

# RAINMAKING

People Book

This document is the little sister of the Culture Book. May it serve as inspiration for a great future with Rainmaking.



# People first

In Rainmaking we are people first. People are the single most important part of Rainmaking, and we are grateful for rubbing shoulders with Superheroes and Rainmakers everyday.

The People Book invites you to have a closer look at people across Rainmaking through two main sections. First an excursion into the typical roles and everyday lives of Rainmakers, followed by a diverse range of inspiring career journeys.

This People book only features a small sample of the many incredible people in Rainmaking and we encourage you to get to know a broader range of people in the organisation.

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## RAINMAKING ROLES

# An excursion into the typical roles and everyday life at Rainmaking

In Rainmaking we put people over titles. While people may have similar titles, their roles can in reality be very different. We often wear many hats and you will never hear anyone say “That’s not your role”. We believe in learning by doing.

TSHIDI HAGAN

# Master of Program Directing

Empower corporates and startups to collaborate and deliver tangible results

## ▶ A typical day

I use my morning commute to catch up on emails, define priorities for the day and read up on industry news. At the office, I spend a distinct part of the day meeting with corporate partners, startups and program delivery partners, notably our mentors. I dedicate a portion of the day to deliver against more project-based tasks like program design, recruitment, and research tied to emerging business models and technologies. At the end of the day I often attend industry events to build our brand and network to build up our sales pipeline for future programs.

## ☂ I make Rain by

Facilitating daily access for key stakeholders. Corporate partners need transformation tools and resources. Startups need a link to strategic partners, capital and data relevant to their business. For members of the ecosystem, we offer insights on emerging InsurTech. Finally, I give my team personal growth opportunities.



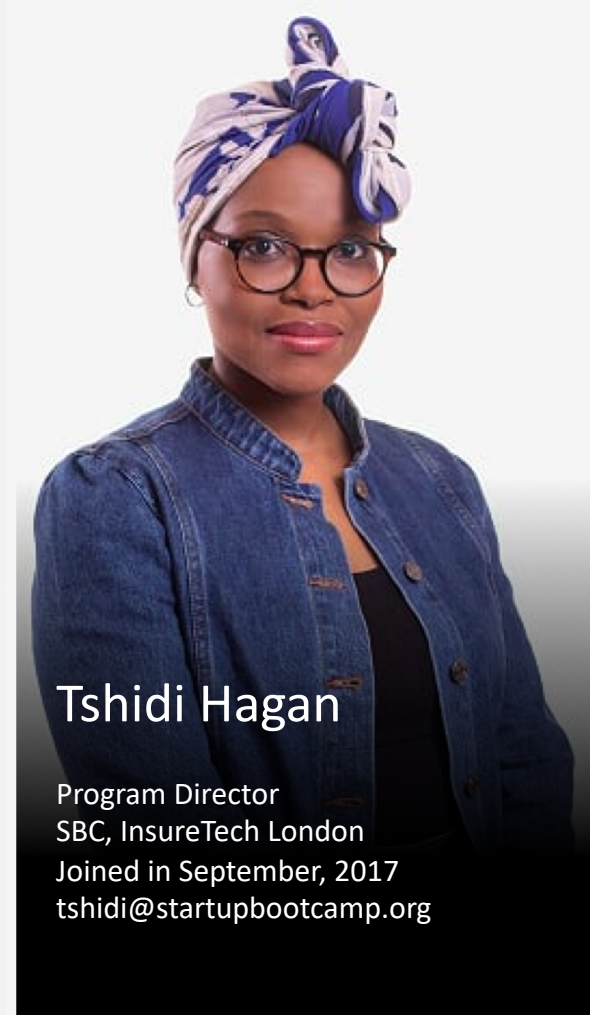
## Super powers

- **Wonder Woman's ability to fly.** Maintaining a bird's eye view while guiding the team.
- **Adaptability.** Managing the diverse and evolving interests, needs and challenges of distinct stakeholders simultaneously.
- **Resilience.** Bouncing back from setbacks experienced by the team, partners, startups, investors, mentors, etc.
- **Dexterity & creativity.** The role requires proficiency in multiple disciplines to solve unexpected problems and pursue dynamic opportunities



## Key challenges

- **High task volume.** Requires prioritisation during each phase of the program.
- **Continually evolving environment.** Change within the partners, startups, the team and ecosystem is the order of the day.
- **High demand to engage.** Learn to prioritise value creating engagements.



Tshidi Hagan

Program Director  
SBC, InsureTech London  
Joined in September, 2017  
tshidi@startupbootcamp.org

NINNA WICKI

# Managing Director in The Hub and +impact

I am the glue between all our stakeholders both internally and externally

## ▶ A typical day

As the Managing Director for our platform The Hub and +impact, my days are spent managing the many stakeholders involved with the platforms across the Nordics. This entails everything from follow-ups with team members, tracking KPIs, meeting potential partner companies, participating in networking events, as well as overall operational tasks.

Since The Hub is a venture built between Rainmaking Ventures and Danske Bank, I also spend a lot of my time on meetings with the client, where 70+ people are involved across the various HQs in the Nordics.

## ☂ I make Rain by

I am the glue between all the stakeholders involved in running the platform, including our teams, Danske Bank and the startups. I make sure everyone is heard and involved in the relevant aspects.



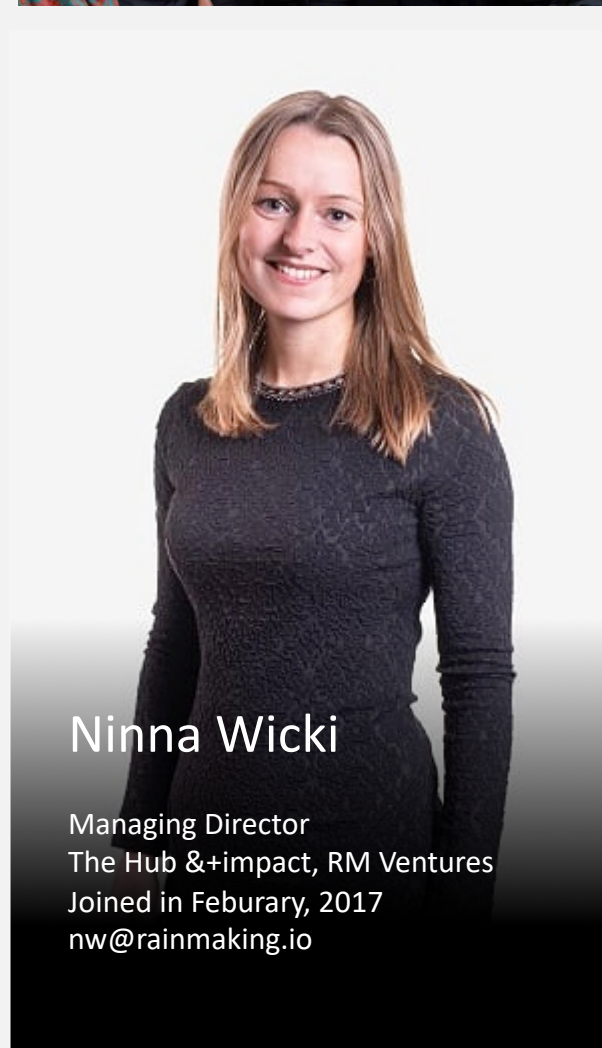
## Super powers

- **A leader.** Being able to understand, manage, and motivate a broad range of people requires true leadership powers.
- **Dual navigator.** The ability to speak both corporate and startup and create bridges between otherwise very divided worlds.
- **Relationship nurturer.** A big part of the role is being skilled at always managing relations and networking.



## Key challenges

- **Many interests.** Managing many stakeholders equals many interests. A constant challenge is keeping focus meanwhile juggling various agendas.
- **Harvest vs. plant.** Making sure to work towards the overall mission and long-term strategies meanwhile securing short-term deliverables.
- **Many hats.** As in all startups there is a constant balance between many tasks.



Ninna Wicki

Managing Director  
The Hub & +impact, RM Ventures  
Joined in February, 2017  
nw@rainmaking.io

CHRIS LOCKE

# Managing Director in Corporate Land

Helping Corporates stay relevant for the next 10 years through internal innovation

## ▶ A typical day

I kick off the day with an organized event or meeting with key people from relevant organizations we would like to work with to 1) share knowledge and best practices and 2) drive sales for lead generation.

I then oversee current projects we're running, have check-ins with the team, and track our overall progress. Often I have a call with a client for stakeholder management purposes to take the temperature on their satisfaction and get feedback to ensure iterations. To ensure inbound leads, I also work on building up the narrative around our services through content marketing by planning campaigns.

## ☂ I make Rain by

Helping corporates build a culture of innovation to keep them relevant for the next 10 years. My goal is to make corporate internal innovation a very large revenue generator at Rainmaking.



## Super powers

- **Communication.** Ability to communicate with many kinds of stakeholders.
- **Calculated risks.** Don't be afraid to take risks where needed - just do it!
- **Break down silos.** This is not a one-man show, make sure to leverage the incredible knowledge around you.
- **Be ambitious.** Maximising value to clients is a key super power as MD.
- **Have fun.** Rainmaking is a passionate and fun consortium of people. Being passionate and having fun with your work takes you far.



## Key challenges

- **Awareness.** Making clients understand and recognize value is a constant challenge.
- **Time management.** Prioritizing low hanging fruits vs. long-term activities that add value.
- **Key account management.** Many opportunities with clients are not straightforward. Takes time and dedication to find them.



Chris Locke

Managing Director  
RMI, Internal Innovation, London  
Joined in February, 2018  
chris@rainmaking.io



# Accounting Superhero

Making sure the company finances are up to speed and that you get your salaries

## ▶ A typical day

I start the day by answering emails relevant for all our offices and SBC programmes, whether from employees or elsewhere, to make sure that immediate requests are always met. As a Group Accountant, it is important to always be on top of deadlines, as we make all the transactions coming in and out of Rainmaking globally.

The accounting team members work very independently, each responsible for their individual part of Rainmaking. Specifically in my role, I also do a lot of administrative work, including what is needed when we set up offices in new countries.

## ☂ I make Rain by

Making sure the company finances are up to speed, people get their salaries and all invoices are paid in time. I make sure Rainmaking can keep operations going from a monetary standpoint.



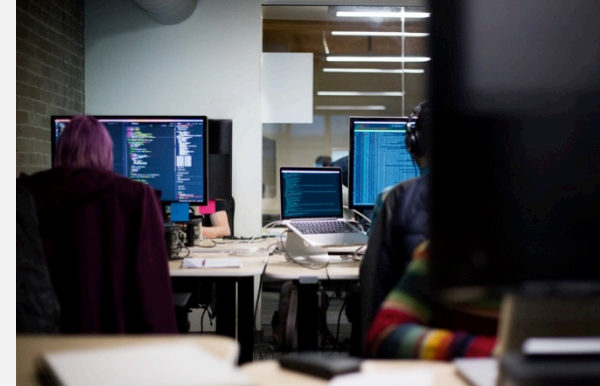
## Super powers

- **Be efficient.** There is a lot of work and deadlines. You need to work fast and efficiently.
- **Be flexible.** You might plan your day, but there will always arise new tasks needing attention.
- **Organized.** A lot of paperwork. If you're not organized, it can be a difficult task.
- **Good prioritization.** A full list of tasks means you need to prioritize.
- **Independent.** We work autonomously - you need to be good at it.



## Key challenges

- **Information collection.** There are a lot of documentation to collect. Not always a smooth process to bring in payment receipts from a range of locations.
- **Organizational changes.** Rainmaking is a fast-paced organization with many changes to keep track of. Both extremely interesting and challenging.



Harpa  
Gudmundsdottir

Group Accountant  
Joined in July, 2012  
hg@rainmaking.io

DIAA ADHAM

# Scouting Iron-Man

I help define the scope of our Corporate Startup Engagement projects and lead the planning and execution of scouting & engagement processes.

## ▶ A typical day

My workday varies depending on the stage of the project I am working on. Before the project kick-off, I spend a lot of time with the scouting team and the project's Managing Director to brainstorm and define the most value-adding and innovative focus areas that best fit the corporate partner's needs. This sets the direction and scope of the scouting.

Every day, I make sure the team is aligned on the project scope and the expected deliverables. My favourite part is when I connect startups with the perfect accelerator program, seeing both corporate partners and startups getting tangible value and great satisfaction from the collaboration.

## ☂ I make Rain by

Deeply understanding the area where innovation is needed and then generating spot-on prospects.



## Super powers

- **Effective Communication.** It's the secret sauce for success in teams, especially when working remotely.
- **Analytical Mindset.** As an engineering degree holder, I spent 5 years of my life solving/analysing problems.
- **Agility.** The startup mindset is about quickly adapting to new roles and fields.
- **Perseverance.** Tony Stark doesn't give up. He built a flying suit of armor using scrapes in a cave, He went head-to-head with a super soldier with nothing but a gauntlet.



## Key challenges

- **Understanding corporate partners' needs.** It can be hard to understand the scope when you hear it second-hand. Also, sometimes corporates don't know what they want.
- **Maintaining a challenging environment.** Scouting is enriching, but after scouting within the same field for a while, It can get repetitive and monotonous.



Diaa Adham

Startup Engagement Specialist  
CSE - Startup Engagement Team  
Joined RM in October, 2018  
diaa@rainmaking.io



HELENE GERHOLM

# Project Master-Mind

I make sure all components of a project play well together

## ▶ A typical day

I often start the day by prioritizing short-term tasks and following up on outstanding tasks to be on top of current and coming deliverables. A big part of my role is to have the grand overview of a project, making sure both the client and team are aligned and can work in sync to ensure a successful and impactful outcome.

In practice, typical tasks entail on-going communication with the client and coordinating tasks between people; defining and capturing workstreams, milestones and KPI's, preparing power points for client meetings, planning logistics around an event and much more :-)



## I make Rain by

Making sure that all components of a project play well together to make the client happy. A project is often constituted by a team with many different tasks that needs to work together, and I make it happen. I create order in chaos, and essentially deliver knowledge and new tools to the client.



## Super powers

- **Structured manager.** Having a good overview of workstreams, milestones, budget - and always a buffer.
- **Iterate on the go.** Always adapt to client needs – and remember to challenge existing ways of doing things.
- **A self-starter.** You often won't be told what to do - important you enjoy figuring it out yourself.
- **Navigator in corporate world.** Experience with corporates gives you empathy for their processes, easing the translation between the startup and corporate world.



## Key challenges

- **Ever-changing reality.** Plans almost always deviate, so you need to adapt fast.
- **Ressources & output.** Most clients want a lot of impact with few resources – focus on creating value efficiently.
- **Embrace friction.** The friction we experience when bridging corporates and startups is actually magic– it means tools, mindsets and culture are being challenged and new ways of working can be adopted.



Helene Gerholm

Project Manager  
RMI Copenhagen  
Joined in September, 2015  
[hg@rainmaking.io](mailto:hg@rainmaking.io)

JOE LESINA

# Chief of Marketing Innovation

Fostering growth in the Nordics with the power of data and motivation.

## ▶ A typical day

As a CMO, a typical day for me is often spend in between humans and machines. Understanding customers and working with my teams on one side, while reading data and operating tools on the other.

I mostly work on creating growth strategies, managing cross-Nordic teams and tracking results, however, my role constantly taps into operations, sales, design and product. Stakeholder management is also an important part of my work, juggling clients, external partnerships and internal peers.



## I make Rain by

Focusing on Impact with an entrepreneurial attitude. In a year and a half, I nearly doubled growth numbers at Rainmaking biggest local account Danske Bank, contributing to their contract renewal and expansion to a new geography.



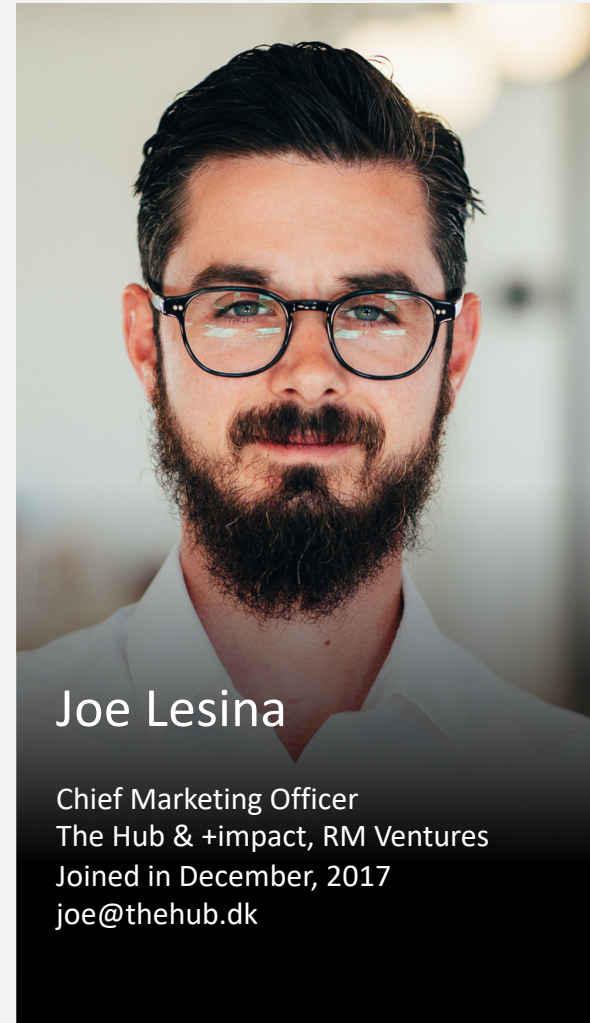
## Super powers

- **The Innovator Toolbox.** Growth hacking, design thinking, agile experimentation and other ingredients to create the new.
- **Data & Automation.** Understanding humans is key. Making machines do the work is crucial.
- **Motivation and Results.** True leadership is setting actionable goals and empowering teams to achieve them.
- **Agile Courage.** Taking calculated risks, making difficult decisions, navigating rough oceans. Who dares wins.



## Key challenges

- **Predicting the future.** Priorities and estimations to set the right expectations.
- **Information overload.** Focusing on what matters, not on what is nice to know.
- **Breaking silos.** Bringing people together as one great team to achieve one great vision.



Joe Lesina

Chief Marketing Officer  
The Hub & +impact, RM Ventures  
Joined in December, 2017  
joe@thehub.dk

# Fairy of Community Management

Creating positive energy and making sure everyone thrive in the co-working space

## ▶ A typical day

As I am often the one that the residents come to with questions, I normally start the day by getting up to speed on Slack and emails. Then I go sit at our shared café space where I work from the rest of the day. This ensures visibility towards the startups, and they feel welcome to come over and have a chat. My time is split between planning activities like big social events and ad hoc tasks such as making sure that IT and printers are operational.

My favourite part of the day is walking around the house to talk to the startups about what's new, their progress, current challenges and new team members coming in - to always be on top of what happens in the house.



## I make Rain by

Making sure everyone thrive at the co-working space by creating the best conditions for a community feeling and always meet people with a smile.



## Super powers

- **Bibbidi bobbidi boo.** Spreading fairy dust over the castle to create magical experiences.
- **People person.** You are a good listener and get energy by engaging with people.
- **Public speaker.** You can't be a community manager for so many people, and not be able to stand up and speak.
- **Octopus.** The ability to wear many hats and do everything from fixing IT to planning big events.



## Key challenges

- **Engagement.** It is a constant challenge to get the startups to recognize the value of community.
- **Culture building.** Fostering a desired culture for an ever-changing community.
- **Prioritizing requests.** You get so many requests - the challenge is choosing what to spend time on to keep your head above water.



Cirkeline Ask

Community Manager  
Talent Garden Rainmaking  
Joined in September, 2016  
[cia@rainmaking.io](mailto:cia@rainmaking.io)



SOPHIE GRØNBÆK

# CEO of a New Venture Build

My role is to establish and scale a new startup as a spin-out of Rainmaking Ventures

## ▶ A typical day

A typical day is difficult to describe, as my role as a CEO varies quite a lot depending on the stage of the startup. Last year my focus was to close funding for Undo, and since then my focus has been on product development. Now, as we have just launched the platform, my days are very much spend in growth mode - scaling the sh\*t out of our platform!

As the CEO I naturally spend a lot of time helping the people in my team perform their best, as well as representing Undo to outside partners and stakeholders.

## ☂ I make Rain by

Ensuring that the team, board of directors, investors and partners all run in the same direction to foster successful collaboration. I make sure that we always maintain momentum and enable team motivation.



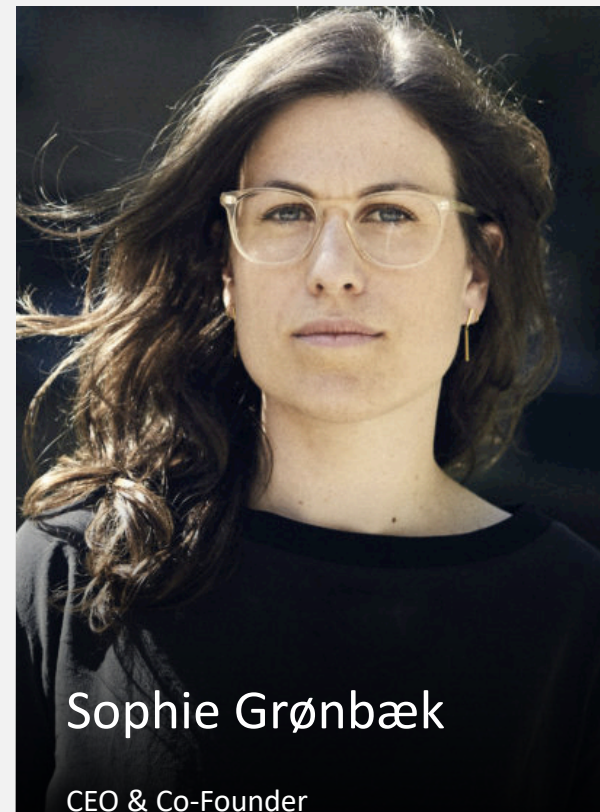
## Super powers

- **Polymath.** A fancy word for being someone with a broad spectrum of interests, skills and knowledge areas.
- **Cool cucumber.** Keeping your head above water, even when the stakes are high.
- **Shapeshifter.** Ability to fit into both the Corporate world and the startup scene.
- **People person.** Being a CEO naturally requires leadership skills, as we all differ a lot in work preferences and personalities.



## Key challenges

- **Setting a team.** Building a team from the bottom up, ensuring it happens at the right scale, with the right people.
- **Juggling stakeholders.** Maintaining focus while navigating in many interests, both internally and from our external partners.



Sophie Grønbaek

CEO & Co-Founder  
UNDO, RM Ventures  
Joined RM in April, 2016  
sg@rainmaking.io



# Rainmaking Journeys

RAINMAKING JOURNEYS

# Inspiring and diverse career journeys across Rainmaking

In Rainmaking we support you in moving around the organization. Join us on a journey through inspiring stories of Rainmakers who have evolved a lot, whether in their role, geographically or across the organization. We encourage a culture of “once a Rainmaker, always a Rainmaker” and several of these stories feature people who have re-joined Rainmaking.



A portrait of Sam Hall, a man with short brown hair and a beard, wearing a grey New Balance USA sweatshirt. He is smiling and looking slightly to the right.

## Sam Hall

Partner & CEO, ASEAN  
Joined in Sept, 2016  
samuel@rainmaking.io



# Joined as Program Director, now Partner & CEO, ASEAN

## What is your current work?

I lead our ASEAN team, where we are principally focused on CSE. Our team in Singapore has developed a strong competence across solution sourcing, commercial pilots, innovation strategy and corporate-startup engagement programs. I head up delivery of our projects for the likes of Engie and Facebook, and along with the other Singapore-based partners Michael and Steven, am responsible for generating new sales and providing our team with diverse, challenging delivery opportunities to satisfy their own growth objectives.

## Walk us through your journey step by step?

I joined Rainmaking in the summer of 2016 as the very first SBC Program Director, where I worked on the Startupbootcamp Fintech programme in Singapore. When Steven – the FinTech programme MD - relocated to China a few months later to launch our Rainmaking office there, I took over the Singapore FinTech programme.

After the 3 year SBC programme cycle ended in Singapore, I explored what to do next with Rainmaking in this region. At the time, the greatest opportunity was to deliver our suite of non-program, client-specific corporate innovation products. I took over management of our Malaysia office, and across the 2 offices we worked on a range of innovation strategy and commercial pilot projects across industries such as facilities management, engineering, energy, finance and transport.

I became a Partner in 2018, and in the last 12 months we have developed from just a couple of employees in Singapore to a proud group of 15, moving from an office delivering SBC to one that delivers innovation strategy, solution sourcing, commercial pilots, venture ideation & validation projects and startup acceleration programs. We're hopeful of adding corporate innovation projects to the list this year, and are excited to launch the Trade & Transport Impact programme here later this year.

## KEY ADVICE FROM SAM

### Explore

Seek to understand what Rainmaking is about and where the opportunities for you lie, then create your own path rather than waiting to have one laid out for you.

### Practice values

Focus on living the Rainmaking values, prioritising activities, work streams and actions that best reflect them.

### Learn

About our people and institutional competences, our programs and project portfolio. Doing so helps to identify the most exciting opportunities for you.

# Said he “wanted to make it BIG”. Now RM Partner and CEO & MD for SBC & RM MENA

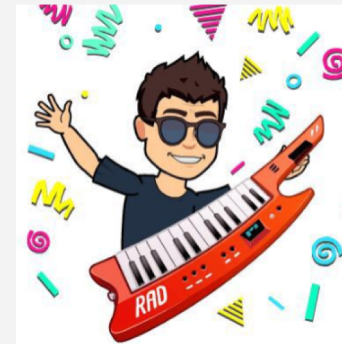
## What is your current work?

As the CEO and Managing Director, I oversee the accelerators that we’ve launched in Dubai and support the Programme Directors who run the programmes. In addition, I put all my super powers into building up new programmes, expand to other geographies and verticals than Smart City (now also FinTech), and work towards also landing corporate Innovation projects in the region.

## Walk us through your journey step by step?

I have spend a total of 17 years in the corporate world and launched several businesses. I got to know some of the people in Rainmaking over the course of 4+ years of networking in London, while I was working as entrepreneur in residence for Dell. During a business trip to Dubai I had a chat with Alex Farcet about doing something in Dubai, and he asked if I would be interested in moving. I then met with Carsten and we agreed that we should build up a new vertical in Dubai from April, 2017. About 1,5 months later Startupbootcamp Smart City Dubai was born. We would not have been so successful in Dubai without the incredible support from the founding partners. Carsten provided an immense amount of help in closing funding and Jakob opened a lot of doors. In just little over one year we have seen our first programme through and a constant growing demand.

I knew from the very first chat with Carsten that we shared a common synergy and I expressed my ambitions beyond launching one programme. I said I wanted to make it BIG - building up more verticals and expanding our presence within corporate Innovation in Dubai and the region. Carsten told me with a smile “I would have expected nothing less.” With this as my goal, I worked my A\*\* off. Today I am not only CEO and Managing Director, but also a new Partner of the Rainmaking family.



**Todd O'Brien**

Partner, CEO & Managing Director  
Startupbootcamp & Rainmaking MENA  
Joined in April, 2017  
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## KEY ADVICE FROM TODD

### Next-level quality

Always perform at a very high level to get to where you wanna be.

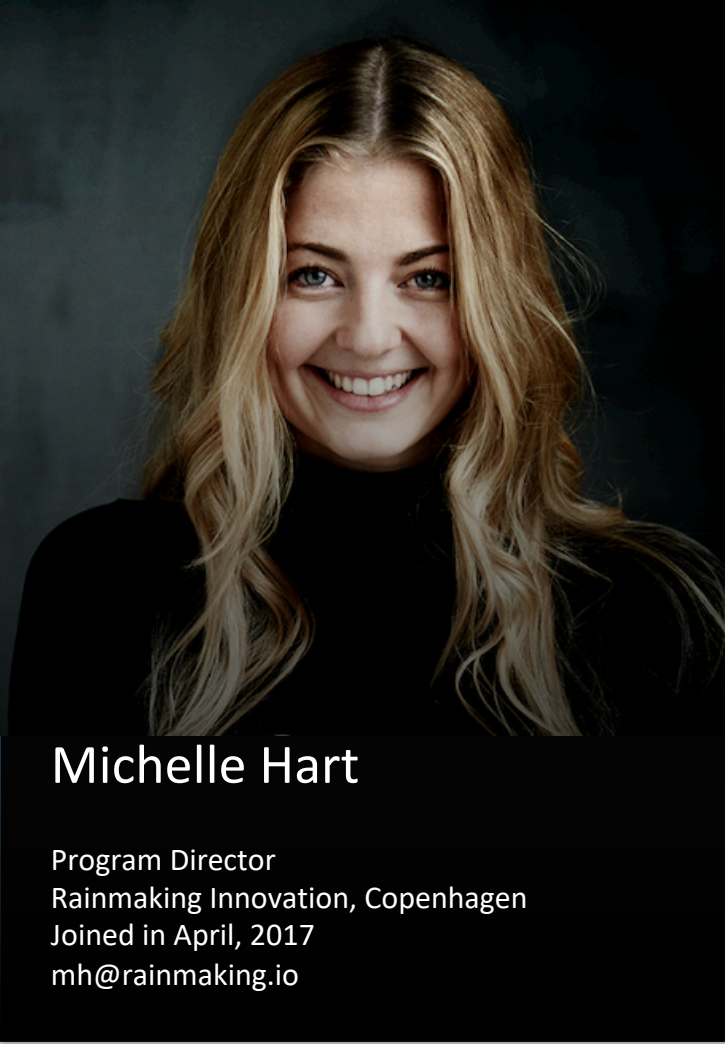
### Plan & state

Be aware of your next move and make people aware of your career goals.

### Interview mode

Everything you do in your job is an interview for the next. Do well like you would in an interview.





**Michelle Hart**

Program Director  
Rainmaking Innovation, Copenhagen  
Joined in April, 2017  
mh@rainmaking.io



# From Lead Scout to Program Director at Rainmaking Innovation

## What is your current work?

As a Program Director I am responsible for Startup Program's for big corporates. This includes designing the program, keeping track of key milestones, overseeing main activities, leading the team, being the glue across our functions and especially stakeholder management towards the client to always deliver "Der Wow Faktor".

## Walk us through your journey step by step?

I joined Rainmaking in April '17, as Lead Scout and the second person on the team for IKEA Bootcamp - IKEA's first startup program. During the 7 month project I was fortunate to be part of recruiting the rest of the team, building a scouting process customized to IKEA, screening 1200+ applications, interviewing 100+ startups and selecting them. Once the program started, I transferred into the role as Program Coordinator, where I planned the 3 month content, had responsibility for our EIR's and was a key part of tracking the startups' development.

Being curious to learn more about project management, I expressed this to my manager at the time. At our Demo Day one of the Rainmaking Partners, Alex, offered me to lead a project for MAERSK, scouting startups worldwide for a pilot program. I "learned by doing" what it's like having the key responsibility of deliverables towards a huge client, managing the processes and budget, being the face of Rainmaking for client presentations, meanwhile getting sh\*t done. After a successful project delivery (and a bunch of Margaritas in Mexico), I was in between projects, enabling me to extend my toolbox within project proposals, creating websites, a project to reduce Co2 emissions within Transport, working on building up an Impact "vertical" - and making this People Book by having inspiring conversations with 24+ colleagues to document their stories. Today, I am the Program Director for IKEA Bootcamp 2.0 - enabling IKEA to do Pilot's with startups worldwide that has both tremendous impact commercially, while 'doing good' in the world.

## KEY ADVICE FROM MICHELLE

### Engage

To seize opportunities, make sure to engage with a diverse range of profiles and offices.

### New flavors

Seeking new learnings is a key driver in enabling your journey. Rainmaking is a buffet of great opportunities to discover new flavors.

### Entrepreneurial

Idle times are inevitable. Being proactive in identifying and suggesting new valuable work can have a big impact on your career.

# From Business Developer to Co-founder in a Venture Build

## What is your current work?

I am the COO and Co-founder of UNDO - a Rainmaking Venture spin-out we did together with the largest nordic insurance company Tryg. I focus on tasks like making sure we are able to deliver a seamless claim experience in-app, data analytics in terms of optimizing our product, setup and manage our customer support process and the overall responsibility of all activities concerning 'claims' + all the ad-hoc stuff that happens in startup lalaland.

## Walk us through your journey step by step?

I joined Rainmaking Ventures after working at the Danish consultancy firm 'Qvartz', where one of the partners knew Rainmaking partner, Kasper Vardrup. From the beginning I expressed my desire to build a startup from the ground up. With this as my career goal, I started working with Venture Building with corporates ending up partnering with Bestseller, on an independent integrated software+logistics solution. As in many other startup fairytales, one year later we failed and learned a lot about the market.

In hunt for the next project with Rainmaking, we started exploring possibilities of doing an InsurTech startup together with Tryg. Having tried (and failed) at building the venture themselves, they reached back out to us to co-build a venture. This became the birth of Undo - a mobile-based insurance platform targeting young people. As in most other startups, we then needed to set the co-founding team, define role responsibilities, and equity split between founders, other key hires, Rainmaking and Tryg. All of us in the team were already working at Rainmaking Ventures with the core ambition to eventually become co-founders of a venture build. With founding team, funding, key partners and continued salary in place, the venture building model served as a fantastic platform for me as an aspiring entrepreneur.



**Anders Valentin**

Chief Operating Officer  
UNDO, Rainmaking Ventures  
Joined in November, 2015  
av@rainmaking.io

## KEY ADVICE FROM ANDERS

### Be patient

Venture building projects can easily take 1+ years to sell in.

### Polymath

Prepare yourself to startup life by learning broadly. You will need to wear many hats.

### Worker bee

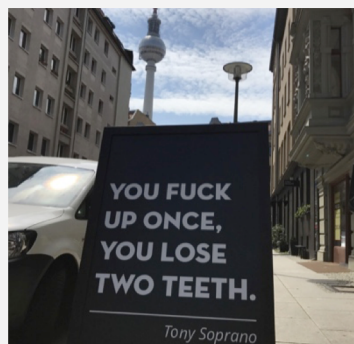
To get to a position of co-founding a venture build, you need to be prepared to work. A lot





Lars Buch

RM Partner & Managing Director  
SBC Digital Health, Berlin  
Joined first in January, 2013  
lb@startupbootcamp.org



# Started as SBC Sponsor, now Rainmaking Partner & MD for SBC Digital Health Berlin

## What is your current work?

As the Managing Director of SBC Digital Health the most important part of my job is to secure an amazing SBC team, keep the participating startups moving at maximum speed, (e.g. support fundraising and partner match-making), and engage with new potential partners to extend and expand the Digital Health vertical.

## Walk us through your journey step by step?

My journey started on the other side of the table. I first engaged with SBC as a corporate sponsor working as Head of Smartphones R&D at Nokia in Copenhagen. A big initiative I ran was helping colleagues start their own company - about 60 startups emerged funded with a grant from Nokia. As part of the program, we invited the SBC 2011 programme in Cph to stay at Nokia's premises – getting access to the mentors and startups and became a combined SBC and Nokia incubator.

I finally fired myself from Nokia and inherited SBC in Copenhagen from Alex, who wanted to do something new in Berlin. I raised funding for three years as an affiliate, and launched a “mobile first” vertical running from 2013-2015 out of Cph, while building my own startup DealCircle with €750K funding in between programs. In 2015 I wanted to do something fresh and was excited about the opportunities in Digital Health. I accepted a 12 month contract at Leo Pharma Innovation Lab to setup their venture arm and hunt startups.

In early 2017, Alex offered me to head up SBC Digital Health in Berlin and support the expansion of the vertical. I moved to Berlin the following month and had an amazing first batch of startups. Aside from preparing the next SBC batch with the team, and launching a new program in Moscow, I am proud to now be a Partner at Rainmaking.

## KEY ADVICE FROM LARS

### Mobility

Make a decision of how mobile you are. This will influence what kind of opportunities match your aims.

### Get going

Don't wait until your runway ends. Always work towards next opportunities. Think like a startup.

### Utilization

It's a small organization, yet many opportunities. Make sure to actually utilize them.

# From SBC MD to RM Partner & CEO of all InsurTech within the group

## What is your current work?

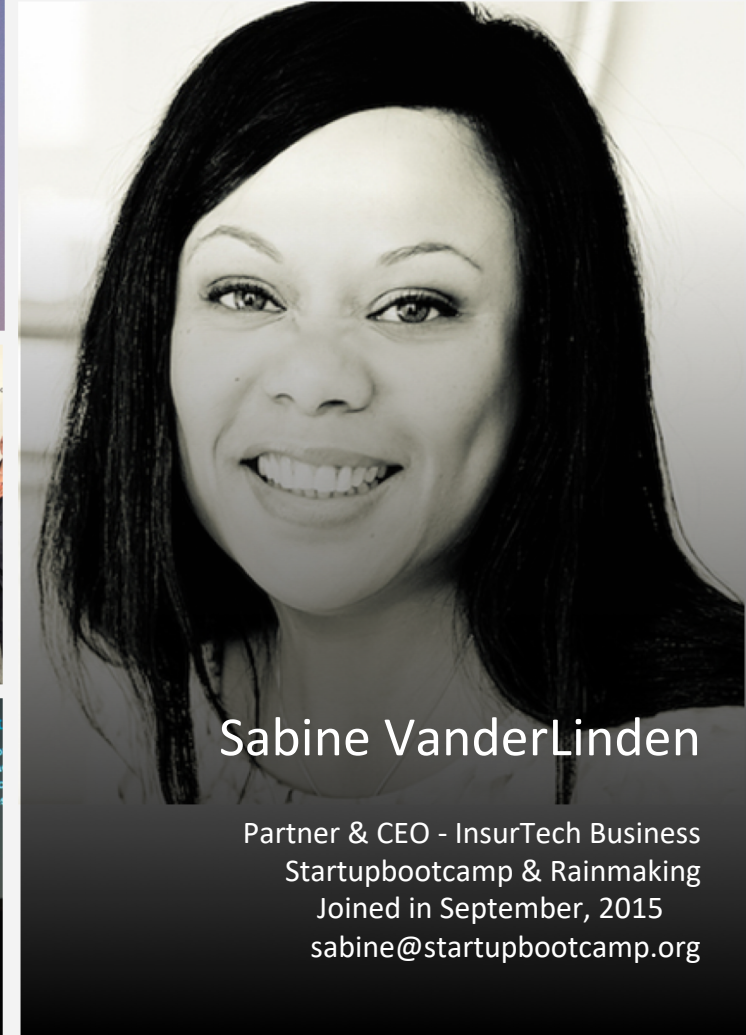
I am the CEO of everything within InsurTech across Rainmaking and SBC. My core goal is to shape high performing teams and talent, and identify, launch and deploy new programs across the globe - as well as identify the most relevant corporate innovation activity within existing and new partners.

## Walk us through your journey step by step?

Back in August 2015, I met Nektarios via a respected industry friend. She suggested to support the SBC InsurTech program as a mentor. *"This would take just a few hours of your time as you see fit"* she said. Nektarios was looking for an MD for the program, which would start early the following year. As he gradually realized that most of the UK insurance market knew me, Nektarios offered me the position.

I ran the InsurTech program as the MD and InsurTech expert, attending to the everyday needs of startups and corporates. I built a program that welcomed over 18 insurance partners. In September 2017, I finalised my second program in Hartford, Connecticut. It was then time for me to remove myself from daily operations to take a more global leadership role.

I am now helping insurers recognize their innovation maturing, guiding them to identify the best fit options within the full set of Rainmaking's capabilities and sharing how best to drive competitive advantage on their innovation journey. One of our team's key differentiators is our understanding of the industry, its challenges and the credibility we have built within the market during these past three years. Because of an amazing team, InsurTech represents today a portfolio of over 50 startups within SBC's portfolio, 40+ corporate insurance partners, and relations to hundreds of organizations. Aside from becoming the CEO of all InsurTech, I am very proud to have become the first – of many – female Partners at Rainmaking.



**Sabine VanderLinden**

Partner & CEO - InsurTech Business  
Startupbootcamp & Rainmaking  
Joined in September, 2015  
[sabine@startupbootcamp.org](mailto:sabine@startupbootcamp.org)

## KEY ADVICE FROM SABINE

### Research

Spend time understanding your market, the organization's capability to determine how best to meet client needs.

### Find your passion

Explore what kind of work gives you those *"shiny eyes"*. Once you find it, enhance your skills to truly be amazing at it.

### Listen

To colleagues, managers and especially the client. You will learn a lot about hidden opportunities.





## Colin Allison

Senior Program Manager  
Rainmaking Innovation in ASEAN  
Joined in June, 2015  
ca@rainmaking.io

### KEY ADVICE FROM COLIN

#### No Limit

There are plenty of opportunities, but YOU need to grab them.

#### Network

Get to know colleagues across the organization, and make sure they know you.

#### Learn

Focus on how you can learn more, rather than getting stuck on titles.



# Started as SBC intern, now Senior Program Manager

## What is your current work?

I oversee the delivery of work to all clients in Kuala Lumpur and Singapore, where I am the Senior Program Manager for all our projects, meanwhile supporting our teams. In addition, I am building the operations such as recruitment and training etc. I implement what we're doing in Copenhagen and London to this region, as we are expanding.

## Walk us through your journey step by step?

My journey with Rainmaking started back in 2014, where I got in touch with Nektarios while living in the US. I had just graduated university and was looking for internships to kick off my career. I knew I wanted to travel and explored this opportunity together with Nektarios, who then offered me a position as a Scout for the SBC London FinTech programme. What should have been a 3 month internship, turned into a 6 month process as the SBC InsurTech programme was launching in London, where I had the opportunity to help set up the program.

Nektarios was then launching FinTech in New York, and I jumped on the opportunity to lead the scouting and selection of startups for this programme and moved back to US. One year with Rainmaking had now gone by and I was ready for new learnings across the organization. I expressed this desire to London partner Jordan, when Rainmaking Innovation was taking shape. I moved back to London to join Jordan's team and was fortunate to work with several clients, help build up sales and marketing and create proposals. Then a big project was sold in Malaysia, where leadership was needed. I once again jumped on the opportunity. What should have been a 6 month project, ended with more sales in this region and I have now been here 1,5 years helping to build up our presence. Aside from an incredible learning journey across Rainmaking's business areas and locations, I am thrilled to have been granted "Director" level.

# How a startup alumni became Head of Global Startup Engagement

## What is your current work?

As the Head of Startup Engagement my overall focus is to centralize the startup scouting for all projects in Rainmaking at a global level. Our mission is to transform our talented scouts into world class sales professionals.

## Walk us through your journey step by step?

My journey in Rainmaking started when I met Todd Obrien (Rainmaking Partner) in Cairo in 2016, when he was recruiting startups for the Dubai Smart City program. I was running a logistics and supply chain startup and was selected among the Top 10 startups to join the first cohort of the program. The awesome experience I had as a participant in the program made me curious to know more about Rainmaking and the people behind it.

A few years later, I ran into Todd again. I was looking for a part time gig, so I joined Rainmaking as a consultant, leading the scouting and startup engagement for the Dubai FinTech program. I suggested a new approach to scouting that would improve results for our clients, and after a successful test I was asked to implement this approach at a regional level and join Rainmaking full-time. I went to Copenhagen to meet the partners, and there I was introduced to a plan for Scouting 2.0 (centralizing all Rainmaking scouting activities), which really peaked my interest; I returned to Cairo having been promoted to Head of Startup Engagement for all Rainmaking projects, on a mission to build the strongest startup engagement team in the world! We then grew the team from 4 to 15 people and ran 17 projects in just 6 months.

Most recently, I helped launch the Corporate Startup Engagement venture. This is a venture inside Rainmaking on a mission to improve our service and increase operations efficiency. I act as a Senior Manager in this new venture, while still leading the Startup Engagement Team in Cairo.



**Ehab El Shishiny**

Head of Startup Engagemnt  
CSE/Corporate Startup Engagement  
Rainmaking Innovation  
Joined in August, 2018  
ehab@rainmaking.io

## KEY ADVICE FROM EHAB

### Fail and learn

Don't be afraid to experiment with various initiatives and use these to inform you on what works and what doesn't.

### Know your audience

The ability to speak both corporate and startup lingo builds bridges between otherwise very different worlds.

### Systems Thinking

Analyze the relationships between a system's parts to make better decisions about how to improve a process or product.





Time to Make Rain