

# Financial Services

Financial Services utilises AI startup collaborations to maintain competitive edge

81%
of Financial Service
corporates have
collaborated with startups

According to Sopra Steria Next's Open Innovation Report 2025, the race for AI adoption has spurred significant activity in the Financial Services sector, with Financial Services corporates keen to collaborate with startups to keep up with the rapid pace of development. 81% of surveyed corporates have engaged in startup collaborations in the past two years, the highest rate of engagement of surveyed industries in the report. While the rate of engagement is high, successes can be difficult to drive. The percentage of successful collaboration in Financial Services is around average level, indicating that this sector still has room to improve.

79%
judge Open Innovation
as important to
strategy – just under
average

Financial Services organisations significantly stand out from other industries in their AI efforts. 71% have collaborated with AI startups in the past two years, the most out of any industry. These corporates clearly emphasise the importance of integrating AI into their business operations, as Financial Services corporates are the second most active industry at engaging startups for collaborations, accounting for 34% of such engagements. The race is on, and the fear of missing out is real: 74% the Financial Service corporates who are not collaborating today want to start in the coming years.

OO/o
Of Financial Services
corporates reach their
objectives always or most
of the time – just over the
industrial average

# Third highest number of corporates to have collaborated with startups

Q: Has your organisation ever collaborated with a startup? Companies selecting Yes, both Domestic and Foreign Startups, Yes, Domestic Startups and Yes, Foreign Startups



# 2. Average level of corporates who judge Open Innovation to be strategically important

3. Average level of successful collaborations

52% 73% ENERGY & UTILITIES AEROSPACE 68%

75%
TELECOMMUNICATIONS
65%
FINANCIAL

*AVERAGE* 

**SERVICES** 

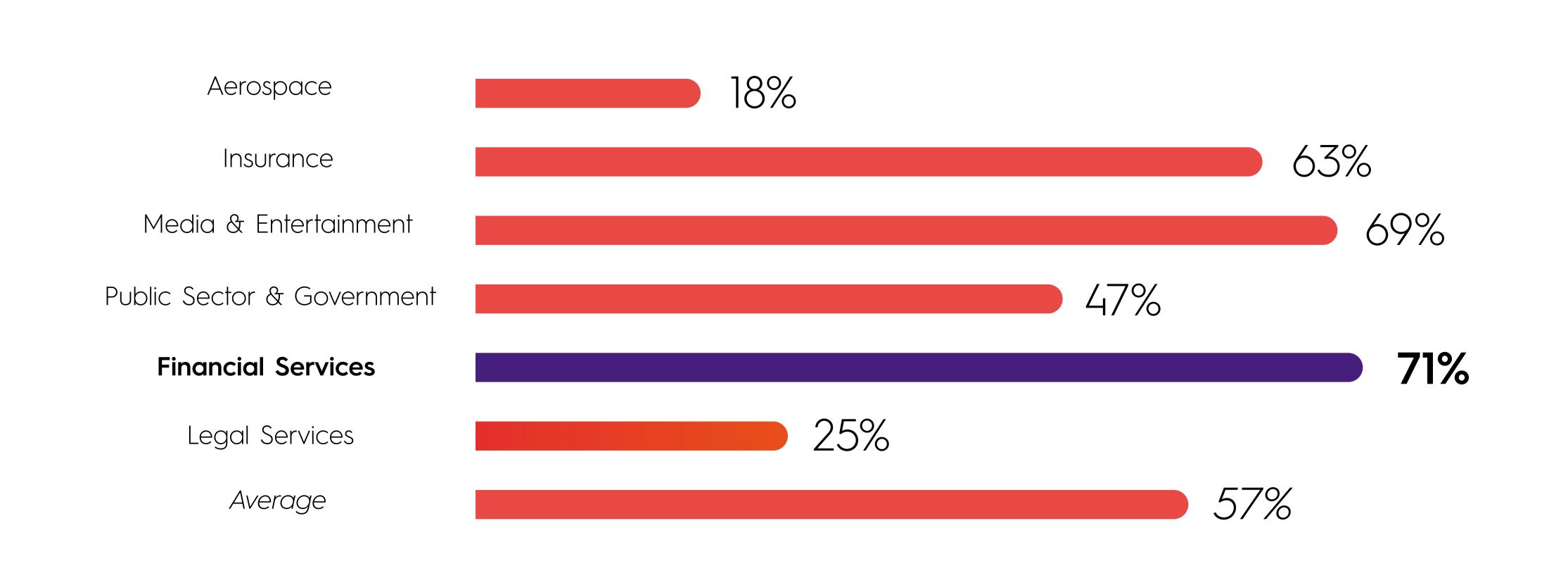
Q: Overall, how often in your collaborations with startups did you achieve your objectives? Companies answering Always and Most of the Time

### Q: How important is startup collaboration for your organisation's strategy? Companies answering Very Important (Mission Critical) and Slightly Important, but not Mission Critical

## Highest level of collaboration with Al-startups

Q: In which area(s) have you collaborated with startups within the last 24 months?

Companies answering Artificial intelligence (AI)



#### OS Most likely industry

DEFENSE &

HOMELAND SECURITY

to approach Al-startups for collaborations

HEALTH

Q: Which industries are most represented among the large organisations that seek AI-related collaborations with your startup?

Answered by startups

