		STRATEGIC ALIGNMENT		GOVERNANCE & STRUCTURE						STAKEHOLDER MANAGEMENT			PORTFOLIO MANAGEMENT		
Points of Attention		Corporate Objectives	Customisation of Model	Leadership Involvement	Organisational structure	Legal & Compliance	Regulatory Adherence	Ethical Standards	ESG & CSR	Internal Stakeholders	External Stakeholders	Communication Plans	Diversification Strategy	Performance Tracking	Resource Allocation
		Align the model with long-term strategic goals	Adapt to fit the unique aspects of your organisation (industry and strategy)	Ensure executive buy-in and ongoing support	Design a framework that supports collaboration between startup and parent company	Address legal, regulatory, and compliance issues	Ensure compliance with all relevant laws and regulations	Maintain high ethical standards in all engagements	Align startup engagements with the company's sustainability and CSR objectives	Regularly engage with various internal departments to ensure alignment and support	Manage relationships with external stakeholders, including investors, partners, and regulatory bodies	Develop clear communication plans to keep stakeholders informed and involved	Ensure a balanced mix of startups in terms of sectors, stages, and risk profiles	Regularly monitor and evaluate the performance of the startup portfolio	Strategically allocate resources across the portfolio to maximise synergies and returns
ID **Models**															
ECOSYSTEM															
1 Startup Scouting													◎		
2 Innovation Landscaping													◎		
3 Innovation Ecosystem Participation		◎						◎			◎		◎		
4 Industry Consortium		◎	◎	◎		◎		◎		◎	◎	◎			
5 Investor Networking											◎		◎		
6 Crowdsourcing Platform		◎	◎			◎		◎			◎		◎		◎
7 Open Innovation Program		◎	◎			◎		◎		◎	◎		◎	◎	
8 Policy Advocacy		◎		◎		◎	◎	◎			◎	◎			
NURTURE															
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		◎	◎	◎	◎	◎	◎	◎	◎	◎	◎	◎		◎	◎

Category	ID	Models	FINANCE		OPERATIONS			CULTURE & STARTUP HR				ECOSYSTEM		KNOWLEDGE TRANSFER		
		Points of Attention	Budgeting & Resources	Financial Risk Assessment	Process Design	Resource Allocation	Performance Metrics	Cultural Alignment	Change Management	Acquisition & Retention	Development Programs	Building of Relationships	Networking	Learning Opportunities	Intellectual Property	Technology Integration
			Allocate appropriate resources and budget for the corporate venturing model	Understand and mitigate financial risks associated with each model	Establish clear processes for engagement, evaluation, and integration of startups	Assign dedicated teams or individuals responsible for managing the engagement	Develop metrics to measure the effectiveness of the engagement	Assess and bridge cultural differences between the startup and the corporate environment	Prepare the organisation for the changes that come with integrating startups	Support startups in attracting and retaining top talent	Provide training and development programs for startup employees	Develop strong relationships with startups, accelerators, VCs, and other ecosystem players	Leverage existing networks or create new ones to identify potential startup partners	Facilitate mutual learning between the corporate entity and startups	Manage intellectual property considerations, especially in collaborative projects	Ensure technological compatibility between the corporate systems and the startups' solutions
ECOSYSTEM	1	Startup Scouting	◎	◎		◎	◎					◎				
	2	Innovation Landscaping	◎	◎		◎	◎					◎				
	3	Innovation Ecosystem Participation	◎	◎		◎	◎					◎	◎	◎		
	4	Industry Consortium	◎	◎		◎	◎					◎	◎	◎	◎	
	5	Investor Networking	◎	◎		◎	◎					◎	◎			
	6	Crowdsourcing Platform	◎	◎	◎	◎	◎		◎			◎		◎	◎	◎
	7	Open Innovation Program	◎	◎	◎	◎	◎	◎	◎			◎	◎	◎	◎	
	8	Policy Advocacy	◎	◎		◎	◎					◎	◎	◎		
NURTURE	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	◎	◎	◎	◎	◎	◎	◎	◎	◎	◎		◎		

	ID	Models	Data Governance	Pilot Projects	Scaling Strategies	Integration Plans	Continuous Assessment	Feedback Mechanisms	Planning for Exits	Internal Communication	External Communication	Adaptation & Evolution	Add your own
		Points of Attention	Ensure proper governance of data shared and generated through startup collaborations	Start with pilot projects to test the collaboration	Plan for scaling successful initiatives	Develop plans for fully integrating successful startups or their technologies into the company	Regularly evaluate the progress and impact of the engagement	Implement mechanisms for feedback from all stakeholders involved	Develop clear exit strategies for different scenarios (e.g., acquisition, divestiture)	Keep internal stakeholders informed about the progress and successes	Manage external communications, particularly in relation to market perceptions and investor relations	Be prepared to evolve the engagement model based on lessons learned and changing market conditions	...
ECOSYSTEM	1	Startup Scouting					○	○		○		○	
	2	Innovation Landscaping					○	○		○		○	
	3	Innovation Ecosystem Participation					○	○		○	○	○	
	4	Industry Consortium	○				○	○		○	○	○	
	5	Investor Networking					○	○	○	○	○	○	
	6	Crowdsourcing Platform	○		○	○	○	○	○	○	○	○	
	7	Open Innovation Program	○		○	○	○	○		○	○	○	
	8	Policy Advocacy	○				○	○		○	○	○	
NURTURE	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	○	○	○	○	○	○	○	○	○	○	

Column group headers: **SCALING & INTEGRATION** (Data Governance, Pilot Projects, Scaling Strategies, Integration Plans) · **MONITORING & EVALUATION** (Continuous Assessment, Feedback Mechanisms) · **EXIT STRATEGY** (Planning for Exits) · **COMMUNICATION & REPORTING** (Internal Communication, External Communication) · **CONTINUOUS IMPROVEMENT** (Adaptation & Evolution) · **ADD YOUR OWN** (Add your own)

corporateventuringframework.com