

100 WAYS
STARTUPS CAN TRANSFORM
YOUR ORGANISATION



CORPORATE

VENTURING

A FRAMEWORK

WORKSHOPS

The only way to never miss a critical innovation again, and to secure your organisation's long term growth

The **C**orporate **V**enturing **F**ramework

100 Ways Startups Can Transform Your Organisation

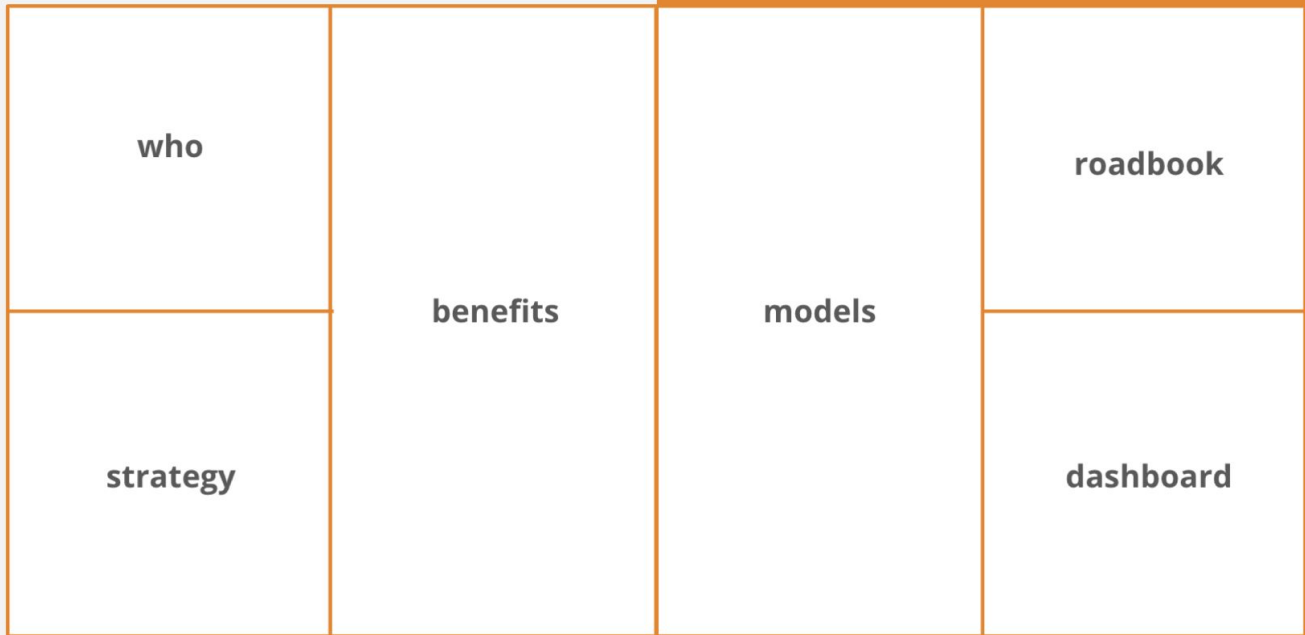
For large companies and corporations, collaborating with startups has become a mandatory exercise. The scale of challenges they face is such that external assistance is now necessary. More and more organisations have understood the importance of corporate venturing. Yet, fundamental questions remain. What concrete benefits can startups bring to my business? What are the most relevant startup engagement models? Where to start?

The "Corporate Venturing Framework" lists **100 ways startups can transform any organisation**, and **50 startup engagement models**. These two lists are articulated around a canvas that will help innovation professionals unfold the blueprint of their open innovation activities: a clear strategy, smart objectives, relevant initiatives, a pragmatic road book and a versatile performance monitoring dashboard.



step-by-step

corporate venturing canvas



corporate

venture



corporate venturing framework

elements



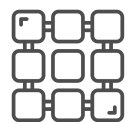
1
venturing
canvas



100
transformative
benefits



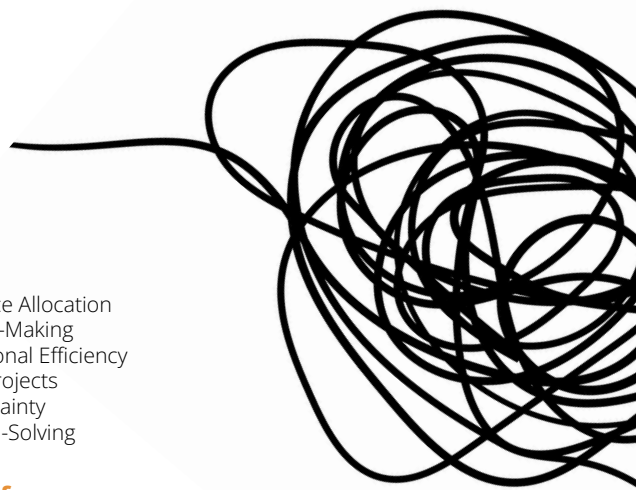
50
engagement
models



3
generative
matrices

100 Transformative Benefits

of collaborating with startups



core business

Innovation, Strategy and R&D

- Introduce Disruptive Innovation
- Facilitate Cross-Industry Innovation
- Enable Rapid Prototyping
- Diversify Product Offering
- Offer Cutting-Edge R&D
- Buy instead of Build
- Ensure a Constant Flow of Innovative Ideas
- Enhance Responsiveness to Market Changes
- Introduce New Business Models
- Facilitate Open Innovation
- Enhance Competitive Edge
- Explore New Business Verticals
- Expand R&D Capabilities
- Trip up Competition
- Diversify Portfolios
- Access Emerging Markets Early and Easily
- Externalise R&D
- Step in Ecosystems
- Get Frank and Honest Feedback
- Acquire Patents or Critical Credentials
- Solve Innovation Challenges
- Get Real-Time Market Validation

Business Process

- Enhance Agility
- Offer Unique Problem-Solving Perspectives
- Introduce Lean Methodologies
- Introduce Cost-Effective Solutions

Governance

- Improve Environmental Sustainability
- Promote Sustainability and Social Responsibility
- Foster Innovative Governance Practices
- Prepare Basecamps of Future Transformation
- Reorganise Business Units
- Leverage Data-driven Strategic Decision
- Rejuvenate Top-level Talents and Processes
- Share Risks
- Distribute Risks
- Ensure a Forward-Looking Vision
- Encourage Further Innovation Activities
- Build Resilience
- Provide (Un)Clear Message on Directions
- Help Saving the Planet

Culture & HR

- Inject Entrepreneurial Spirit
- Foster a Culture of Innovation
- Encourage Risk Taking
- Cultivate Talent and Leadership
- Enhance Corporate Learning
- Encourage Collaboration
- Stimulate Intrapreneurship
- Adopt Flexible Work Models
- Introduce Next-Generation Leadership Styles
- Foster Transparency and Openness

support functions

- Optimise Resource Allocation
- Improve Decision-Making
- Enhance Operational Efficiency
- Fast Track New Projects
- Facing the Uncertainty
- Enhance Problem-Solving

Business Performance

- Drive Long-Term Sustainable Growth
- Broaden Market Understanding
- Enhance Brand Image
- Expand Customer Reach
- Enhance Productivity Through New Tools
- Bring Fresh Marketing Approaches
- Expand into New Geographical Markets
- Create New Revenue Streams
- Build Community Engagement
- Innovate in Sales Strategies
- Boost Legacy Revenues
- Expand Customer Base
- Revitalise Existing Client Portfolio

Service

- Improve Customer Experience
- Innovate in Customer Service
- Enhance Customer Insights and Analytics
- Promote a Culture of Customer Feedback
- Encourage Simplicity and User-Friendliness
- Enhance Corporate Social Media Engagement

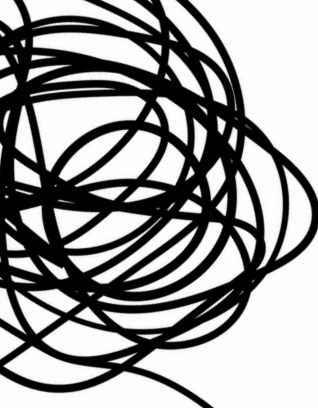
- Innovate in Human Resources
- Facilitate Effective Change Management
- Acqui-hire Talents
- Promote Diversity in Thought and Action
- Spur Creativity and Out-of-the-Box Thinking
- Be more Attractive to Young Talents
- Foster a Performance-Driven Culture
- Have fun at work!
- Get Insights into Next-Generation Workforce

Technology

- Facilitate Digital Transformation
- Accelerate Technological Adoption
- Enhance Data Utilisation
- Leverage Emerging Technologies
- Integrate Practical AI Integrations
- Access Niche Expertise on New Technologies
- Scale Agile Development
- Test New Technologies Without Risk
- Acquire Specific or Vertical Datasets
- Drive Technological Upgradation

Procurement

- Access Innovative Suppliers
- Access Niche Suppliers
- Create a Controlled Network of Solutions
- Keep the Grasp on Technologies
- Challenge Legacy Suppliers
- Renew Supply-Chain Management



50 Startup Engagement Models

to enable the 100 Benefits



ecosystem

- Startup Scouting
- Innovation Landscaping
- Innov. Ecosystem Participation
- Industry Consortium
- Investor Networking
- Crowdsourcing Platform
- Open Innovation Program
- Policy Advocacy



nurture

- 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



collaboration

- 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



investment

- Corporate Venture Capital (CVC)
- Investment Fund
- Equity Stakes



growth

- Strategic Partnership
- Venture Building
- Joint Venture
- Acquisition

Workshops

In one single day, your teams are introduced to the Corporate Venturing Framework, and apply it to their case in real conditions.

MORNING

The framework with real-life cases

A half-a-day workshop with your teams to introduce the Corporate Venturing Framework, its components and the best way to use it, using numerous real-life examples.

AFTERNOON

Hot seats with **your** cases

A half-a-day workshop in breakout sessions to apply the Corporate Venturing Framework to your organisation's use cases, strategy, project and initiatives.



0.5 day

0.5 day



Up to 20 participants

1 department or breakout sessions



Interactive Workshop

Collaborative & Participative



On-site or video conference

On-site or video conference



2 CVF Experts

2 or more CVF Experts



A copy of the CVF book offered to all participants

Participants must have attended the previous session



At the end of the day, you'll have

Key Takeaways

- ✓ A map of all collaboration models with startups, along with real world examples
- ✓ A methodology to identify untapped opportunities within your organisation (some can be surprising and simple!)
- ✓ The Corporate Venturing Framework Basic Certification
- ✓ The actionable blueprint and roadmap, applied to your case and organisation
 1. Identify your Benefits
 2. Select your Engagement Models
 3. Plan your Roadbook with points of attention
 4. Develop your Dashboard with relevant performance indicators
 5. Achieve your vision

Pricing

CVF workshops are the best way to get the highest possible value in a single day, whereas traditional consultants would need several weeks to achieve a similar outcome.

HALF A DAY

The framework

- ✓ Half-a-day (3 hours)
- ✓ 2 Experts
- ✓ Up to 20 participants
- ✓ A copy of the Corporate Venturing Book offered to each participant
- ✓ Lifetime access to the download platform for matrices and print-outs
- ✓ Free access to experts for support for 3 months

€5000,-

A FULL DAY

The framework in practice

- ✓ The half-day theory workshop
- ✓ Half-a-day practice workshop (3 hours)
- ✓ 2 Experts
- ✓ Up to 20 participants from the same unit (one specific common case)
- ✓ If different units, breakout sessions (max 3)
- ✓ Personalised strategies, roadbooks and dashboards

€10000,-

Travel and Accommodation are not included in the price. Charged at costs from Brussels, Belgium. Remote workshops are possible (video conference). Contact us for personalised setup.

More than 20 participants? See below for Conferences.

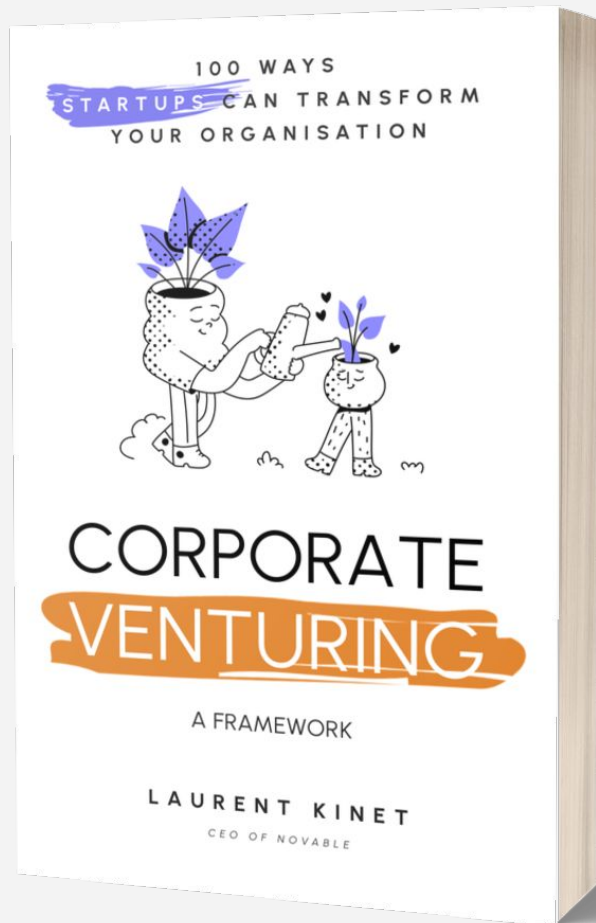
Conferences



Laurent Kinet, author of the Corporate Venturing Framework and CEO of Novable, gives keynote speeches and conferences on corporate venturing in general, and on the Corporate Venturing Framework in particular.

Internal or external audiences - 45 to 90 minutes - Can include copies of the Corporate Venturing Framework book for participants.

Contact us for more information and customised set up.



get your copy on



Trusted by industry leaders

Novable works with some of the largest firms on earth to help them engage with corporate venturing activities by scouting for innovations and startups worldwide, as the first step of their corporate venturing journey.



novable.com/client-stories



“ Novable was the best partner we could dream of. In the previous years we were scouting ourselves and we’re a small team. With Novable, their technology and the knowledge of their experts, we extended our reach in a shorter time frame. We’re eager to work with Novable in the years to come.

– Stephanie Wiedner
SAIS Program Director, GIZ

NOVABLE

Novable is the smartest
corporate venturing platform on earth,
connecting you with the best startups
to drive innovation, growth and
transformation – using artificial intelligence
and human expertise.



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