



Corporate Startup Activity Index 2025

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A Word from StartupBlink CEO

Corporations have long been engines of growth for startups, providing critical opportunities for joint ventures, product development support, and direct investment. However, until now, there was never a targeted and effective effort to measure and compare corporate startup activity. As a result, corporate startup activity remains difficult to benchmark and compare, potentially leading to the shutdown of programs that cannot effectively demonstrate their value.

The StartupBlink team has put hundreds of hours of research into providing you with the most comprehensive overview of corporate startup activity across the globe. By shedding light on corporate contributions, we aim to celebrate and recognize corporations making a real impact on startup ecosystems—globally, nationally, and within their industries. At the same time, we hope to inspire more corporations to engage with startups. In recent years, we have witnessed a troubling trend: the downsizing and closure of corporate startup programs. Many corporations that once championed startup innovation are now scaling back or shutting down these initiatives. This decline in corporate involvement is worrying, as these programs play an important role in helping startups scale and access critical market opportunities. When corporations step away, the entire ecosystem feels the impact as the innovation slows.

Corporate innovation is not easy. Unlike traditional investments, backing startups often requires a

long-term vision. In many cases, it is an investment not solely for immediate financial returns but for the greater good of the ecosystem.

The corporations that choose to support startups make a significant contribution to economic growth and technological advancement and should be celebrated.

We are also strong believers that corporations that engage with startups stay ahead in industry evolution and ensure long-term relevance.

This ranking serves two purposes. First, it helps startups identify the best corporations to engage with for funding, partnerships, or entry into corporate programs. Second, it enables corporations to benchmark themselves against peers, evaluate their contributions to the startup ecosystem, and strive for even greater results.

Building a startup is hard, and navigating corporate innovation can be just as complex. This ranking is a step toward making the connection between startups and corporations more transparent, enabling startups and corporations to collaborate more effectively for mutual success.

To the corporations actively supporting startups: your efforts are shaping the future of innovation. To the startups seeking the right partners: choose wisely and use this ranking to find those truly invested in your success.



Eli David Rokah
CEO, StartupBlink

[!\[\]\(b792654f2cef9719eabeb6c5be00811e_img.jpg\) Let's Connect!](#)

Introducing the Corporate Startup Activity Index

For the first time, StartupBlink is launching the Corporate Startup Activity Index—a comprehensive ranking of 372 corporations based on the strength and success of their engagement with startups and startup ecosystems. In this report, you can expect to see how corporations are ranked for their startup activity globally, and across 30 countries, 11 main industries, and 10 selected sub-industries (i.e., specialized segments within the main industry).

The Corporate Startup Activity Index is built using hundreds of thousands of data points and processed by an advanced algorithm that considers multiple parameters related to corporate startup activity. The final rankings are determined by a total score made up of three key parts: Corporate Involvement, Startup Success, and Ecosystem Integration.

- **Corporate Involvement Score** measures how actively a corporation supports startups through dedicated programs, investments, and acquisitions.
- **Startup Success Score** evaluates the performance and growth of startups that have engaged with the corporation, assessing factors including funding, traction, and exits.
- **Ecosystem Integration Score** assess how deeply a corporation is connected with the broader ecosystem through partnerships and alumni collaborations.

The details of how these scores are calculated and the ranking criteria can be found in the [Methodology section](#) of this report.

This Index is enriched by the StartupBlink Global Startup Ecosystem Map, which has been tracking and mapping startup activity worldwide of hundreds of thousands of startup ecosystem stakeholders. To improve accuracy and

depth, we have partnered with Crunchbase and Semrush, two of the world's leading data providers, along with a network of corporate data partners contributing proprietary insights into their startup-related activities. If you would like to contribute data about your corporation, please [contact us](#).

What to Expect in This Report

This inaugural Corporate Startup Activity Index Report provides a detailed analysis of corporate engagement with startups worldwide. The structure of this report is as follows:

- **Global Corporate Rankings** - Identification of the top 20 corporations leading in startup activity.
- **The State of the Corporate Startup Activity** - Analysis of macro trends from this Index.
- **Industry Rankings** - Presentation of corporate leaders across 11 industries.
- **Sub-Industry Rankings** - Presentation of corporations across 10 selected sub-industries.
- **Country Rankings** - Overview of the leading corporations supporting startups in 30 countries.
- **Methodology** - Explanation of the parameters and scoring mechanism behind these rankings.

This first edition is just the beginning. As we continue refining our methodology and expanding our data partnerships, future editions will provide even deeper insights into corporate-startup collaboration. If you have feedback or would like to contribute data for future editions, please reach out to us by filling out this [contact form](#).



Gheris Fisman
Report Editor

About StartupBlink



StartupBlink is a global innovation economy research platform, recognized as a leading authority in startup ecosystem rankings with a network of 100+ governments, corporations, and multilateral agencies. Our insights are generated from a database that includes hundreds of thousands of startup ecosystem entities, and empowers our partners to make informed decisions that foster innovation and drive economic growth.

StartupBlink is working with governments around the world to develop and expand their startup ecosystems. We are also collaborating with leading corporations to promote and grow their startup-related activities.

Our Data & Algorithms

Our data and proprietary algorithms covers and ranks:

350+

Corporations' Startup Activity

120+

Countries' Startup Ecosystems

1,300+

Cities' Startup Ecosystems

200,000+

Startups, Coworking Spaces, Accelerators

You can access our complete dataset via [StartupBlink Pro](#).

Let's Stay Connected!

Follow us on social media for the latest reports, ecosystem updates, and events:



If you want to discuss how your organization can work with StartupBlink, [Contact Us](#).



StartupBlink Partners

Global Partners

crunchbase

 SEMRUSH

Corporate Data Partners

Below are some of the corporations that joined us as data partners in this first-ever Index, contributing data to accurately represent their startup-related activities. [Contact us](#) to contribute your data to the next edition of the Index.

AIRBUS

Verbund X

Industry & Local Partners



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Global Corporate Startup Activity Rankings

In this section, we present the top 20 corporations leading globally in startup activity based on their total score, which reflects their involvement with startups, the success of those startups, and their engagement with the broader ecosystem. In the upcoming sections of this report, you will be reading about the leading corporations across 30 countries, 11 main industries and 10 selected sub-industries. The [appendix](#) also features the full global rankings of over 350 corporations.

Global Rank	Corporation	Country	Industry	Total Score	Global Rank	Corporation	Country	Industry	Total Score
1	Salesforce	United States	Software & Data	380.090	11	Telefonica	Spain	Hardware & IoT	92.269
2	Intel	United States	Hardware & IoT	325.626	12	Coinbase	United States	Fintech	85.086
3	Google	United States	Software & Data	260.993	13	Airbus	France	Transportation	68.232
4	Qualcomm	United States	Hardware & IoT	209.196	14	Naspers	South Africa	Conglomerate	59.641
5	Comcast	United States	Social & Leisure	153.849	15	Dell	United States	Hardware & IoT	53.991
6	Microsoft	United States	Software & Data	130.482	16	Macquarie Group	Australia	Fintech	50.281
7	IBM	United States	Software & Data	119.322	17	PayPal	United States	Fintech	46.170
8	Samsung Electronics	South Korea	Hardware & IoT	112.624	18	SAP	Germany	Software & Data	42.823
9	Ansys	United States	Software & Data	107.990	19	Sony	Japan	Hardware & IoT	39.831
10	Cisco	United States	Hardware & IoT	104.411	20	Amazon	United States	Ecommerce & Retail	36.677

Full Dataset available with [StartupBlink Pro](#).

Explore Rankings by Industry & Country

To help you navigate the Corporate Startup Activity Index more easily, we've organized direct access to the rankings by industry, sub-industry, and country below. Simply click to go to the relevant section.

Industry Rankings

- [Fintech](#)
- [Hardware & IoT](#)
- [Software & Data](#)
- [Transportation](#)
- [Ecommerce & Retail](#)
- [Energy & Environment](#)
- [Healthtech](#)
- [Social & Leisure](#)
- [Foodtech](#)
- [Marketing & Sales](#)
- [Edtech](#)

Sub-Industry Rankings

- [Telecommunications](#)
- [Oil, Gas and Mining](#)
- [Automotive](#)
- [Insurance](#)
- [Pharmaceuticals](#)
- [Cryptocurrency and Blockchain](#)
- [Chemicals](#)
- [Aviation](#)
- [Aerospace](#)
- [Real Estate](#)

Country Rankings

- | | |
|-----------------------------------|--------------------------------|
| ■ United States | ■ Indonesia |
| ■ Japan | ■ Thailand |
| ■ Germany | ■ Switzerland |
| ■ United Kingdom | ■ Chile |
| ■ France | ■ Italy |
| ■ China | ■ Ireland |
| ■ Sweden | ■ Norway |
| ■ India | ■ Brazil |
| ■ The Netherlands | ■ Denmark |
| ■ Singapore | ■ Portugal |
| ■ South Korea | ■ Taiwan |
| ■ Australia | ■ Saudi Arabia |
| ■ Turkiye | ■ Malaysia |
| ■ Spain | ■ Israel |
| ■ Canada | ■ Poland |

THE STATE OF CORPORATE STARTUP ACTIVITY



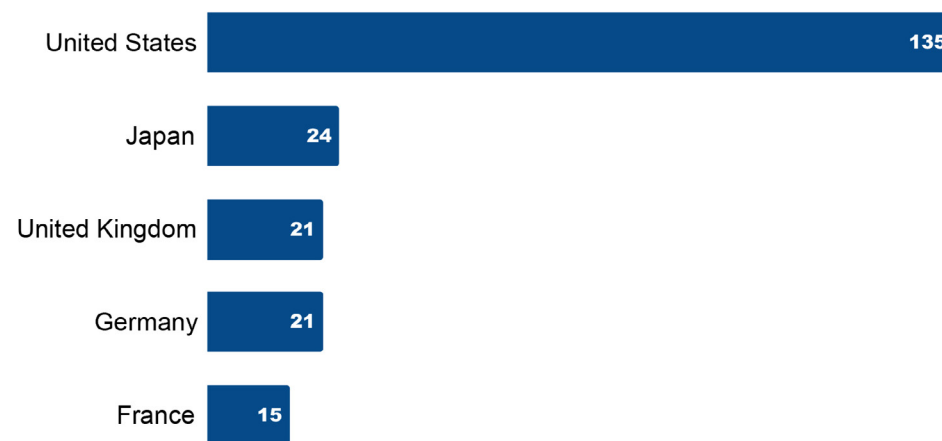
The State of Corporate Startup Activity

In this section, we share some macro-level insights from the report. The section is divided into three parts: The first sub-section highlights the top countries with the highest presence of corporations engaging with startups. The second sub-section examines the industries with the most corporations involved in startup activity. The third sub-section analyzes key trends among the top 20 ranked corporations.

Countries with the Most Corporations Supporting Startups

In this report, we have ranked 372 corporations from 48 countries. A dedicated page is available for 30 countries that met the minimum threshold of three ranked corporations. This chart highlights the top 5 countries with the highest number of corporations actively engaging with startups. The United States has the most corporations engaging with startups and dominates the top rankings, with 7 out of the top 10 corporations coming from the US.

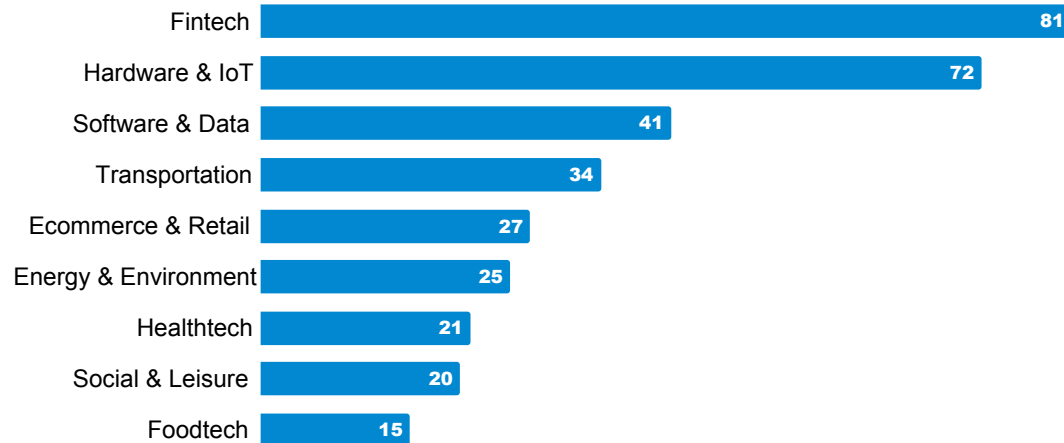
However, having more corporations does not always lead to higher rankings. For example, the UK has 21 corporations in the Index but none in the top 20. Meanwhile, South Korea and South Africa have fewer corporations but still have a presence in the top 20.



Top Countries by Number of Corporations

Industries with the Most Corporations Supporting Startups

In this report, we categorized corporations into 11 main industries. This chart highlights the industries with more than 10 corporations that are ranked in our Index. However, a higher number of corporations does not necessarily indicate high levels of activity. For example, while Fintech has the highest total number of corporations in the index, none are ranked in the top 10, a tier largely dominated by Software and Data and Hardware and IoT corporations.

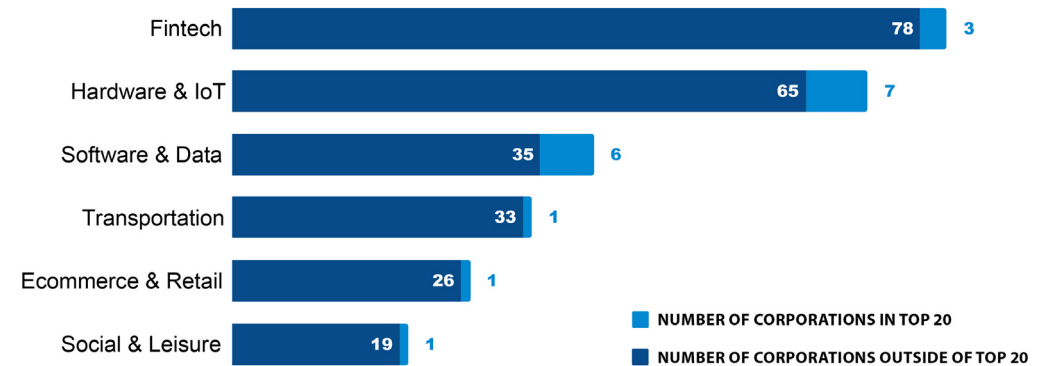


Industries with over 10 Ranked Corporations



Industry Insights

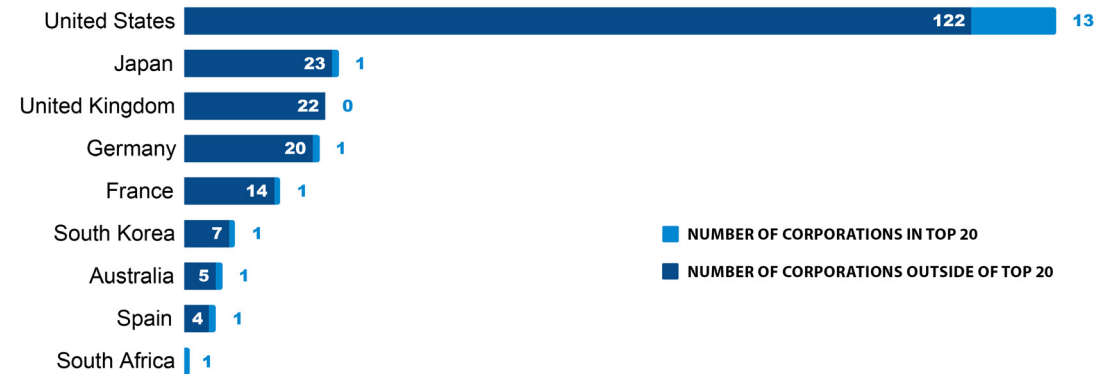
- Fintech has 81 corporations ranked, yet only a few make it to the top 20, whereas industries such as Hardware & IoT have a higher proportion of their corporations ranked among the top performers.
- Hardware & IoT and Software & Data show a higher concentration of top performers when compared to their overall numbers. This implies a higher level of investment and quality of corporation startup activity in those industries.
- Transportation and Ecommerce & Retail are among the top five in terms of the number of corporations ranked; however, each has only one representative in the top 20.



Corporate Count by Industry: Total Number vs. Top 20 Representation

Country Insights

- The United States has a staggering lead with 135 corporations engaging with startups, more than 5 times as many as Japan, the second-highest. The US also converts its quantity to quality, with 13 out of the global top 20.
- The United Kingdom has one of the highest number of corporations engaging with startups, but none made it into the global top 20, suggesting limited high-impact presence.
- Germany, with 21 corporations, demonstrates strong overall activity in startup engagement, though only one has made it into the global top 20.
- Australia and Spain, with 6 and 5 corporations respectively, each managed to place one corporation in the global top 20.
- South Africa has only one corporation in this Index; Naspers, which holds a remarkable position among the global top 20.



Corporate Count by Country: Total Number vs. Top 20 Representation



INDUSTRY CORPORATE STARTUP ACTIVITY RANKINGS

In this section, you will find detailed corporate rankings within StartupBlink's 11 main industries, showcasing how corporations are positioned based on their startup engagement. This pie chart shows how 372 corporations are distributed across industries. Among these corporations, 28 are classified as conglomerates because they operate across multiple unrelated industries.



Fintech

We have ranked 81 Fintech corporations in this Index. The Fintech industry has the highest number of corporations engaging with startups. The United States dominates, with 8 of the top 10 Fintech corporations.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Coinbase	United States	85.086
2	Macquarie Group	Australia	50.281
3	PayPal	United States	46.170
4	Citi	United States	23.785
5	Wells Fargo	United States	21.439
6	Aflac	United States	17.163
7	MassMutual	United States	16.025
8	HSBC	United Kingdom	15.907
9	ABN AMRO Bank	The Netherlands	10.887
10	Northwestern Mutual	United States	10.465
11	Visa	United States	9.985
12	Banco Sabadell	Spain	9.586
13	National Bank of Canada	Canada	9.348
14	Morgan Stanley	United States	8.948
15	Synchrony	United States	8.086
16	Bank Rakyat Indonesia	Indonesia	7.266
17	Mastercard	United States	7.000
18	Stifel Financial	United States	6.882
19	Nationwide Mutual Insurance	United States	6.822
20	Bank of Ayudhya Public Company	Thailand	6.809

Hardware & IoT

Hardware & IoT ranks as the second most represented industry in the Index. We have ranked 72 corporations that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

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Industry Rank	Corporation	Country	Total Score
1	Intel	United States	325.626
2	Qualcomm	United States	209.196
3	Samsung Electronics	South Korea	112.624
4	Cisco	United States	104.411
5	Telefonica	Spain	92.269
6	Dell	United States	53.991
7	Sony	Japan	39.831
8	Apple	United States	31.423
9	Singtel	Singapore	27.211
10	Siemens	Germany	26.384
11	General Electric	United States	24.806
12	Orange	France	23.570
13	TELUS	Canada	21.008
14	Bosch	Germany	20.658
15	KDDI	Japan	17.266
16	LG Electronics	South Korea	16.910
17	TCL Technology	China	16.420
18	Xiaomi	China	15.476
19	Motorola Solutions	United States	15.345
20	Applied Materials	United States	12.105

Software & Data

Software & Data has the third-most active corporations in terms of startup engagement. We have ranked 41 corporations from the industry.



Full dataset available with [StartupBlink Pro](#).

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Industry Rank	Corporation	Country	Total Score
1	Salesforce	United States	380.090
2	Google	United States	260.993
3	Microsoft	United States	130.482
4	IBM	United States	119.322
5	Ansys	United States	107.990
6	SAP	Germany	42.823
7	Workday	United States	23.502
8	Slack	United States	18.795
9	Atlassian	Australia	16.074
10	Accenture	Ireland	15.184
11	HubSpot	United States	14.604
12	Databricks	United States	13.308
13	RELX	United Kingdom	11.448
14	NetApp	United States	10.289
15	Okta	United States	9.065
16	Wipro	India	8.604
17	SAIC	United States	8.189
18	Cathexis	United States	7.512
19	Adobe	United States	7.128
20	NVIDIA	United States	5.533

Transportation

We have ranked 34 Transportation corporations in this Index. The industry has the fourth-highest number of corporations engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Airbus	France	68.232
2	BMW	Germany	29.727
3	Jaguar Land Rover	United Kingdom	18.192
4	Lockheed Martin	United States	13.714
5	Maersk	Denmark	12.270
6	Volvo Group	Sweden	10.112
7	Scania	Sweden	10.018
8	FedEx	United States	8.987
9	Caterpillar	United States	7.801
10	Volvo Cars	Sweden	7.366
11	UPS	United States	7.093
12	Renault-Nissan-Mitsubishi	France	6.326
13	Toyota	Japan	4.993
14	General Motors	United States	4.565
15	The Goodyear Tire & Rubber	United States	4.345
16	SMRT Corporation Ltd	Singapore	4.202
17	Hella	Germany	3.780
18	Safran	France	3.556
19	West Japan Railway	Japan	3.399
20	Lufthansa	Germany	2.800

Ecommerce & Retail

Ecommerce & Retail has the fifth-highest number of corporations. We have ranked 34 corporations from the industry that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Amazon	United States	36.677
2	LVMH	France	21.319
3	Rakuten	Japan	20.045
4	Target	United States	16.440
5	Mercadona	Spain	16.379
6	Alibaba Group	China	9.686
7	H&M	Sweden	9.482
8	Jones Lang LaSalle	United States	9.099
9	L'Oréal	France	7.766
10	MercadoLibre	Argentina	6.276
11	Flipkart	India	5.226
12	Lincoln Property Company	United States	4.694
13	Adevinta	Norway	3.609
14	Ringier	Switzerland	3.596
15	Walmart	United States	3.172
16	WeWork	United States	3.065
17	Henkel	Germany	2.864
18	Ingka Group	The Netherlands	2.796
19	The Home Depot	United States	2.721
20	Asics	Japan	2.551

Energy & Environment

We have ranked 25 Energy & Environment corporations in the Index, each engaging actively with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Equinor	Norway	15.106
2	Petrobras	Brazil	14.427
3	BP	United Kingdom	13.547
4	National Grid	United Kingdom	12.245
5	Saudi Aramco	Saudi Arabia	7.405
6	Compañía de Petróleos de Chile	Chile	6.685
7	Eni	Italy	6.255
8	Shell	United Kingdom	6.217
9	Bord na Móna	Ireland	5.954
10	Energias de Portugal	Portugal	5.751
11	Occidental Petroleum	United States	5.347
12	VERBUND AG	Austria	4.667
13	Petronas	Malaysia	4.200
14	Hydro One	Canada	3.387
15	Engie	France	3.352
16	Crawley Petroleum Corporation	United States	3.227
17	Repsol	Spain	2.980
18	Centrica	United Kingdom	2.082
19	Chevron	United States	2.017
20	Thaioil Group	Thailand	1.796

Healthtech

We have ranked 21 Healthcare corporations in the Index, each engaging actively with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Pfizer	United States	23.441
2	Bayer	Germany	19.308
3	Merck	United States	17.770
4	Kaiser Permanente	United States	17.158
5	Roche	Switzerland	14.357
6	Sanofi	France	13.961
7	Takeda	Japan	13.743
8	Novo Nordisk Foundation	Denmark	11.548
9	Boehringer Ingelheim	Germany	9.644
10	Eli Lilly	United States	9.041
11	Illumina	United States	7.848
12	OSF Healthcare System	United States	5.472
13	Baxter International	United States	4.726
14	Hikma Pharmaceuticals	United Kingdom	4.360
15	Northwell Health	United States	3.002
16	UnityPoint Health	United States	2.733
17	LabCorp	United States	2.277
18	Eisai	Japan	2.003
19	HCA Healthcare	United States	1.868
20	Froedtert Health	United States	1.794



Social & Leisure

We have ranked 20 Social & Leisure corporations engaging with startups to drive innovation.



Full dataset available with [StartupBlink Pro](#).

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Industry Rank	Corporation	Country	Total Score
1	Comcast	United States	153.849
2	Bertelsmann	Germany	29.724
3	Meta	United States	27.653
4	Yahoo! Japan	Japan	15.989
5	Channel 4	United Kingdom	10.041
6	The Walt Disney Company	United States	7.933
7	AOL	United States	4.009
8	Asahi Broadcasting Corporation	Japan	3.385
9	Mediengruppe Pressedruck	Germany	2.925
10	Broadway Video	United States	2.508
11	Youku	China	2.315
12	Tribune Media	United States	2.251
13	4J Studios	United Kingdom	2.098
14	Expedia	United States	2.015
15	Hearst Communications	United States	2.002
16	Sky UK	United Kingdom	1.966
17	Unity	United States	1.884
18	Ingram Content Group	United States	1.806
19	National Basketball Association	United States	1.517
20	Spin Master	United States	1.266

Foodtech

We have ranked 15 Foodtech corporations in the Index, each actively engaging with startups to drive innovation within their industry.



Full dataset available with [StartupBlink Pro](#).

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Industry Rank	Corporation	Country	Total Score
1	PepsiCo	United States	17.098
2	DSM	The Netherlands	8.167
3	Mondelez International	United States	7.179
4	Anheuser-Busch InBev	Belgium	6.600
5	Alltech	United States	4.608
6	Rich Products	United States	4.140
7	Nestlé	Switzerland	3.265
8	Strauss Group	Israel	2.828
9	Fonterra Co-operative Group	New Zealand	2.576
10	Grupo Bimbo	Mexico	2.251
11	Danone	France	2.002
12	Grab	Singapore	1.938
13	Katjes Fassin + KG	Germany	1.816
14	FEMSA	Mexico	1.569
15	La Roquette	France	1.471



Marketing & Sales

We have ranked 4 Marketing & Sales corporations in this Index with active startup engagement initiatives.



Full dataset available with [StartupBlink Pro](#).

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Industry Rank	Corporation	Country	Total Score
1	Dentsu	Japan	9.764
2	The Brandtech Group	United Kingdom	6.949
3	Rockfish	United States	2.453
4	TED	United States	1.516





Edtech

We have ranked 4 Edtech corporations in this Index, reflecting a relatively lower number of corporations engaging with startups.



💎 Full dataset available with [StartupBlink Pro](#).

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Industry Rank	Corporation	Country	Total Score
1	Kaplan	United States	4.669
2	Pearson	United Kingdom	3.683
3	Navitas	Australia	1.840
4	LearningBranch	Canada	1.297



SUB-INDUSTRY CORPORATE STARTUP ACTIVITY RANKINGS

In this section, you will find detailed corporate rankings with a selection of sub-industries within the previously presented main industries, showcasing how corporations are positioned within their unique niche.



Hardware & IoT industry

Telecommunications

As the sub-industry of the Hardware & IoT industry, we have ranked 19 Telecommunications corporations that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Telefónica	Spain	92.269
2	Singtel	Singapore	27.211
3	Orange	France	23.570
4	TELUS	Canada	21.008
5	KDDI	Japan	17.266
6	Saudi Telecom Company	Saudi Arabia	8.152
7	Vodafone	United Kingdom	6.181
8	KPN	The Netherlands	5.429
9	Deutsche Telekom	Germany	5.019
10	Globe Telecom	Philippines	4.911
11	Verizon	United States	4.861
12	Telecom Italia	Italy	3.569
13	Telkomsel	Indonesia	3.345
14	Ooredoo Group	Qatar	2.203
15	Türk Telekom	Turkey	2.079
16	Telia Company	Sweden	1.789
17	Airtel	India	1.742
18	Rostelecom	Russia	1.406
19	Telekom Srbija	Serbia	1.351

Energy & Environment

Oil, Gas and Mining

We have ranked 17 corporations in the Oil, Gas & Mining sub-industry, which is part of the Energy & Environment industry.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Equinor	Norway	15.106
2	Petrobras	Brazil	14.427
3	BP	United Kingdom	13.547
4	Saudi Aramco	Saudi Arabia	7.405
5	Compañía de Petróleos de Chile	Chile	6.685
6	Eni	Italy	6.255
7	Shell	United Kingdom	6.217
8	Energias de Portugal	Portugal	5.751
9	Occidental Petroleum	United States	5.347
10	Petronas	Malaysia	4.200
11	Crawley Petroleum Corporation	United States	3.227
12	Repsol	Spain	2.980
13	Centrica	United Kingdom	2.082
14	Chevron	United States	2.017
15	Thaioil Group	Thailand	1.796
16	Galp	Portugal	1.175
17	Codelco	Chile	0.979



Transportation **Automotive**

We have ranked 14 corporations in Automotive, a sub-industry of Transportation.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	BMW	Germany	29.727
2	Jaguar Land Rover	United Kingdom	18.192
3	Volvo Group	Sweden	10.112
4	Scania	Sweden	10.018
5	Caterpillar	United States	7.801
6	Volvo Cars	Sweden	7.366
7	Renault-Nissan-Mitsubishi	France	6.326
8	Toyota	Japan	4.993
9	General Motors	United States	4.565
10	The Goodyear Tire & Rubber	United States	4.345
11	Hella	Germany	3.780
12	Hyundai Motor Company	South Korea	2.500
13	Denso	Japan	1.975
14	Brembo	Italy	1.343



Fintech Insurance

Within the Insurance sub-industry, part of Fintech, we have ranked 13 corporations engaging closely with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Aflac	United States	17.163
2	MassMutual	United States	16.025
3	Northwestern Mutual	United States	10.465
4	Nationwide Mutual Insurance	United States	6.822
5	New York Life Insurance	United States	6.250
6	Intact Financial Corporation	Canada	5.615
7	NFP	United States	4.690
8	State Farm	United States	4.069
9	QBE Insurance Group	Australia	4.046
10	Scor	France	3.899
11	Nationwide	United Kingdom	1.651
12	Aetna	United States	1.480
13	Tokio Marine	United States	1.430



Healthtech **Pharmaceuticals**

Within Healthtech, the Pharmaceuticals sub-industry we have ranked 11 corporations collaborating with startups.



💎 Full dataset available with [StartupBlink Pro](#).

✉ Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Pfizer	United States	23.441
2	Bayer	Germany	19.308
3	Merck	United States	17.770
4	Roche	Switzerland	14.357
5	Sanofi	France	13.961
6	Takeda	Japan	13.743
7	Novo Nordisk Foundation	Denmark	11.548
8	Boehringer Ingelheim	Germany	9.644
9	Eli Lilly	United States	9.041
10	Baxter International	United States	4.726
11	Eisai	Japan	2.003



Fintech

Cryptocurrency and Blockchain

We have ranked 9 corporations from the Cryptocurrency & Blockchain, a sub-industry of Fintech, that are actively involved in startup engagement.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Coinbase	United States	85.086
2	Crypto.com	Singapore	6.592
3	CoinDCX	India	3.492
4	Coin98	Vietnam	2.685
5	BitMEX	China	2.664
6	ConsenSys Mesh	United States	2.286
7	Nexo	United States	1.507
8	Chromia	Sweden	1.461
9	Moonbeam Network	United States	1.430





Hardware & IoT Chemicals

Within the Chemicals sub-industry, connected to Hardware & IoT, we have ranked 8 corporations engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	BASF	Germany	9.337
2	Dupont	United States	4.785
3	Dow	United States	4.041
4	Yara International	Norway	3.456
5	Siam Cement Group	Thailand	3.226
6	SABIC	Saudi Arabia	2.865
7	Pidilite Industries Limited	India	2.636
8	SQM	Chile	1.787





Transportation Aviation

We have ranked 5 corporations in Aviation,
a sub-industry of Transportation.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position
by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Lufthansa	Germany	2.800
2	International Airlines Group (IAG)	United Kingdom	2.033
3	El Al Israeli Airlines	Israel	1.728
4	Japan Airlines (JAL)	Japan	1.502
5	Turkish Airlines	Türkiye	1.371





Industry Rank	Corporation	Country	Total Score
1	Airbus	France	68.232
2	Lockheed Martin	United States	13.714
3	Safran	France	3.556
4	Israel Aerospace Industries	Israel	1.066

We have ranked 4 corporations in Aerospace, a sub-industry of Transportation.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).





Ecommerce & Retail Real Estate

We have ranked 4 corporations in Real Estate, a sub-industry of Ecommerce & Retail.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Industry Rank	Corporation	Country	Total Score
1	Jones Lang LaSalle	United States	9.099
2	Lincoln Property Company	United States	4.694
3	WeWork	United States	3.065
4	EMAAR	United Arab Emirates	0.805



NATIONAL CORPORATE STARTUP ACTIVITY RANKINGS

In this section, you will find detailed corporate rankings across 30 countries. For countries with more than 20 corporations, only the top 20 are displayed. Data on 18 additional countries, along with full rankings of each country, is available on [StartupBlink Pro](#).



National Rank	Corporation	Industry	Total Score
1	Salesforce	Software & Data	380.090
2	Intel	Hardware & IoT	325.626
3	Google	Software & Data	260.993
4	Qualcomm	Hardware & IoT	209.196
5	Comcast	Social & Leisure	153.849
6	Microsoft	Software & Data	130.482
7	IBM	Software & Data	119.322
8	Ansys	Software & Data	107.990
9	Cisco	Hardware & IoT	104.411
10	Coinbase	Fintech	85.086
11	Dell	Hardware & IoT	53.991
12	PayPal	Fintech	46.170
13	Amazon	Ecommerce & Retail	36.677
14	Apple	Hardware & IoT	31.423
15	Meta	Social & Leisure	27.653
16	General Electric	Hardware & IoT	24.806
17	Citi	Fintech	23.785
18	Workday	Software & Data	23.502
19	Pfizer	Healthtech	23.441
20	Wells Fargo	Fintech	21.439



We have ranked 135 corporations from the United States. The country has the highest number of corporations engaging with startups, over five times more than the next country, Japan.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Sony	Hardware & IoT	39.831
2	Mitsubishi Corporation	Conglomerate	24.993
3	Rakuten	Ecommerce & Retail	20.045
4	Mitsui & Co	Conglomerate	19.032
5	KDDI	Hardware & IoT	17.266
6	Yahoo! Japan	Social & Leisure	15.989
7	Takeda	Healthtech	13.743
8	Sumitomo	Conglomerate	12.842
9	Hitachi	Conglomerate	11.901
10	TDK Corporation	Hardware & IoT	11.075
11	Dentsu	Marketing & Sales	9.764
12	Toyota	Transportation	4.993
13	Sumitomo Mitsui Financial Group	Fintech	4.624
14	Asahi Media Group	Conglomerate	3.971
15	West Japan Railway	Transportation	3.399
16	Asahi Broadcasting Corporation	Social & Leisure	3.385
17	Asics	Ecommerce & Retail	2.551
18	Gunosy	Software & Data	2.477
19	Persol Holdings	Software & Data	2.190
20	Eisai	Healthtech	2.003



We have ranked 24 Japanese corporations in this Index. Japan has the second-highest number of corporations engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	SAP	Software & Data	42.823
2	BMW	Transportation	29.727
3	Bertelsmann	Social & Leisure	29.724
4	Siemens	Hardware & IoT	26.384
5	Bosch	Hardware & IoT	20.658
6	Bayer	Healthtech	19.308
7	Boehringer Ingelheim	Healthtech	9.644
8	BASF	Hardware & IoT	9.337
9	Trumpf	Hardware & IoT	5.538
10	Deutsche Telekom	Hardware & IoT	5.019
11	Hella	Transportation	3.780
12	Continental	Hardware & IoT	3.539
13	BayWa	Conglomerate	3.010
14	Mediengruppe Pressedruck	Social & Leisure	2.925
15	Henkel	Ecommerce & Retail	2.864
16	Lufthansa	Transportation	2.800
17	PHOENIX CONTACT Cyber Security AG	Software & Data	2.342
18	Deutsche Börse	Fintech	2.014
19	Alfred Kärcher	Hardware & IoT	2.014
20	Deutsche Bank	Fintech	1.930



We have ranked 22 German corporations in this Index. Germany has the third-highest number of corporations engaging with startups. Seven of the top 20 German corporations belong to Hardware & IoT, highlighting the strong startup engagement among the industry corporations.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Jaguar Land Rover	Transportation	18.192
2	HSBC	Fintech	15.907
3	BP	Energy & Environment	13.547
4	National Grid	Energy & Environment	12.245
5	RELX	Software & Data	11.448
6	Channel 4	Social & Leisure	10.041
7	The Brandtech Group	Marketing & Sales	6.949
8	Shell	Energy & Environment	6.217
9	Vodafone	Hardware & IoT	6.181
10	Winton Group	Fintech	4.848
11	Hikma Pharmaceuticals	Healthtech	4.360
12	Pearson	Edtech	3.683
13	Barclays Corporate Banking	Fintech	2.916
14	Ferguson plc	Hardware & IoT	2.688
15	4J Studios	Social & Leisure	2.098
16	Lendflo	Fintech	2.087
17	Centrica	Energy & Environment	2.082
18	International Airlines Group (IAG)	Transportation	2.033
19	Sky UK	Social & Leisure	1.966
20	Nationwide	Fintech	1.651

United Kingdom

We have ranked 21 corporations from the UK that are actively engaging with startups. Five of the top 20 UK corporations are part of Fintech, highlighting that it's a particularly active industry in the country for corporate-startup engagement.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Airbus	Transportation	68.232
2	Orange	Hardware & IoT	23.570
3	LVMH	Ecommerce & Retail	21.319
4	Sanofi	Healthtech	13.961
5	L'Oréal	Ecommerce & Retail	7.766
6	Renault-Nissan-Mitsubishi	Transportation	6.326
7	BNP Paribas	Fintech	6.102
8	Schneider Electric	Hardware & IoT	5.430
9	Scor	Fintech	3.899
10	Safran	Transportation	3.556
11	Engie	Energy & Environment	3.352
12	Groupe SEB	Hardware & IoT	2.464
13	Danone	Foodtech	2.002
14	SNCF	Transportation	1.903
15	La Roquette	Foodtech	1.471



We have ranked 15 French corporations that are actively engaging with startups. Four of the 15 French corporations belong to the Transportation industry, highlighting that it's a particularly active industry within the country in terms of corporate-startup engagement.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	TCL Technology	Hardware & IoT	16.420
2	Xiaomi	Hardware & IoT	15.476
3	Alibaba Group	Ecommerce & Retail	9.686
4	InnoSpring	Fintech	6.411
5	Everbright	Fintech	6.005
6	Huawei	Hardware & IoT	5.868
7	Haier	Hardware & IoT	4.494
8	China Industrial Bank	Fintech	3.382
9	China Merchants Group	Conglomerate	3.294
10	Cyzone	Hardware & IoT	3.062
11	BitMEX	Fintech	2.664
12	Youku	Social & Leisure	2.315
13	Guangzhou Finance Holdings	Fintech	1.853



We have ranked 13 corporations from China that are actively engaging with startups. Ten of these belong to the Hardware & IoT or Fintech industries, highlighting the strong activity in these two industries in terms of corporate-startup engagement.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Volvo Group	Transportation	10.112
2	Scania	Transportation	10.018
3	H&M	Ecommerce & Retail	9.482
4	Ericsson	Hardware & IoT	8.930
5	Volvo Cars	Transportation	7.366
6	Collector Bank	Fintech	6.313
7	Axel Johnson	Conglomerate	2.626
8	Telia Company	Hardware & IoT	1.789
9	Epicenter	Software & Data	1.753
10	BillerudKorsnäs	Hardware & IoT	1.628
11	Chromia	Fintech	1.461



We have ranked 11 corporations from Sweden that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

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Country Rank	Corporation	Industry	Total Score
1	Wipro	Software & Data	8.604
2	Reliance Group	Conglomerate	5.286
3	Flipkart	Ecommerce & Retail	5.226
4	CoinDCX	Fintech	3.492
5	Pidilite Industries Limited	Hardware & IoT	2.636
6	SBI Capital Markets Limited	Fintech	2.560
7	Airtel	Hardware & IoT	1.742
8	LenDenClub	Fintech	1.581
9	Intellectap	Fintech	1.431



We have ranked 9 corporations from India that are actively engaging with startups. Four of these corporations are from the Fintech industry, making it the most active in terms of corporate-startup engagement.



Full dataset available with [StartupBlink Pro](#).

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Country Rank	Corporation	Industry	Total Score
1	EXOR N.V.	Conglomerate	27.349
2	ABN AMRO Bank	Fintech	10.887
3	DSM	Foodtech	8.167
4	KPN	Hardware & IoT	5.429
5	Randstad	Software & Data	3.355
6	Ingka Group	Ecommerce & Retail	2.796
7	Optiver	Fintech	1.383
8	ING Group	Fintech	1.261



We have ranked 8 corporations from the Netherlands that are actively engaging with startups. Three of these corporations are from the Fintech industry, making it the most active industry in terms of corporate-startup engagement.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Singtel	Hardware & IoT	27.211
2	Crypto.com	Fintech	6.592
3	SMRT Corporation Ltd	Transportation	4.202
4	Grab	Foodtech	1.938
5	DBS Bank	Fintech	1.847
6	ComfortDelGro	Transportation	1.811
7	PSA International	Transportation	1.807
8	Esco Group	Conglomerate	1.524



We have ranked 8 corporations from Singapore that are actively engaging with startups. With 3 corporations involved, the Transportation industry has the highest number of corporations engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Samsung Electronics	Hardware & IoT	112.624
2	LG Electronics	Hardware & IoT	16.910
3	GS Holdings	Conglomerate	4.730
4	Hyundai Motor Company	Transportation	2.500
5	Amorepacific	Ecommerce & Retail	2.408
6	Posco	Hardware & IoT	1.693
7	GXC	Software & Data	1.466
8	Shinhan Financial Group	Fintech	1.297



South Korea

We have ranked 8 corporations from South Korea that are actively engaging with startups. The Hardware & IoT industry is the most represented, with 3 corporations.



Full dataset available with [StartupBlink Pro](#).


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Country Rank	Corporation	Industry	Total Score
1	Fibabanka	Fintech	4.363
2	Sabancı Holding	Conglomerate	3.066
3	Coşkunöz Holding	Conglomerate	2.801
4	Türk Telekom	Hardware & IoT	2.079
5	Albaraka Türk	Fintech	1.708
6	Turkish Airlines	Transportation	1.371



We have ranked 6 Turkish corporations that are actively engaging with startups.

 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Macquarie Group	Fintech	50.281
2	Atlassian	Software & Data	16.074
3	QBE Insurance Group	Fintech	4.046
4	Afterpay	Ecommerce & Retail	2.443
5	Navitas	Edtech	1.840



We have ranked 5 Australian corporations that are actively engaging with startups. Despite the relatively small number, the country has one corporation in the global top 20: Macquarie Group.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).


Country Rank	Corporation	Industry	Total Score
1	Telefónica	Hardware & IoT	92.269
2	Mercadona	Ecommerce & Retail	16.379
3	Banco Sabadell	Fintech	9.586
4	Repsol	Energy & Environment	2.980
5	ACCIONA	Energy & Environment	1.627




We have ranked 5 Spanish corporations actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	TELUS	Hardware & IoT	21.008
2	National Bank of Canada	Fintech	9.348
3	Intact Financial Corporation	Fintech	5.615
4	Hydro One	Energy & Environment	3.387
5	LearningBranch	Edtech	1.297




We have ranked 5 Canadian corporations that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Bank Rakyat Indonesia	Fintech	7.266
2	Bank Mandiri	Fintech	4.761
3	PT Bank Central Asia (BCA)	Fintech	4.407
4	Telkomsel	Hardware & IoT	3.345
5	Sinarmas	Conglomerate	1.880



We have ranked 5 corporations from Indonesia that are actively engaging with startups. The top 3 among them are banks, showcasing the industry's dominance in terms of supporting startups.



Full dataset available with [StartupBlink Pro](#).

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Country Rank	Corporation	Industry	Total Score
1	Bank of Ayudhya Public Company	Fintech	6.809
2	Kasikorn Bank	Fintech	4.420
3	Siam Cement Group	Hardware & IoT	3.226
4	Thaioil Group	Energy & Environment	1.796
5	PTT Global Chemical Public Company	Software & Data	1.616




We have ranked 5 corporations from Thailand that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Roche	Healthtech	14.357
2	Ringier	Ecommerce & Retail	3.596
3	SIX	Fintech	3.321
4	Nestlé	Foodtech	3.265



We have ranked 4 corporations from Switzerland that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).


Country Rank	Corporation	Industry	Total Score
1	Compañía de Petróleos de Chile	Energy & Environment	6.685
2	Falabella	Ecommerce & Retail	1.954
3	SQM	Hardware & IoT	1.787
4	Codelco	Energy & Environment	0.979




We have ranked 4 corporations from Chile that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).


Country Rank	Corporation	Industry	Total Score
1	Eni	Energy & Environment	6.255
2	Telecom Italia	Hardware & IoT	3.569
3	Intesa Sanpaolo	Fintech	1.507
4	Brembo	Transportation	1.343




We have ranked 4 corporations from Italy that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

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Country Rank	Corporation	Industry	Total Score
1	Accenture	Software & Data	15.184
2	Bord na Móna	Energy & Environment	5.954
3	Allegion	Hardware & IoT	3.472




We have ranked 3 corporations from Ireland that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).


Country Rank	Corporation	Industry	Total Score
1	Equinor	Energy & Environment	15.106
2	Adevinta	Ecommerce & Retail	3.609
3	Yara International	Hardware & IoT	3.456




We have ranked 3 corporations from Norway that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Petrobras	Energy & Environment	14.427
2	BTG Pactual	Fintech	1.552
3	Banco do Brasil	Fintech	1.333



We have ranked 3 corporations from Brazil that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).


Country Rank	Corporation	Industry	Total Score
1	Maersk	Transportation	12.270
2	Novo Nordisk Foundation	Healthtech	11.548
3	Danfoss A/S	Hardware & IoT	1.550




We have ranked 3 corporations from Denmark that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

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Country Rank	Corporation	Industry	Total Score
1	Sonae	Conglomerate	10.392
2	Energias de Portugal	Energy & Environment	5.751
3	Galp	Energy & Environment	1.175




We have ranked 3 corporations from Portugal that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	MediaTek Inc.	Hardware & IoT	9.416
2	HTC	Hardware & IoT	5.809
3	TaiAn Technologies	Conglomerate	1.644




We have ranked 3 corporations from Taiwan that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Saudi Telecom Company	Hardware & IoT	8.152
2	Saudi Aramco	Energy & Environment	7.405
3	SABIC	Hardware & IoT	2.865



We have ranked 3 corporations from Saudi Arabia that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).


Country Rank	Corporation	Industry	Total Score
1	Petronas	Energy & Environment	4.200
2	Hong Leong Bank	Fintech	2.344
3	Sunway Group	Conglomerate	2.140




We have ranked 3 corporations from Malaysia that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Strauss Group	Foodtech	2.828
2	El Al Israeli Airlines	Transportation	1.728
3	Israel Aerospace Industries	Transportation	1.066



We have ranked 3 corporations from Israel that are actively engaging with startups.



Full dataset available with [StartupBlink Pro](#).

Better understand your corporation's position by [contacting us](#).

Country Rank	Corporation	Industry	Total Score
1	Orlen	Conglomerate	1.875
2	CIECH	Conglomerate	1.637
3	PGE (Polska Grupa Energetyczna)	Energy & Environment	1.141




Poland

We have ranked 3 corporations from Poland that are actively engaging with startups.



 **StartupBlink**

 Full dataset available with [StartupBlink Pro](#).

 Better understand your corporation's position by [contacting us](#).

Methodology

This section explains our methodology for producing the Corporate Startup Activity Index. We start with guiding principles, and then explain the elements of the Corporate Index total score.

Guiding Principles

The Corporate Startup Activity Index is designed to rank corporations based on the strength of their engagement with startups and startup ecosystems. The methodology focuses on objective, quantifiable data that can be compared across different corporations globally, primarily relying on open and public sources.

Our approach avoids subjective assessments like surveys and interviews and instead relies on verifiable data sources, including integrations with global databases, corporate disclosures, and publicly available reports. We measure corporate-startup activity by assessing three key dimensions: corporate involvement, startup success and ecosystem involvement.

The Corporate Startup Activity Index does not evaluate a corporation's general innovation level or overall corporate performance; rather, it specifically measures the extent and impact of a corporation's interactions with startups.

Total Score Elements

The Corporate Startup Activity Index is calculated based on three main subscores:



Each of these subscores is derived from multiple parameters, weighted appropriately to create a final corporate ranking.

Corporate Involvement Score

The Corporate Involvement subscore evaluates the extent to which a corporation actively supports startups through dedicated programs and direct investment. The parameters considered under this subscore include:

- Number of startup programs (accelerators, incubators, venture arms, competitions, hackathons, etc.)
- Number of startups engaged in corporate programs
- Total corporate investment in startups
- Number of employees dedicated to startup programs
- Acquisitions of innovative companies over the past five years

Startup Success Score

The Startup Success subscore measures the success of startups that have engaged with the corporation. The parameters considered under this subscore include:

- Traction of the Startups associated with the Corporations
- Total investments received by startups engaged in corporate programs
- Employee growth in startups associated with the corporation
- Number of startup exits (IPOs or acquisitions) from corporate programs
- Number of unicorn startups emerging from corporate programs

Ecosystem Integration Score

The Ecosystem Integration subscore evaluates the depth of a corporation's engagement with external stakeholders in the startup ecosystem. The parameters considered under this subscore include:

- Number of ecosystem partnerships (universities, research institutions, tech hubs, etc.)
- Number of alumni startups that have become suppliers of the corporation
- Number of alumni startups that have become clients of the corporation

Data Sources

The Corporate Startup Activity Index is based on data from three primary sources:

- **Global Data Partners:** We utilize databases such as Crunchbase to systematically collect corporate startup engagement data at scale, as well as Semrush to measure the traction of each startup within a corporate portfolio.
- **Direct Research:** Our research team extracts data directly from the websites of hundreds of corporations that have startup initiatives.
- **Corporate Disclosures:** Direct data submissions from corporations through our survey process. If you would like to join in and share data about your corporation's startup activities for next year, please fill out the [contact form here](#).

Time Scope

As for the time scope considered for the parameters in the algorithm, most consider all of the achievements since the inception of the corporation's programs. Two parameters have time constraints, them being Unicorns and Exits - they only get considered in the algorithm if they achieved the Unicorn status or the Exit in the last 5 years, with a fading of the score. For example, a unicorn that achieved the status in 2021 will have a smaller impact on the score than one that achieved it in 2024.

As this is the first version of the Corporate Startup Activity Index, we have yet to track the momentum of the corporation performance. Future iterations will track shifts in rankings reflecting the rising corporations. The final score represents a combination of inputs, outputs, and partnerships, ensuring a balanced and comprehensive evaluation of corporate startup engagement.

Organizations interested in deeper insights and data customization can subscribe to [StartupBlink Pro](#), which provides extended database access, custom queries, and advanced filters for our corporate, startup ecosystem and startup rankings.

APPENDIX – FULL RANKINGS OF 372 CORPORATIONS



Appendix – Full Rankings of 372 Corporations

Below is the global ranking of 372 corporations. If your company is not listed and you believe it should be, or if you'd like more details about your company's position, please [contact us](#).

Global Rank	Corporation	Total Score
1	Salesforce	380.090
2	Intel	325.626
3	Google	260.993
4	Qualcomm	209.196
5	Comcast	153.849
6	Microsoft	130.482
7	IBM	119.322
8	Samsung Electronics	112.624
9	Ansys	107.990
10	Cisco	104.411
11	Telefónica	92.269
12	Coinbase	85.086
13	Airbus	68.232
14	Naspers	59.641
15	Dell	53.991
16	Macquarie Group	50.281
17	PayPal	46.170
18	SAP	42.823
19	Sony	39.831
20	Amazon	36.677
21	Apple	31.423
22	BMW	29.727
23	Bertelsmann	29.724
24	Meta	27.653
25	EXOR N.V.	27.349

Global Rank	Corporation	Total Score
26	Singtel	27.211
27	Siemens	26.384
28	Mitsubishi Corporation	24.993
29	General Electric	24.806
30	Citi	23.785
31	Orange	23.570
32	Workday	23.502
33	Pfizer	23.441
34	Wells Fargo	21.439
35	LVMH	21.319
36	TELUS	21.008
37	Bosch	20.658
38	Rakuten	20.045
39	Bayer	19.308
40	Mitsui & Co	19.032
41	Slack	18.795
42	Jaguar Land Rover	18.192
43	Merck	17.770
44	KDDI	17.266
45	Aflac	17.163
46	Kaiser Permanente	17.158
47	PepsiCo	17.098
48	LG Electronics	16.910
49	Target	16.440
50	TCL Technology	16.420

Global Rank	Corporation	Total Score
51	Mercadona	16.379
52	Atlassian	16.074
53	MassMutual	16.025
54	Yahoo! Japan	15.989
55	HSBC	15.907
56	Xiaomi	15.476
57	Motorola Solutions	15.345
58	Accenture	15.184
59	Equinor	15.106
60	HubSpot	14.604
61	Petrobras	14.427
62	Roche	14.357
63	Sanofi	13.961
64	Takeda	13.743
65	Lockheed Martin	13.714
66	BP	13.547
67	Databricks	13.308
68	Sumitomo	12.842
69	Maersk	12.270
70	National Grid	12.245
71	Applied Materials	12.105
72	Hitachi	11.901
73	Novo Nordisk Foundation	11.548
74	RELX	11.448
75	TDK Corporation	11.075

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Global Rank	Corporation	Total Score
76	ABN AMRO Bank	10.887
77	Northwestern Mutual	10.465
78	Sonae	10.392
79	NetApp	10.289
80	Volvo Group	10.112
81	Channel 4	10.041
82	Scania	10.018
83	Visa	9.985
84	Dentsu	9.764
85	Alibaba Group	9.686
86	Boehringer Ingelheim	9.644
87	Banco Sabadell	9.586
88	H&M	9.482
89	MediaTek Inc.	9.416
90	National Bank of Canada	9.348
91	BASF	9.337
92	Jones Lang LaSalle	9.099
93	Okta	9.065
94	Eli Lilly	9.041
95	FedEx	8.987
96	Morgan Stanley	8.948
97	Ericsson	8.930
98	Wipro	8.604
99	SAIC	8.189
100	DSM	8.167

Global Rank	Corporation	Total Score
101	Saudi Telecom Company	8.152
102	Synchrony	8.086
103	The Walt Disney Company	7.933
104	Illumina	7.848
105	Caterpillar	7.801
106	L'Oréal	7.766
107	Cathexis	7.512
108	Saudi Aramco	7.405
109	Honeywell	7.370
110	Volvo Cars	7.366
111	Bank Rakyat Indonesia	7.266
112	Mondelez International	7.179
113	Adobe	7.128
114	UPS	7.093
115	Mastercard	7.000
116	The Brandtech Group	6.949
117	Stifel Financial	6.882
118	Nationwide Mutual Insurance	6.822
119	Bank of Ayudhya Public Company	6.809
120	Compañía de Petróleos de Chile	6.685
121	Anheuser-Busch InBev	6.600
122	Crypto.com	6.592
123	InnoSpring	6.411
124	American Express	6.327
125	Renault-Nissan-Mitsubishi	6.326

Global Rank	Corporation	Total Score
126	Collector Bank	6.313
127	MercadoLibre	6.276
128	Eni	6.255
129	New York Life Insurance	6.250
130	Shell	6.217
131	Vodafone	6.181
132	BNP Paribas	6.102
133	Everbright	6.005
134	Bord na Móna	5.954
135	Huawei	5.868
136	HTC	5.809
137	Wilbur-Ellis	5.787
138	Energias de Portugal	5.751
139	Intact Financial Corporation	5.615
140	KuCoin	5.600
141	Trumpf	5.538
142	NVIDIA	5.533
143	OSF Healthcare System	5.472
144	Schneider Electric	5.430
145	KPN	5.429
146	Occidental Petroleum	5.347
147	Reliance Group	5.286
148	Flipkart	5.226
149	Crescent Enterprises	5.175
150	Deutsche Telekom	5.019

Below is the global ranking of 372 corporations. If your company is not listed and you believe it should be, or if you'd like more details about your company's position, please [contact us](#).

Global Rank	Corporation	Total Score
151	Toyota	4.993
152	Globe Telecom	4.911
153	Verizon	4.861
154	Winton Group	4.848
155	Transamerica	4.796
156	Dupont	4.785
157	Bank Mandiri	4.761
158	GS Holdings	4.730
159	Baxter International	4.726
160	Lincoln Property Company	4.694
161	NFP	4.690
162	Kaplan	4.669
163	VERBUND AG	4.667
164	Sumitomo Mitsui Financial Group	4.624
165	Alltech	4.608
166	General Motors	4.565
167	Haier	4.494
168	Kasikorn Bank	4.420
169	Wheelhouse	4.413
170	PT Bank Central Asia (BCA)	4.407
171	Fibabanka	4.363
172	Hikma Pharmaceuticals	4.360
173	The Goodyear Tire & Rubber	4.345
174	SMRT Corporation Ltd	4.202
175	Petronas	4.200

Global Rank	Corporation	Total Score
176	Carta	4.197
177	Yodlee	4.183
178	Rich Products	4.140
179	State Farm	4.069
180	QBE Insurance Group	4.046
181	Dow	4.041
182	AOL	4.009
183	Asahi Media Group	3.971
184	Scor	3.899
185	Hella	3.780
186	Texas Instruments	3.772
187	HP	3.770
188	Pearson	3.683
189	Adevinta	3.609
190	Ringier	3.596
191	Telecom Italia	3.569
192	Safran	3.556
193	Continental	3.539
194	Lowe's	3.505
195	CoinDCX	3.492
196	Allegion	3.472
197	Yara International	3.456
198	West Japan Railway	3.399
199	Hydro One	3.387
200	Asahi Broadcasting Corporation	3.385

Global Rank	Corporation	Total Score
201	China Industrial Bank	3.382
202	Randstad	3.355
203	Engie	3.352
204	Telkomsel	3.345
205	SIX	3.321
206	China Merchants Group	3.294
207	Nestlé	3.265
208	Koch, Inc.	3.236
209	Crawley Petroleum Corporation	3.227
210	Siam Cement Group	3.226
211	Bose	3.174
212	Walmart	3.172
213	Sabancı Holding	3.066
214	WeWork	3.065
215	Cyzone	3.062
216	BayWa	3.010
217	Northwell Health	3.002
218	Repsol	2.980
219	Razer	2.952
220	Mediengruppe Pressedruck	2.925
221	Barclays Corporate Banking	2.916
222	Volksbank	2.901
223	Jacobs	2.889
224	SABIC	2.865
225	Henkel	2.864

Below is the global ranking of 372 corporations. If your company is not listed and you believe it should be, or if you'd like more details about your company's position, please [contact us](#).

Global Rank	Corporation	Total Score
226	Globant	2.857
227	Strauss Group	2.828
228	Heirs Holdings	2.802
229	Coşkunöz Holding	2.801
230	Lufthansa	2.800
231	Ingka Group	2.796
232	AKWA GROUP	2.739
233	UnityPoint Health	2.733
234	The Home Depot	2.721
235	Ferguson plc	2.688
236	Coin98	2.685
237	LedEngin, Inc	2.676
238	Tware	2.667
239	BitMEX	2.664
240	Pidilite Industries Limited	2.636
241	Axel Johnson	2.626
242	Flexport	2.612
243	Fonterra Co-operative Group	2.576
244	SBI Capital Markets Limited	2.560
245	Asics	2.551
246	Xerox	2.523
247	Lineage Logistics	2.516
248	Broadway Video	2.508
249	Hyundai Motor Company	2.500
250	Gunosy	2.477

Global Rank	Corporation	Total Score
251	Groupe SEB	2.464
252	Rockfish	2.453
253	Afterpay	2.443
254	Amorepacific	2.408
255	Bank of America	2.406
256	Hong Leong Bank	2.344
257	PHOENIX CONTACT Cyber Security AG	2.342
258	Youku	2.315
259	ConsenSys Mesh	2.286
260	LabCorp	2.277
261	Molex	2.263
262	Grupo Bimbo	2.251
263	Tribune Media	2.251
264	Y Soft	2.240
265	Ooredoo Group	2.203
266	Truist	2.194
267	Persol Holdings	2.190
268	Zoom	2.186
269	GitHub	2.143
270	Sunway Group	2.140
271	Agility	2.128
272	4J Studios	2.098
273	Lendflo	2.087
274	Centrica	2.082
275	Türk Telekom	2.079

Global Rank	Corporation	Total Score
276	Dropbox	2.037
277	International Airlines Group (IAG)	2.033
278	Chevron	2.017
279	Expedia	2.015
280	Deutsche Börse	2.014
281	Alfred Kärcher	2.014
282	Eisai	2.003
283	Danone	2.002
284	Hearst Communications	2.002
285	Denso	1.975
286	Sky UK	1.966
287	DOCOMO Digital	1.963
288	Falabella	1.954
289	Grab	1.938
290	Deutsche Bank	1.930
291	iRobot	1.906
292	SNCF	1.903
293	Cross River Bank	1.895
294	Unity	1.884
295	Sinarmas	1.880
296	Carnrite Group	1.876
297	Orlen	1.875
298	Dentons	1.874
299	HCA Healthcare	1.868
300	Guangzhou Finance Holdings	1.853

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Global Rank	Corporation	Total Score
301	DBS Bank	1.847
302	Navitas	1.840
303	Katjes Fassin + KG	1.816
304	Simplex Trading	1.813
305	ComfortDelGro	1.811
306	PSA International	1.807
307	Ingram Content Group	1.806
308	Thaioil Group	1.796
309	Froedtert Health	1.794
310	Telia Company	1.789
311	SQM	1.787
312	MKB Bank	1.780
313	FIS	1.767
314	Epicenter	1.753
315	Airtel	1.742
316	El Al Israeli Airlines	1.728
317	Albaraka Turk	1.708
318	John Keells Holdings	1.703
319	TopMonks	1.697
320	Posco	1.693
321	Nationwide	1.651
322	TaiAn Technologies	1.644
323	CIECH	1.637
324	Hypertherm	1.633
325	BillerudKorsnäs	1.628

Global Rank	Corporation	Total Score
326	ACCIONA	1.627
327	Patagonia	1.625
328	PTT Global Chemical Public Company	1.616
329	Bumble	1.604
330	LenDenClub	1.581
331	FEMSA	1.569
332	Dexcom	1.554
333	BTG Pactual	1.552
334	Danfoss A/S	1.550
335	Esco Group	1.524
336	National Basketball Association	1.517
337	TED	1.516
338	Intesa Sanpaolo	1.507
339	Nexo	1.507
340	Japan Airlines (JAL)	1.502
341	Wex	1.496
342	POLA Orbis Holdings	1.493
343	Aetna	1.480
344	La Roquette	1.471
345	GXC	1.466
346	Chromia	1.461
347	Plaid	1.433
348	Intellicap	1.431
349	Moonbeam Network	1.430
350	Tokio Marine	1.430

Global Rank	Corporation	Total Score
351	Rostelecom	1.406
352	Bancolombia	1.385
353	Optiver	1.383
354	Pinnacle West Capital	1.382
355	Turkish Airlines	1.371
356	Diehl	1.362
357	Telekom Srbija	1.351
358	Brembo	1.343
359	Banco do Brasil	1.333
360	Tyra Beauty	1.310
361	LearningBranch	1.297
362	Shinhan Financial Group	1.297
363	Arup	1.275
364	Spin Master	1.266
365	ING Group	1.261
366	Bright Station Ltd.	1.261
367	Covintus	1.260
368	Galp	1.175
369	PGE (Polska Grupa Energetyczna)	1.141
370	Israel Aerospace Industries	1.066
371	Codelco	0.979
372	EMAAR	0.805



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