





Corporate Case Study



First Of Its Kind




The Ameren Accelerator was the world's first Energy-Tech Accelerator partnering a leading Fortune 500 energy corporation, a state-wide university system, and a top-ranked Accelerator. This unique public-private partnership allowed Ameren to find new technologies from around the world, attract new talent, reinvent its employee's mindset and culture, open up new pilot opportunities, boost economic development, and enhance its marketing and PR around innovation. Capital Innovators was the first to create a partnership that leveraged both a corporation and a university system, which allowed for corporate, startup, student intern, and university faculty engagement all within one program driving long-term value. This corporate partnership launched in 2017 and has been growing bigger and more successful each and every year.

The  **Ameren Accelerator** is a three-year corporate accelerator delivered by  CAPITAL INNOVATORS[®] Accelerating Growth and provides an example of outcomes you can expect.

Ameren had several goals for the program and each one was met as the following outcomes show:

Goal	Outcome
Discovery of relevant new technologies	We received 969 applications from companies with emerging technologies
Gain data and insights into the most innovative technologies around the world	The program has received applications from 56 countries and 38 U.S. states
Expand opportunities for investment, partnership, acquisition and licensing	Ameren has invested in 19 companies
Solve pain points within the corporation through cutting-edge technologies that keep them at the forefront of their industry	Examples of technologies sourced: Cyber Security, Artificial Intelligence, Digital Communication, Data & Analytics, Drone technology, Blockchain, IoT, Renewable Energy, Smart Cities, Efficient Electrification, Smart Grid
Engagement with talented entrepreneurs focused on innovation	Ameren's employee liaison teams have had over 230 meetings with startups
Exposure to top-notch talent that could become future employees	Ameren hired 6 people that joined the organization specifically because they wanted to be a part of the Accelerator and over 80 student interns have been engaged with Ameren and the participating companies

Goal	Outcome
<p>Infuse innovation into the corporation through employee engagement with the companies and program</p>	<p>“Because of this program, there are a dozen new ideas that came out internally through interacting with the startups that we were not thinking about before. It’s amazing. We’re now putting resources behind these new ideas to test them out.” -Steve Kidwell: VP, Corporate Planning for Ameren</p>
<p>Increase brand awareness through marketing and public relations</p>	<p>Capital Innovators leveraged its media relationships to get the program featured in noteworthy publications, including, but not limited to:</p> <p>Forbes THE WALL STREET JOURNAL.</p> <p>Entrepreneur Inc.  Nasdaq</p> <p>The New York Times BUSINESS INSIDER</p>
<p>Save money on research and development</p>	<p>Ameren initiated 5 pilot projects with companies that completed the program</p>
<p>Opportunity to be hands-on and engage with the companies to help guide the investments to success</p>	<p>The companies coming out of the program received \$23 MM in follow-on funding from 3rd party investors displaying validation of their traction and value in their markets</p>
<p>Economic development</p>	<p>The participating companies in the programs have created over 100 jobs</p>



“The Ameren Accelerator and the entrepreneurs have opened Ameren’s eyes to innovation that we wouldn’t have discovered on our own.”

-Warner Baxter, Ameren Chairman, President, & CEO



*Interested in learning how Capital Innovators can drive similar value for your business?
Reach out and we can discuss your goals.*

Capital Innovators

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