



## Why do we support startups? – VIDEO TRANSCRIPT

[00:04] So why do we do startups? We do startups for a very simple reason because we actually believe that the whole life is a startup.

[00:11] So everything we do within the firm, in the way we set up our delivery projects, in the way we set up our office design, in the way we set up our HR, recruiting our marketing, every team is a startup, and every team looks at their area and then tries to think, okay, what can we do here that would be a totally new experience, for example, for our clients, or for our people?

[00:34] And this is something that we also pass as a culture transition to our clients. So, when we talk to clients for the first time or when we talk to our existing clients, long-term clients, we always try to pass that culture on. Have to really think as a startup, you really have to think about how can you recreate your future every day.

[00:53] There is a process for that, there are many tools for that, but what we also wanted to help society here in Latvia to do, is to see the startups that are doing it in the real world, to let those startups to see each other, to let corporate clients, to let systems integration firms, like ourselves, get this full list and, you know, see what is the real environment, because, of course, a real possibility that we use across the world, and Accenture invests more than a billion a year in the different firms. How can we put successes of certain startups that we have here in Latvia together with what we do for clients together with our own brains and our client brains to create better services. So, what we believe as a mission, that we have as a big firm, is that we can really help our startup community to open up markets outside of Latvia, to open up big Western European market; big Western market across US, Australia, and Japan. So that's the mission what we want to help our startups with.

[01:56] So then to help everybody, we did the magazine and this magazine, it has a list of all the Baltic startups, and it is, actually, the second edition of the magazine; the first one only had Latvian startups. so what we have - we have different startups; we have basic data about the startups; we have some data about community; what it takes to become successful. We really believe that this should help our people in the Baltic States. We will also use this magazine to promote startup community from the Baltics across Accenture and then, potentially, let's see, if we're going to invest in some in the future.