average age of start-ups is around 4.5 years.

Average number of full-time equivalents (FTEs) in the procurement start-ups



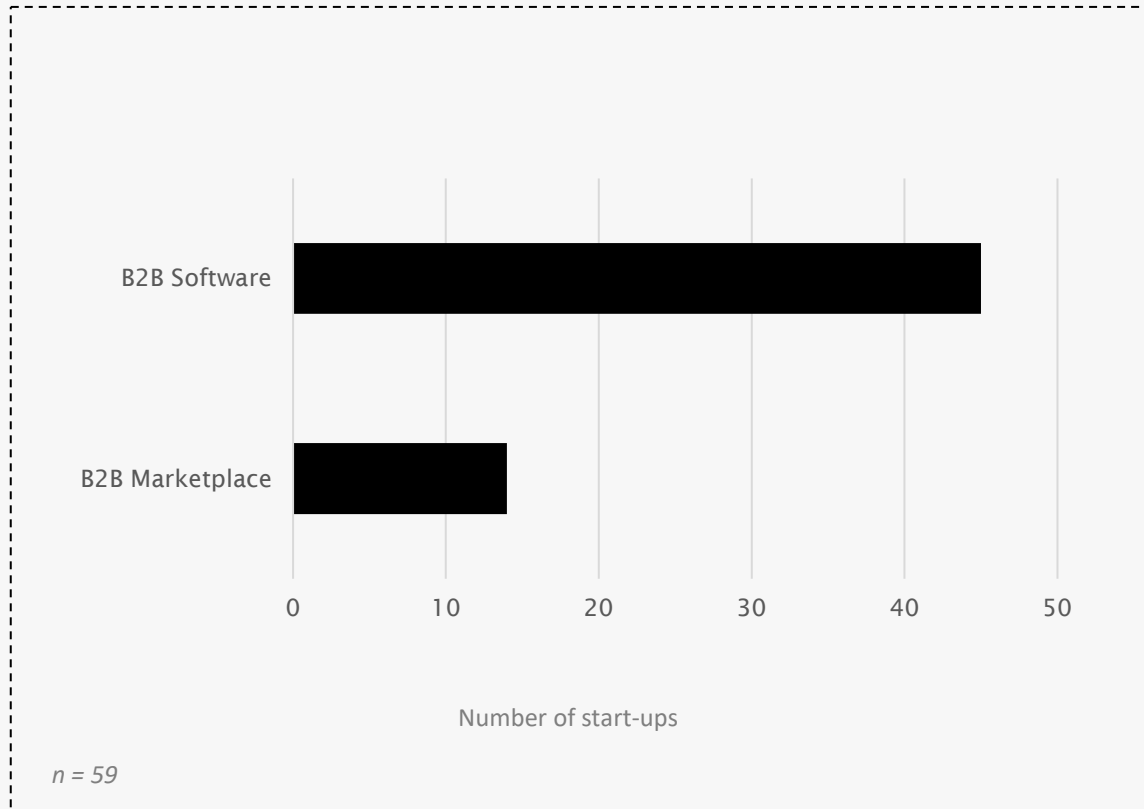
Some of the start-ups identified already have a considerable number of employees (~ 14 full-time positions), which can give an indication of the size of their solutions.

Industry focus of purchasing start-ups



Most solutions are designed for the manufacturing industry, followed by the food and healthcare sectors and retail - some start-ups have their origins in "niche solutions".

Business models of purchasing start-ups



- ▶ 75% of start-ups offer **B2B software solutions** that address various "white spots" in procurement.
- ▶ 25% of start-ups provide access to **B2B marketplaces** - mostly with a specific focus on material/commodity groups such as construction materials or packaging.

The majority of start-up solutions support sub-processes within the "purchasing process house". Marketplaces are often "product group-specific".

Assignment of start-up solutions to processes



n = 59 (*) includes 10 start-ups enabling the optimization of demand planning for the sourcing

Source: Illustration of the procurement process house according to Arthur D. Little

Overview and allocation of start-up solutions



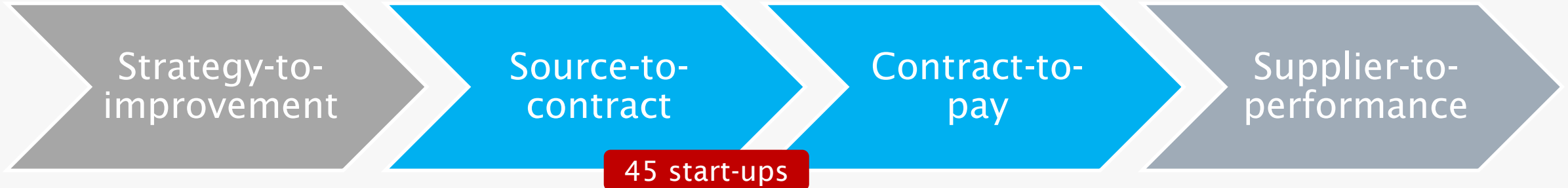
Start-ups offer solutions to ...

- ▶ **Integration of external data (#1)**
- ▶ **Analytics & Intelligence (#3)**
- ▶ **Development of product group strategies (#1)**

Sample Start-up Solution Description

*"Our cutting-edge solution enables the self-sufficient **development of procurement strategies**, providing a ready-to-use framework [...]. Our **comprehensive category strategy management solution** brings traditional category management to new heights **by leveraging AI**, fostering extended collaboration, and utilizing data from multiple sources and extending it beyond category taxonomy."*

Overview and allocation of start-up solutions



Start-ups offer solutions to ...

- ▶ Optimization of **requirements & specifications** (#2) and **material forecasts** (#10)
- ▶ Carrying out **market analyses & supplier identification** (#4)
- ▶ Digitization **RFx** until **contract award** (#10)
- ▶ **Negotiation support** (#1) and **contract drafting** (#2)
- ▶ Use of **marketplaces** (#14)
- ▶ **Order and payment processing** (#2)

Sample Start-up Solution Description

*"The inability to analyze RFx in tools forces Procurement to use Excel for analysis, reducing the insights and impact they can have in negotiations. Using [our] intuitive **RFx, bid analytics and scenario optimization platform**, strategic sourcing managers can avoid time-consuming, non-collaborative processes in Excel to negotiate faster and more effectively with their suppliers in one centralized system."*

Overview and allocation of start-up solutions



Start-ups offer solutions to ...

- ▶ Supplier evaluation/quality (#2)
- ▶ **Supplier sustainability (#7)**

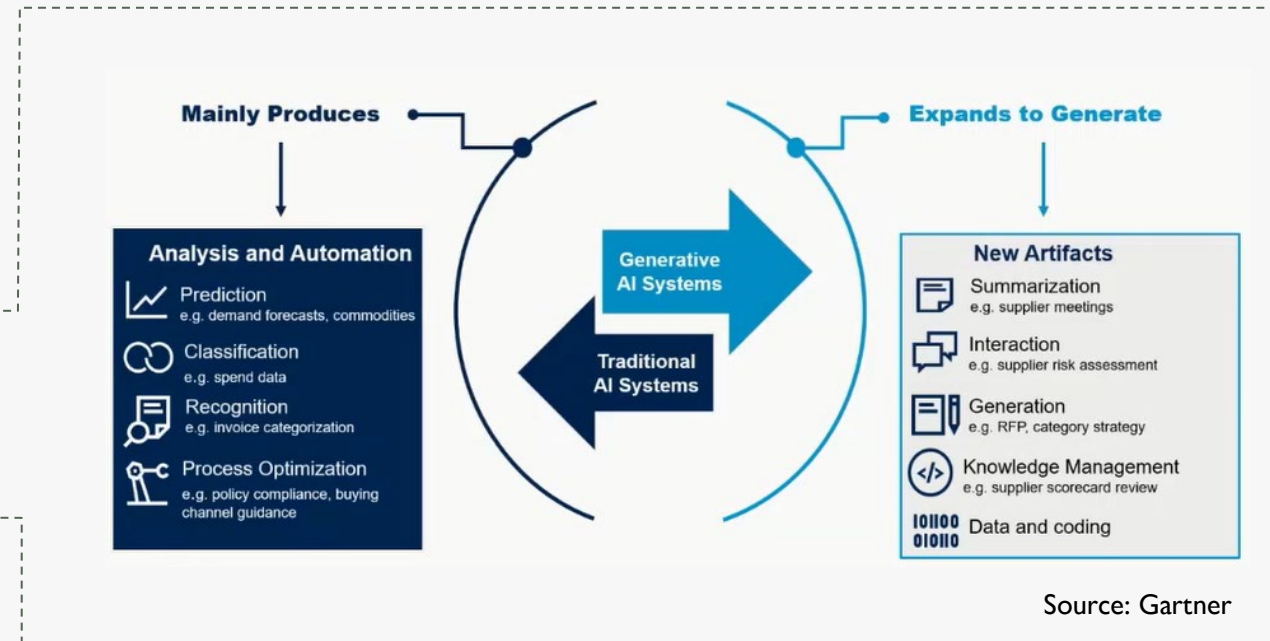
Sample Start-up Solution Description

*"The platform's depth of detail enables unique **transparency gains** and certainty in covering future supply chain requirements. Intelligent, standardized **supplier self-assessments, event-based queries, supply chain mapping, comprehensive reporting** - [our solution] minimizes the effort required for supplier verification and creates transparency across the entire supply chain to meet **due diligence requirements** and capture **environmental impacts**."*

Outlook on our current study ...

Issues addressed:

- ▶ RQ1: Which "purchasing start-ups" exist in the **DACH region** and for which **processes** do they offer **solutions**?
- ▶ RQ2: Which **purchasing objectives** do they support (*cost, quality, time, sustainability, innovation, resilience*)?
- ▶ RQ3: Which **technologies** are used and what contribution does "**artificial intelligence**" make?





Interested in more? Talk to us!

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