CORPORATE VENTURING MATRIX

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BENEFITS		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
	MODELS	ECOSYSTEM								NURTURE																			
		Startup Scouting	Innovation Landscaping	Innovation Ecosystem Participation	Industry Consortium	Investor Networking	Crowdsourcing Platform	Open Innovation Program	Policy Advocacy	Corporate Accelerator	Corporate Incubator	Mentorship Program	Innovation Lab	Hackathon / Competition	Corporate Sponsorship	Advisory or Board Seat Role	Secondment Program	Talent Exchange Program	Startup Event & Conference	Innovation Challenge	University Partnership	Social Impact Program	Co-Working Space	Entrepreneur in Residence	Startup Advisory Service	Intrapreneurship Program	Corporate Challenge	Skill Development Workshop
1	Introduce Disruptive Innovation	○	○				○	○		○	○		○	○						○									
2	Facilitate Cross-Industry Innovation			○	○			○	○				○							○	○								
3	Enable Rapid Prototyping						○	○			○			○						○								○	
4	Diversify Product Offering	○	○					○			○		○							○						○			
5	Offer Cutting-Edge R&D							○			○		○	○			○	○			○							○	
6	Buy instead of Build	○	○			○				○	○								○										
7	Ensure a Constant Flow of Innovative Ideas	○	○	○		○	○			○	○		○	○					○				○		○	○			
8	Enhance Responsiveness to Market Changes	○	○	○		○					○			○		○			○										
9	Introduce New Business Models	○	○	○		○				○									○			○			○		○		
10	Facilitate Open Innovation	○	○	○	○	○	○	○					○	○					○	○				○					
11	Enhance Competitive Edge				○			○		○			○		○											○		○	
12	Explore New Business Verticals	○	○												○		○	○	○					○			○	○	
13	Expand R&D Capabilities							○					○					○			○							○	
14	Trip up Competition																												
15	Diversify Portfolios		○	○				○		○														○					
16	Access Emerging Markets Early and Easily		○	○	○							○			○				○										○
17	Externalise R&D						○	○					○	○						○							○		
18	Step in Ecosystems			○	○	○				○	○			○					○				○						○
19	Get Frank and Honest Feedback							○					○	○	○	○	○	○		○			○	○	○		○		○
20	Acquire Patents or Critical Credentials																												
21	Solve Innovation Challenges						○	○					○	○						○						○	○		
22	Get Real-Time Market Validation	○	○	○		○				○	○				○	○	○	○	○				○						○
23	Enhance Agility			○			○	○		○	○		○	○		○	○	○		○			○	○	○				
24	Offer Unique Problem-Solving Perspectives							○					○	○						○							○		
25	Introduce Lean Methodologies																												
26	Introduce Cost-Effective Solutions	○						○					○	○						○							○		
27	Optimise Resource Allocation																												
28	Improve Decision-Making																												
29	Enhance Operational Efficiency																												
30	Fast Track New Projects	○	○					○												○							○		
31	Facing the Uncertainty (Finding New Solutions to New Problems)	○						○					○	○						○		○					○		
32	Enhance Problem-Solving							○					○	○						○							○		
33	Drive Long-Term Sustainable Growth																												
34	Broaden Market Understanding																												
35	Enhance Brand Image																		○										
36	Expand Customer Reach																												
37	Enhance Productivity Through New Tools	○	○											○													○		
38	Bring Fresh Marketing Approaches																												
39	Expand into New Geographical Markets		○	○	○							○			○				○										○
40	Create New Revenue Streams																												
41	Build Community Engagement														○														
42	Innovate in Sales Strategies																												
43	Boost Legacy Revenues																												
44	Expand Customer Base																												
45	Revitalise Existing Client Portfolio	○	○	○				○		○	○		○	○						○		○					○		
46	Improve Customer Experience																												
47	Innovate in Customer Service																												
48	Enhance Customer Insights and Analytics																												
49	Promote a Culture of Continuous Customer Feedback												○				○	○					○	○		○		○	
50	Encourage Simplicity and User-Friendliness in Design												○	○						○									
51	Enhance Corporate Social Media Engagement																												
52	Improve Environmental Sustainability																					○							
53	Promote Sustainability and Social Responsibility						○	○	○					○	○		○			○		○					○		
54	Foster Innovative Governance Practices																												
55	Prepare Basecamps of Future Transformation																												
56	Reorganise Business Units																												
57	Leverage Data-driven Strategic Decision																○	○								○		○	
58	Rejuvenate Top-level Talents and Processes																○	○						○					
59	Share Risks												○								○								
60	Distribute Risks									○	○																		

BENEFITS		29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
	MODELS	COLLABORATION															INVEST			GROWTH			
		Open Doors & Tour	Licensing Agreement	Co-development Project	Proof of Concept Project	Venture Clienting	Co-Marketing Initiative	Research Collaboration	Distribution Partnership	Customer Access	Technology Sharing	Digital Transformation Initiative	Intellectual Property Partnership	Cross-Industry Initiative	Product Integration	Corporate (Open) Data Program	Standard Procurement Process	Corporate Venture Capital (CVC)	Investment Fund	Equity Stakes	Strategic Partnership	Venture Building	Joint Venture	Acquisi
1	Introduce Disruptive Innovation		○	○	○		○			○										○		○	○
2	Facilitate Cross-Industry Innovation						○			○			○				○			○		○	○
3	Enable Rapid Prototyping			○																	○		
4	Diversify Product Offering	○		○						○				○						○	○	○	○
5	Offer Cutting-Edge R&D		○	○	○		○			○		○	○	○						○			
6	Buy instead of Build				○																		○
7	Ensure a Constant Flow of Innovative Ideas														○		○				○		
8	Enhance Responsiveness to Market Changes				○					○	○		○				○						
9	Introduce New Business Models	○				○		○	○			○	○							○		○	
10	Facilitate Open Innovation		○	○			○			○	○	○	○	○						○			
11	Enhance Competitive Edge	○			○			○				○				○				○			○
12	Explore New Business Verticals	○	○	○			○	○		○		○	○								○		
13	Expand R&D Capabilities			○			○			○												○	○
14	Trip up Competition																○	○	○	○		○	○
15	Diversify Portfolios	○					○			○									○	○		○	○
16	Access Emerging Markets Early and Easily					○		○	○	○				○					○	○		○	○
17	Externalise R&D		○				○																
18	Step in Ecosystems						○						○			○	○			○	○		
19	Get Frank and Honest Feedback		○		○		○					○		○		○							
20	Acquire Patents or Critical Credentials	○	○	○			○			○		○		○			○	○	○	○		○	○
21	Solve Innovation Challenges																						
22	Get Real-Time Market Validation																						
23	Enhance Agility		○	○															○	○		○	
24	Offer Unique Problem-Solving Perspectives		○	○	○		○									○				○	○	○	○
25	Introduce Lean Methodologies		○	○			○			○	○			○			○					○	○
26	Introduce Cost-Effective Solutions		○		○		○	○		○	○			○		○				○			○
27	Optimise Resource Allocation		○		○			○		○	○			○						○			
28	Improve Decision-Making		○	○			○			○				○						○		○	
29	Enhance Operational Efficiency		○		○					○	○			○	○	○				○		○	○
30	Fast Track New Projects		○	○	○		○			○	○	○		○						○		○	
31	Facing the Uncertainty (Finding New Solutions to New Problems)				○		○	○												○			
32	Enhance Problem-Solving		○	○	○		○									○				○	○	○	○
33	Drive Long-Term Sustainable Growth																○	○	○	○	○	○	○
34	Broaden Market Understanding							○									○	○	○	○	○	○	○
35	Enhance Brand Image																○	○	○	○	○	○	○
36	Expand Customer Reach	○				○		○	○					○						○		○	○
37	Enhance Productivity Through New Tools				○					○	○			○		○							
38	Bring Fresh Marketing Approaches					○		○	○											○		○	○
39	Expand into New Geographical Markets					○		○	○	○				○					○	○		○	○
40	Create New Revenue Streams																○	○	○	○	○	○	○
41	Build Community Engagement	○				○		○	○	○		○	○		○				○	○		○	○
42	Innovate in Sales Strategies	○				○		○	○			○	○							○		○	○
43	Boost Legacy Revenues																						○
44	Expand Customer Base	○				○		○	○			○	○							○		○	○
45	Revitalise Existing Client Portfolio	○	○	○	○		○	○	○	○		○		○			○			○	○	○	○
46	Improve Customer Experience				○											○				○		○	○
47	Innovate in Customer Service																			○		○	○
48	Enhance Customer Insights and Analytics		○	○			○			○	○	○		○	○					○		○	○
49	Promote a Culture of Continuous Customer Feedback																						
50	Encourage Simplicity and User-Friendliness in Design		○	○			○																○
51	Enhance Corporate Social Media Engagement					○									○					○		○	○
52	Improve Environmental Sustainability	○	○	○	○		○			○	○					○				○		○	○
53	Promote Sustainability and Social Responsibility		○	○	○		○			○				○									
54	Foster Innovative Governance Practices																○	○	○	○	○	○	○
55	Prepare Basecamps of Future Transformation																						○
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57	Leverage Data-driven Strategic Decision														○					○		○	○
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60	Distribute Risks																○	○	○		○		

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
	MODELS	ECOSYSTEM								NURTURE																					COLLABORATION															INVEST			GROWTH			
BENEFITS	COPYRIGHT LAURENT KINET I NOVABLE 2024	Startup Scouting	Innovation Landscaping	Innovation Ecosystem Participation	Industry Consortium	Investor Networking	Crowdsourcing Platform	Open Innovation Program	Policy Advocacy	Corporate Accelerator	Corporate Incubator	Mentorship Program	Innovation Lab	Hackathon / Competition	Corporate Sponsorship	Advisory or Board Seat Role	Secondment Program	Talent Exchange Program	Startup Event & Conference	Innovation Challenge	University Partnership	Social Impact Program	Co-Working Space	Entrepreneur in Residence	Startup Advisory Service	Intrapreneurship Program	Corporate Challenge	Skill Development Workshop	Open Doors & Tour	Licensing Agreement	Co-development Project	Proof of Concept Project	Venture Clienting	Co-Marketing Initiative	Research Collaboration	Distribution Partnership	Customer Access	Technology Sharing	Digital Transformation Initiative	Intellectual Property Partnership	Cross-Industry Initiative	Product Integration	Corporate (Open) Data Program	Standard Procurement Process	Corporate Venture Capital (CVC)	Investment Fund	Equity Stakes	Strategic Partnership	Venture Building	Joint Venture	Acquisi
61	Ensure a Forward-Looking Vision	●	●	●	●		●	●		●	●		●	●			●	●	●	●			●	●		●	●				●	●	●	●	●			●	●			●	●	●				●	●		
62	Encourage Further Innovation Activities	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
63	Build Resilience	●	●	●			●	●		●	●		●	●					●	●		●									●	●	●		●	●		●	●	●		●		●	●	●	●	●	●	●	●
64	Provide (Un)Clear Message on Strategic Directions																																												●	●	●	●	●	●	●
65	Help Saving the Planet												●	●						●		●									●	●			●			●			●				●	●	●	●	●	●	●
66	Inject Entrepreneurial Spirit			●				●		●	●		●	●			●	●	●	●		●	●	●		●	●	●	●		●	●			●														●		
67	Foster a Culture of Innovation		●	●				●		●	●		●	●			●	●	●	●		●	●	●		●	●	●	●		●	●			●														●		
68	Encourage Risk Taking									●	●		●	●			●	●		●			●	●		●	●	●			●	●	●	●	●											●				●	●	
69	Cultivate Talent and Leadership											●			●	●	●	●					●	●							●	●		●	●	●	●	●	●	●	●	●				●			●	●	●
70	Enhance Corporate Learning	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
71	Encourage Collaboration							●						●									●								●	●	●	●	●	●		●	●	●	●	●						●	●	●	●
72	Stimulate Intrapreneurship									●	●	●				●	●	●						●	●	●		●																					●	●	
73	Adopt Flexible Work Models																						●			●		●																				●	●	●	●
74	Introduce Next-Generation Leadership Styles			●				●		●	●	●			●	●	●	●					●	●				●			●	●		●	●			●	●		●	●			●			●	●	●	●
75	Foster Transparency and Openness							●						●									●								●	●	●	●	●	●		●	●	●	●	●						●	●	●	●
76	Innovate in Human Resources																●	●						●		●																			●			●	●	●	●
77	Facilitate Effective Change Management							●		●	●		●	●			●	●		●		●				●	●				●	●		●	●				●									●		●	●
78	Acqui-hire Talents																																																		●
79	Promote Diversity in Thought and Action									●	●												●								●	●		●	●													●		●	●
80	Spur Creativity and Out-of-the-Box Thinking							●						●									●								●	●	●	●	●	●		●	●	●	●	●						●	●	●	●
81	Be more Attractive to Young Talents			●				●		●	●		●	●	●		●	●	●	●	●	●	●		●		●		●				●	●					●											●	●	
82	Foster a Performance-Driven Culture																														●		●						●			●	●	●					●		●	●
83	Have fun at work!							●						●									●								●	●	●	●	●	●		●	●	●	●	●						●	●	●	●
84	Get Insights into Next-Generation Workforce							●		●	●	●	●	●	●	●	●	●		●	●	●	●				●		●		●	●		●	●	●	●	●	●	●	●	●	●		●	●	●	●		●	●
85	Facilitate Digital Transformation	●	●																												●	●	●	●	●			●	●	●		●							●		●	●
86	Accelerate Technological Adoption	●	●																												●	●	●	●	●			●	●	●		●							●		●	●
87	Enhance Data Utilisation							●					●	●						●	●						●								●			●				●	●						●		●	●
88	Leverage Emerging Technologies	●	●																												●	●	●		●			●	●	●		●			●	●	●		●		●	●
89	Integrate Practical AI Integrations																																					●				●							●		●	●
90	Access Niche Expertise on New Technologies																																					●				●							●		●	●
91	Scale Agile Development																																					●	●			●							●		●	●
92	Test New Technologies Without Risk													●																		●	●		●			●	●			●		●						●		
93	Acquire Specific or Vertical Datasets																																																●		●	●
94	Drive Technological Upgradation	●	●							●	●																						●					●	●			●		●	●		●	●		●	●
95	Access Innovative Suppliers																																●											●								
96	Access Niche Suppliers																																●									●		●				●				
97	Create a Controlled Network of Innovation Solutions	●	●											●						●													●											●								
98	Keep the Grasp on Most Advanced Solutions and Technologies	●	●	●	●					●	●			●					●		●																															
99	Challenge Legacy Suppliers																																●											●								
100	Renew Supply-Chain Management																																●											●								

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