

|               |                   | FINANCE   |   |   | STRATEGIC ALIGNMENT   |   | INNOVATION & TECHNOLOGY  |   | OPERATIONAL EFFECTIVENESS   |  | PARTNERSHIPS & SYNERGIES   |   | ORGANISATIONAL IMPACT  |  | ECOSYSTEM ENGAGEMENT  |   | SUSTAINABILITY & CSR  |   |
|---------------|-------------------|---|---|---|---|---|--|---|---|--|--|---|--|--|---|---|---|---|
| Key Metrics   |                   | IRR   | Payback Period  | Revenue Growth  | Strategic Fit   | Market Share Impact   | Patents / Innovations  | Technology Integration Level  | Time to Market  | Scale-up Speed   | Synergy Realisation  | Collaboration Effectiveness   | Cultural Fit   | Employee Satisfaction  | Network Expansion   | Ecosystem Impact  | Sustainability Contribution   | CSR Initiatives   |
|               |                   | Gauge the profitability of investments over time. | Time taken to recover the initial investment in a startup | Track the revenue growth of the startup or the revenue impact on the parent company | Evaluate how well the startup aligns with the company's strategic goals | Assess the impact on the company's market share due to the engagement | Track the number of patents or innovations developed through the partnership | Assess how well the startup's technology has been integrated into the company | Time taken for a startup's product or service to reach the market | Speed at which the startup is able to scale its operations | Measure the extent of realised synergies between the startup and the company | Rate the effectiveness of collaboration between the startup and the corporate teams | Assess the alignment of the startup's culture with the corporate culture | Employee satisfaction within the startup and in relevant corporate departments | Track the expansion of the company's network through the startup engagement | Evaluate the impact of the engagement on the broader industry ecosystem | Assess contributions to environmental and social sustainability goals | Track the number and impact of CSR initiatives undertaken in partnership with the startup |
| ECOSYSTEM     | <b>ID Models</b>  |   |   |   |   |   |  |   |   |  |  |   |  |  |   |   |   |   |
|               | 1                 | Startup Scouting                                  |   |   |   | ○   | ○  |   |   |  |  |   |  |  |   |   |   |   |
|               | 2                 | Innovation Landscaping                            |   |   |   |   |  |   |   |  |  |   |  |  |   |   |   |   |
|               | 3                 | Innovation Ecosystem Participation                | ○   | ○   | ○   | ○   |  |   |   |  |  |   |  |  | ○   | ○   |   |   |
|               | 4                 | Industry Consortium                               | ○   | ○   |   | ○   |  |   |   |  | ○  | ○   |  |  | ○   | ○   |   |   |
|               | 5                 | Investor Networking                               | ○   |   |   |   |  |   |   |  | ○  | ○   |  |  | ○   | ○   |   |   |
|               | 6                 | Crowdsourcing Platform                            | ○   | ○   | ○   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  |   |   |   |   |
|               | 7                 | Open Innovation Program                           | ○   |   |   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  |   |   | ○   | ○   |
| NURTURE       | 8                 | Policy Advocacy                                   |   |   |   | ○   |  |   | ○   | ○  |  |   |  |  |   | ○   | ○   | ○   |
|               | 9                 | Corporate Accelerator                             | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 10                | Corporate Incubator                               | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 11                | Mentorship Program                                |   |   |   | ○   |  |   |   |  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 12                | Innovation Lab                                    | ○   | ○   | ○   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  |   |   | ○   | ○   |
|               | 13                | Hackathon / Competition                           |   |   |   |   |  | ○   | ○   |  |  |   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 14                | Corporate Sponsorship                             | ○   |   | ○   | ○   |  |   |   | ○  |  |   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 15                | Advisory or Board Seat Role                       |   |   |   | ○   |  |   |   |  |  |   | ○  | ○  | ○   | ○   |   |   |
|               | 16                | Secondment Program                                |   |   |   | ○   |  |   |   |  |  |   | ○  | ○  |   |   |   |   |
|               | 17                | Talent Exchange Program                           |   |   |   | ○   |  |   |   |  |  |   | ○  | ○  | ○   | ○   |   |   |
|               | 18                | Startup Event & Conference                        | ○   |   |   |   |  |   |   |  |  |   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 19                | Innovation Challenge                              | ○   | ○   | ○   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  |   |   | ○   | ○   |
|               | 20                | University Partnership                            |   |   |   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   |   |   |
|               | 21                | Social Impact Program                             |   |   |   | ○   |  |   |   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 22                | Co-Working Space                                  | ○   | ○   |   | ○   |  |   |   |  |  |   | ○  | ○  |   | ○   |   |   |
|               | 23                | Entrepreneur in Residence                         |   |   |   | ○   |  |   |   | ○  | ○  | ○   | ○  | ○  |   |   |   |   |
|               | 24                | Startup Advisory Service                          | ○   |   | ○   |   |  |   |   |  |  |   | ○  | ○  | ○   | ○   |   |   |
|               | 25                | Intrapreneurship Program                          |   | ○   |   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 26                | Corporate Challenge                               | ○   | ○   | ○   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  |   |   | ○   | ○   |
|               | 27                | Skill Development Workshop                        |   |   |   |   |  |   |   |  |  |   | ○  | ○  |   |   |   |   |
| 28            | Open Doors & Tour |   |   |   |   |   |  |   |   |  |  |   | ○  | ○  | ○   |   |   |   |
| COLLABORATION | 29                | Licensing Agreement                               | ○   | ○   | ○   | ○   | ○  |   | ○   | ○  | ○  | ○   | ○  | ○  |   |   |   |   |
|               | 30                | Co-development Project                            | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   |   |   |
|               | 31                | Proof of Concept Project                          | ○   | ○   |   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   |   |   |
|               | 32                | Venture Clienting                                 |   |   |   |   |  | ○   |   |  |  | ○   | ○  |  |   |   |   |   |
|               | 33                | Co-Marketing Initiative                           |   | ○   |   |   |  |   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 34                | Research Collaboration                            | ○   | ○   |   | ○   |  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   |   |   |
|               | 35                | Distribution Partnership                          | ○   |   | ○   | ○   | ○  |   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   |   |   |
|               | 36                | Customer Access                                   | ○   |   |   | ○   | ○  |   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   |   |   |
|               | 37                | Technology Sharing                                |   |   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  |   |   |   |   |
|               | 38                | Digital Transformation Initiative                 |   | ○   |   |   |  |   |   |  |  |   | ○  | ○  |   |   | ○   | ○   |
|               | 39                | Intellectual Property Partnership                 | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 40                | Cross-Industry Initiative                         | ○   |   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 41                | Product Integration                               |   |   | ○   | ○   | ○  |   | ○   | ○  | ○  | ○   | ○  | ○  |   |   |   |   |
|               | 42                | Corporate (Open) Data Program                     |   |   |   |   |  |   |   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 43                | Standard Procurement Process                      | ○   |   |   | ○   |  |   |   | ○  | ○  | ○   | ○  | ○  |   |   |   |   |
| INVEST        | 44                | Corporate Venture Capital (CVC)                   | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 45                | Investment Fund                                   | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 46                | Equity Stakes                                     | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
| GROWTH        | 47                | Strategic Partnership                             | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 48                | Venture Building                                  | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 49                | Joint Venture                                     | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |
|               | 50                | Acquisition                                       | ○   | ○   | ○   | ○   | ○  | ○   | ○   | ○  | ○  | ○   | ○  | ○  | ○   | ○   | ○   | ○   |