

Landing the value of corporate investing

To learn more, contact info@gcvinstitute.com

Financial returns are not enough. "Landing the Value of Corporate Venturing" focuses on the critical role of partnering for success to deliver strategic value to corporate parents.

Sharing the expertise of corporate venture leaders to address the unique challenges of corporate venture, this course will be valuable for corporate investors (CVC), corporate venture business development (CVBD), portfolio development professionals, as well as parent business, functional and shared service touchpoints.

Course participants will demonstrate the ability to:

- Collaborate in teams (Investment team/BD/BU) to understand problems sets and become skilled advocates for the CV portfolio
- Build strategic networks that contribute to CV program credibility and influence
- Improve influence, communication skills and presence to generate opportunities and accelerate partner relationship development
- Define and accelerate models/structures for bilateral portfolio value delivery
- Effectively problem solve when encountering barriers to parent-startup engagement
- Contribute to development and tracking of strategic performance metrics
- Develop action plans for personal and program success

Engaging Learning Modalities

- CV expert lectures, resources and tools
- High performer practitioner video 'storytelling'
- Knowledge check exercises, testing
- Scenario-based group work and role plays
- Multi-functional pod-based applied learning for stickiness

The Global Corporate Venturing Institute concept arose from conversations among the authors of **Corporate Venturing: A Survival Guide**, and leaders representing the world's most successful and resilient Corporate Venturing (CV) programs.



To play an influential role in the global innovation economy and to be a mainstream contributor to the corporate innovation imperative, CV must continue to advance and professionalize.

"What is super compelling about the Institute concept and its initial CVBD focus is creating an approach to help programs survive and thrive."

(Corporate Venture Leader and Advisor)

"If you look at the realities of Covid-19, particularly for programs with off balance sheet investment funding - CVBD is the survival piece. My parent could turn off my investment dollar and I'd still have value to deliver."

(Corporate Venture Leader and Advisor)

Pilot Course Dates

October 13 (2020)	Kick-off Meeting
November 10, 11, 12	Immerse Sessions
December 1 & 15	Group Meetings
January 11 (2021)	Wrap up and Celebrate
January 27-28	GCV Summit – Pilot Results, Program Launch and Reception

Kick-Off (Month 1)	Immerse (Month 2)	On-The-Job (Month 3)	Wrap Up (Month 4)
<ul style="list-style-type: none"> • Participant nomination • CV Program profiled • CVBD key challenge approved • Pod formed • Pre-reads • Kick-off session 	<ul style="list-style-type: none"> • Corporate venturing common language & context • The power of end-to-end investing – CVBD • Optimizing strategic networks (internal / external) • Parent-startup (big-small) engagement models • Measuring & communicating performance 	<ul style="list-style-type: none"> • Mentored pods address approved CVBD challenge • Peer network outreach • CV program sponsor checkpoint • Peer group sharing session 	<ul style="list-style-type: none"> • Post course learnings / experience • Celebrate successes • Peer support cadence • Pilot course improvements