

CORPORATE VENTURING

WEBINAR – JANUARY 19, 2023



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https://www.youtube.com/watch?v=AsxEgSb_K74&t=118s



**REVELX
PODCAST**

DOWNLOAD OUR BRAND NEW **PLAYBOOK** ON CORPORATE VENTURING



SUCCESSFUL INNOVATORS TURN UNCERTAINTIES INTO POSSIBILITIES FOR GROWTH

/ INNOVATION WEBINAR | CORPORATE VENTURING



CAROL WRIGHT
REGIONAL SALES LEADER @ QMARKETS

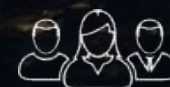


MATTHIJS ROSMAN
PARTNER @ REVELX

QMARKETS AT A GLANCE ...



EUROPE & US
Sales Offices



60+ (FTEs)
Team members

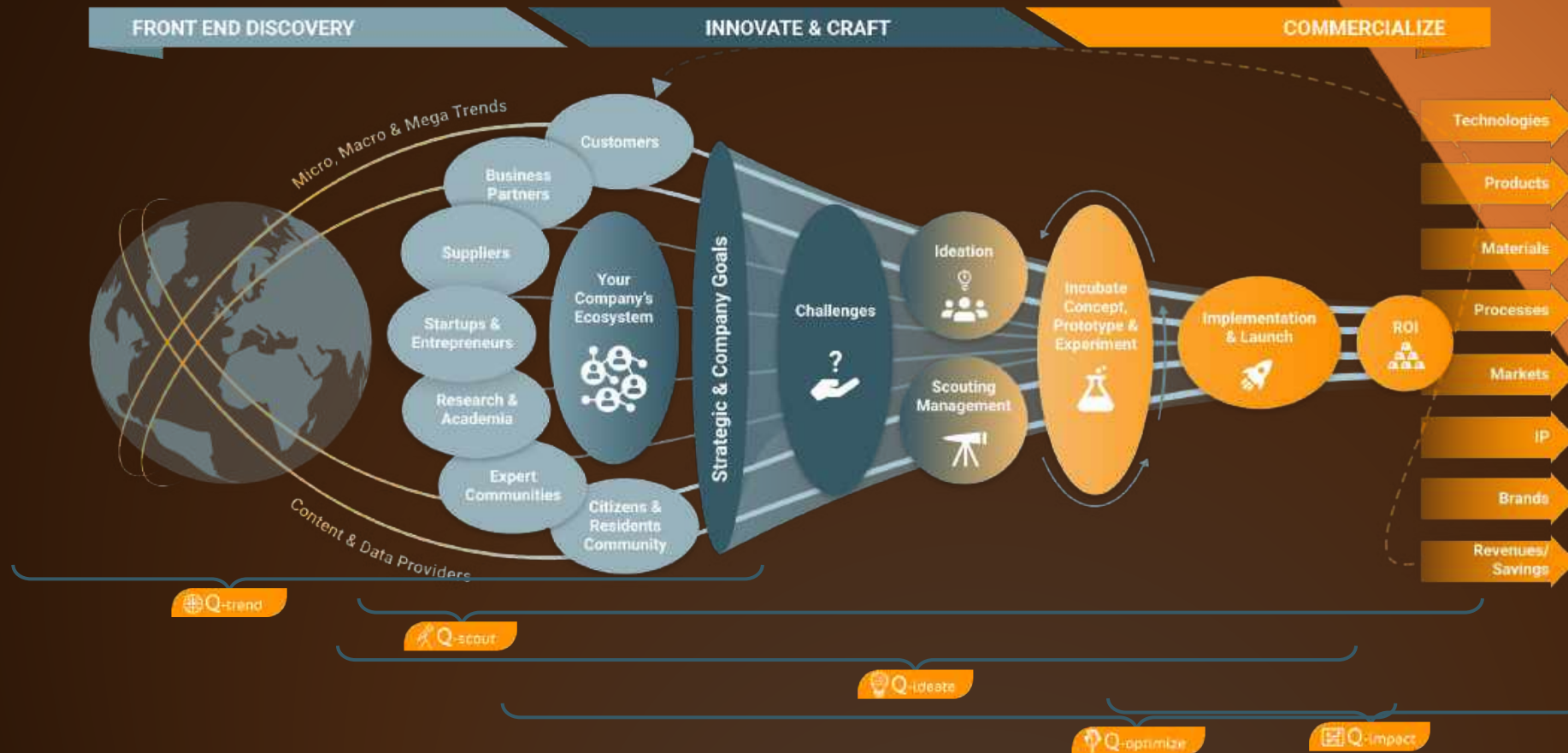


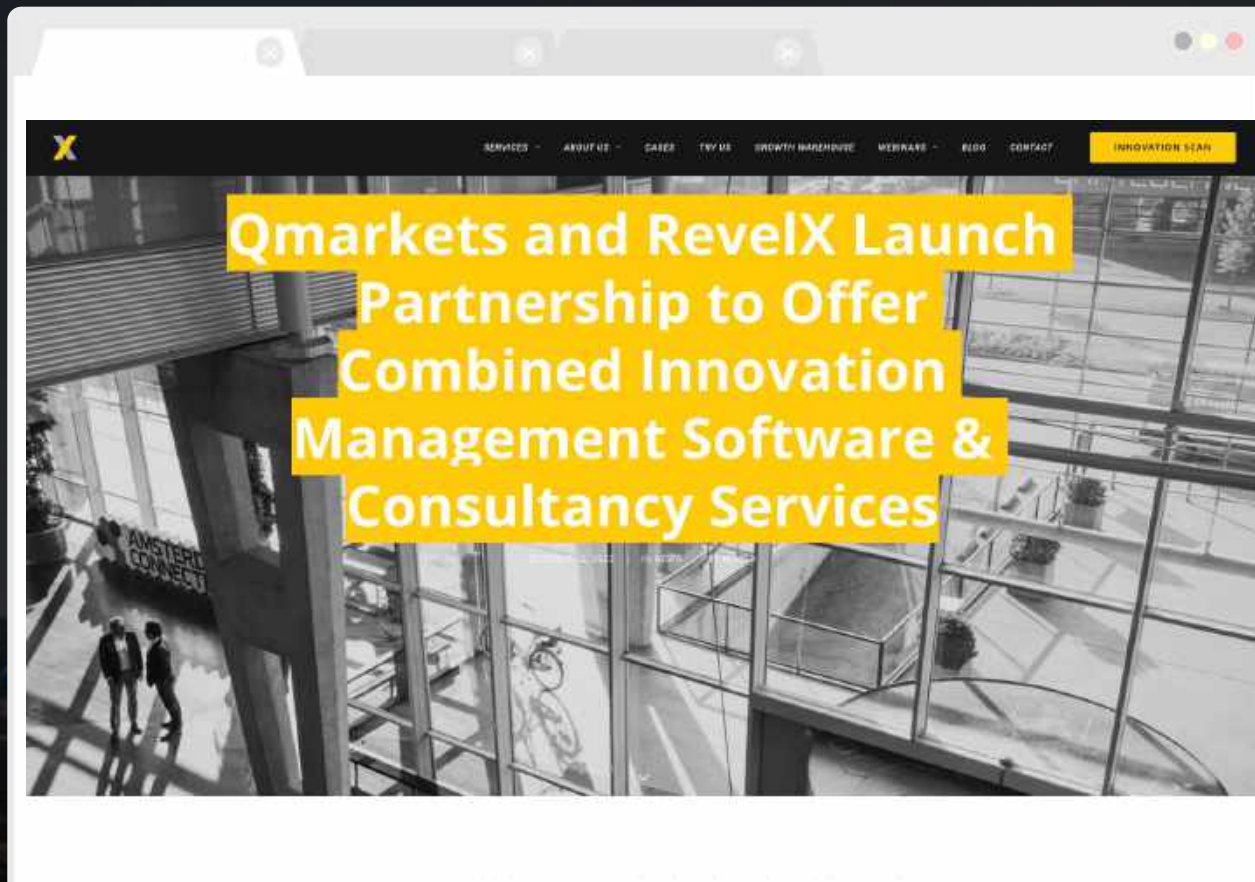
208 customers
worldwide



20+ partners &
resellers

QMARKETS' SOLUTIONS ACROSS THE INNOVATION ECO SYSTEM





IN TODAY'S WEBINAR

1

What is corporate
venturing?

2

Why engage in
corporate
venturing?

3

What does the
corporate venturing
process look like?

4

How can you
become best-in-
class?

CORPORATE VENTURING

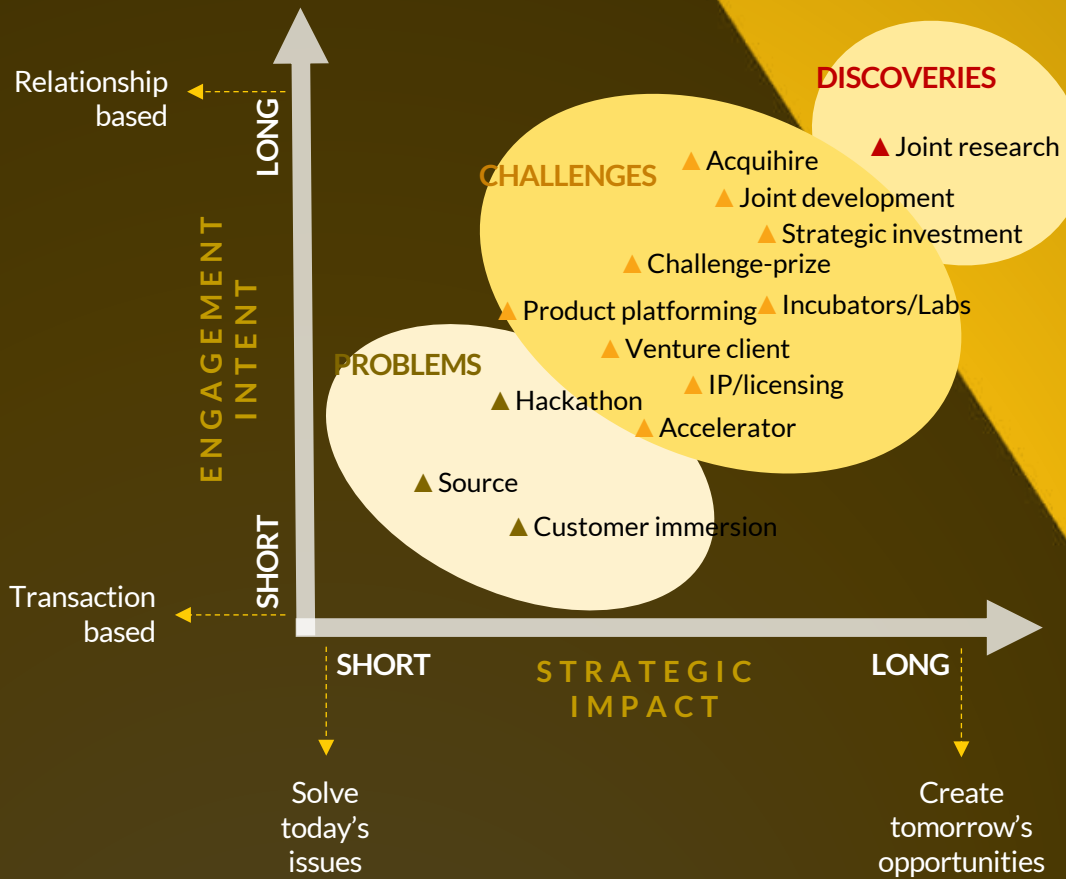
An innovation and growth strategy in which a larger, more established company enters a partnership with one or more innovative organizations in order to co-develop innovative products and services, independent of any financial investments

A low-angle, upward-looking shot of a modern skyscraper with a glass facade. The building's structure is composed of a grid of dark metal frames and reflective glass panels. A large, bright yellow geometric shape, resembling a stylized 'Z' or a series of overlapping triangles, is superimposed over the center of the image. The sky is a deep blue with some light, wispy clouds. The overall composition is dynamic and modern.

“OPEN INNOVATION”

An innovation model, in which an organization does not just rely on their own internal knowledge and (re)sources, but also uses multiple external sources such as customers, competitors, experts, academia, research institutes, trends, patents, startup databases, innovation ecosystems, etc.

CORPORATE VENTURING OPTIONS



CORPORATE VENTURING IS PART OF THE INNOVATION GROWTH MIX

BUY

PARTNER

BUILD





**44% OF CORPORATES
SEE THE IMPORTANCE OF
STARTUPS AS A SOURCE
FOR INNOVATION IN 2025**

Source: MIT research

KEY TRENDS IN CORPORATE VENTURING

- » Enterprises don't want to miss any of the action
- » Non-exclusivity is key – cast the widest net possible
- » CVC activity continues to increase from 2015 onwards– now USD 60B+
- » Big Tech increased investments >17B USD since 2020
- » Potential for 2023 – still accelerating market

Various sources: Wallstreet Journal, Various Tier1 Consulting Firms



BMW (IN)VALIDATES EMBRYONIC PRODUCTS AS A PAYING CUSTOMER



UNILEVER JOINS FORCES WITH MICROALGAE BIOTECH STARTUP ALGENUITY



NUTRECO DISRUPTS WITH MOSA MEAT





ZEELANDIA PARTNERS WITH FOOD INNOVATORS

WHY ENGAGE IN CORPORATE VENTURING?

1

DEVELOP NEW TECHNOLOGY & APPLICATIONS

2

ENTER & EXPAND NEW MARKETS, CUSTOMER GROUPS & GEOGRAPHIES

3 **DEVELOP NEW (AGILE) WAYS OF WORKING**

4

ATTRACT, RETAIN, AND HIRE NEW OR OTHER TALENT

5

ACCELERATE THE PACE OF INNOVATION

6

MAKE YOUR INNOVATION PROCESS MORE AGILE

7

**COUNTER DISRUPTIVE
THREATS IN YOUR
INDUSTRY OR BUSINESS**

8

ENGAGE IN SOCIAL INNOVATION

9

**GENERATE FINANCIAL
GAINS**

CORPORATE VENTURING PROCESS FRAMEWORK

INNOVATION PHASE	IDEATION		VALIDATION		SCALE UP
INNOVATION STEPS	1. DISCOVERING	2. MATCH MAKING	3. EXPLORING	4. CREATING	5. LAUNCHING
CORPORATE VENTURING ACTIVITIES	Discovering the relevant trends, technologies, solutions, startups, and scaleups at the right maturity level	Matching the findings with the business growth challenges and select partners with the right fit	Find potential use cases for applying the new solutions and ideas into the business (if applicable)	Validation of business feasibility of the new venture	Launch of the innovation and embedding into the business (if applicable)

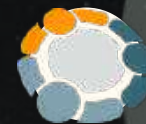
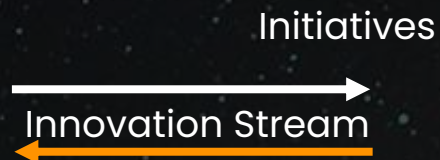
DATA-DRIVEN OPEN INNOVATION

EXPAND
INNOVATION
BEYOND YOUR
COMPANY SILOS



ACME Corp.

- Needs
- Priorities
- Challenges



Solutions

Initiatives

Prototypes

POCs

Trends

Patents

Research

Technologies

Experts

Startups & Scale-ups

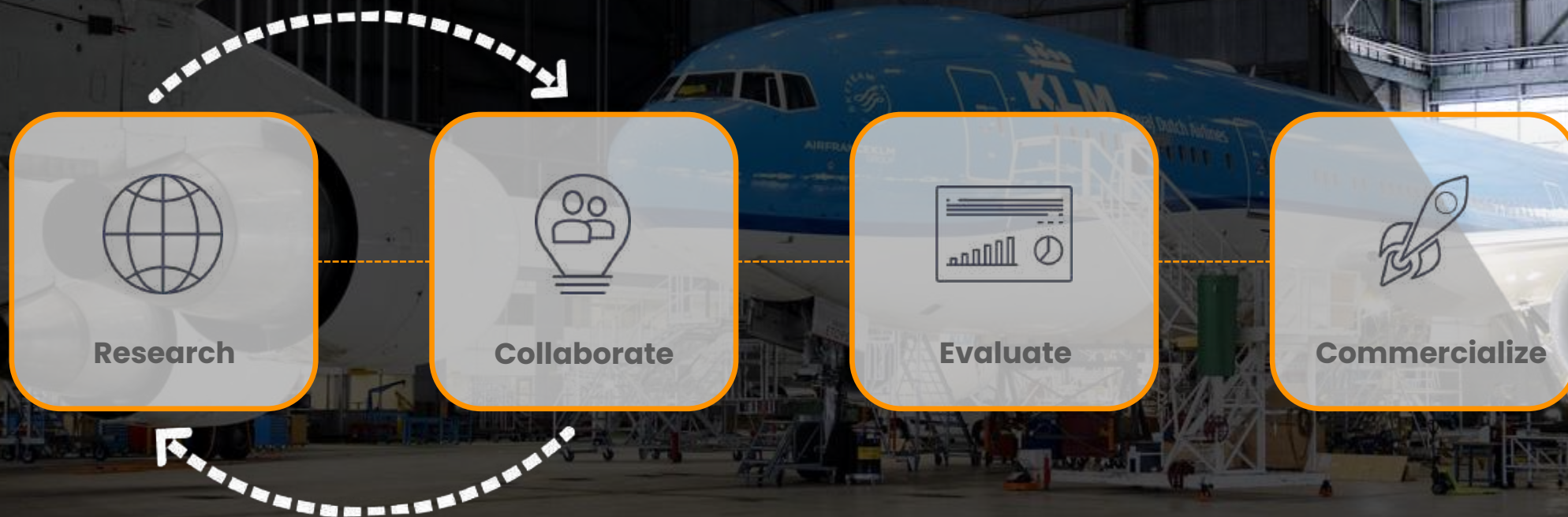
EXAMPLES ACROSS INDUSTRIES

- » HEALTHCARE
- » AUTOMOTIVE
- » TELCO
- » MANUFACTURING
- » REAL ESTATE
- » TRANSPORTATION

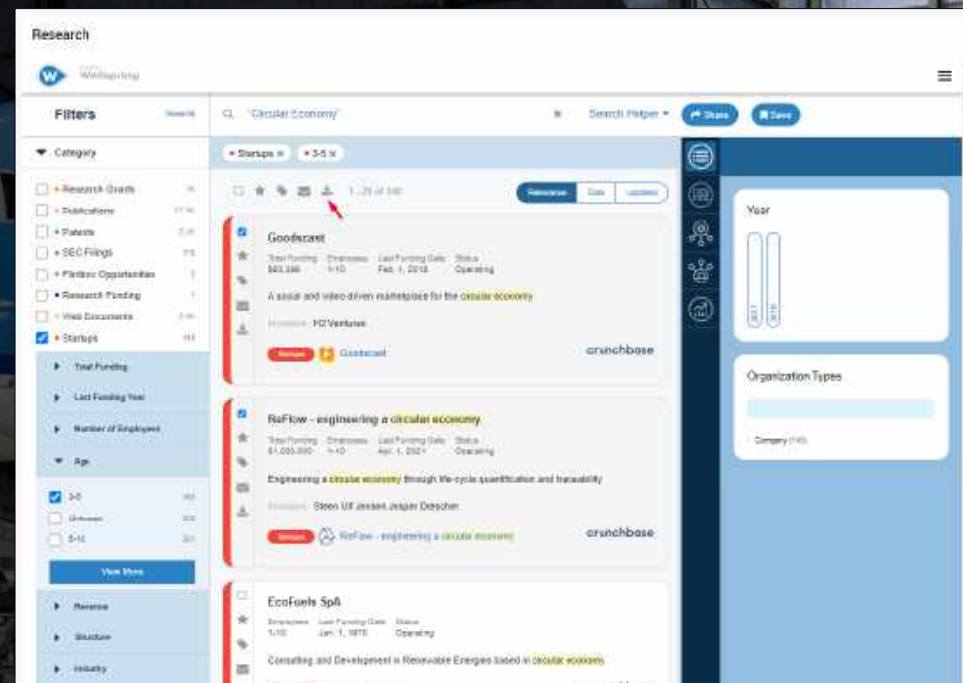
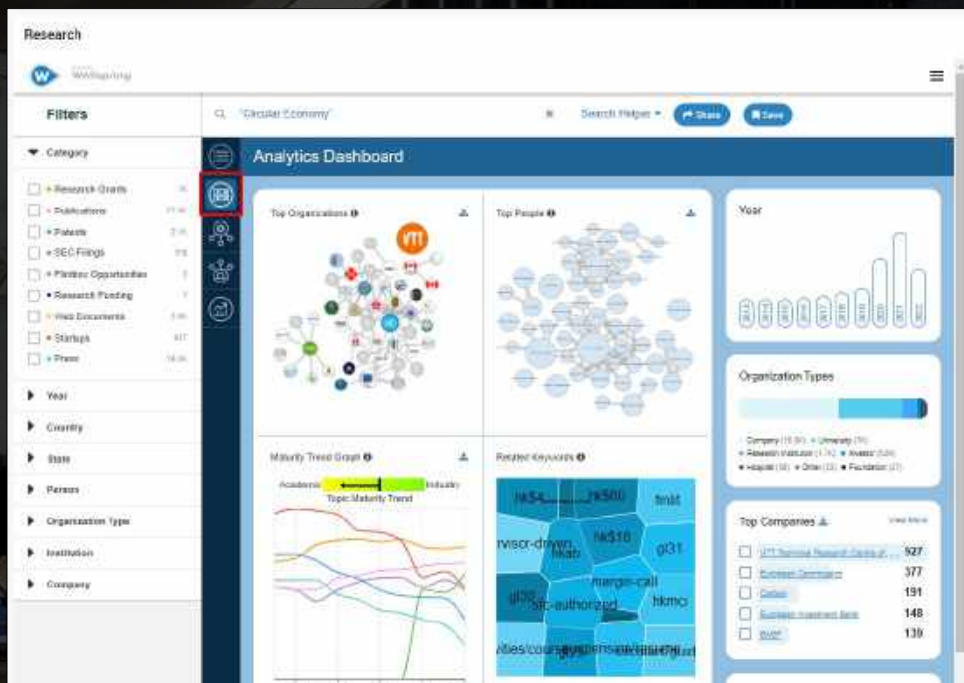
CORPORATE VENTURING WITH QMARKETS AT KLM

THE PURSUIT OF TECHNOLOGY INNOVATION

END-TO-END INNOVATION LIFECYCLE MANAGEMENT



RESEARCH THE MARKET



COLLABORATE AND EVALUATE

Timeline: Closed | 31 days from latest activity (last 100 days) | 100 items

Submission Discovery Evaluation Commercialization Scaling

Flyp (#8605)
By James P. Smith | USA, MI | 01/04/2022 - 2022 | 7 weeks | 100 items

Business Focal Point
Flyp is one of the largest circular economy enablers in the world. With state-of-the-art products and a B2B marketplace, Flyp empowers businesses of thousands of power-saver businesses who resell second-hand goods professionally. These small businesses are responsible for saving millions of pounds of used goods that would have ended in the landfill otherwise. The result: a fly economy is a critical component of the circular economy, yet it seems to go unnoticed. Repetitive, less-impactful and not as profitable as it could be. Flyp is a platform that is designed to help these businesses grow and thrive. Flyp was founded by James P. Smith and Gary A. Smith, two retail industry pioneers who built, sold and IPO'd multi-million dollar retail marketplaces. For more information, visit <https://www.flyp.com>.

4.5
Review Committee
Call Now

Tag Line
Flyp is one of the largest circular economy enablers in the world.

Employee Count
11-50

Website
<https://www.flyp.com>

Product Stage
Production (Live Customer)

Potential/Biz Interest
IT / Research and Development

Main Geographical Location
USA (United States of America)

Company Locations/Offices
44 Montgomery at Suite 300
San Francisco, CA 94104
United States

Contact Person Details
Matthew Harrison

Recent Startups
Profile - developing a circular economy (#7736)
Bookings (#5734)
Johnson & Johnson (#4730)
Hero Protein (#3737)
Insert Food Technologies (#2739)

Similar Startups
EcoRote

Submission Collect Observe Anticipate Move

TC Circular Economy (#7552)
By TishiaDye | 01/04/2022 - 18:41 | 18 reads | Automatically Translated

4.2
Review Committee
Call Now

Design for circularity
The circular economy extends the service life of goods through reuse, repair, recycling and technological and design-oriented upgrading. At the end of their life cycle, all products are broken down into their individual parts. These parts can then either be directly reused or are broken down again to separate the materials they contain. This gives rise to a closed material cycle and it is no longer necessary to extract new materials. And this applies to all materials, not just to fine, rare or exhaustible ones. Design for circularity is a condition for enabling disassembly at the end of the product life cycle.

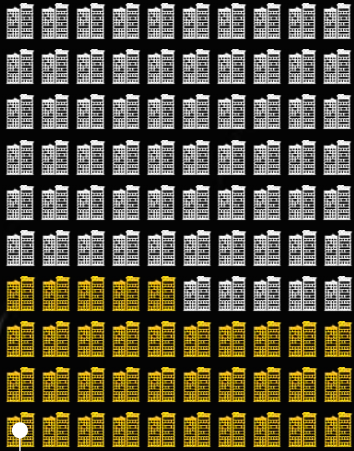
Data-based circular economy
Sorting materials into clean parts involves a great deal of work and data. Both waste sorting and identifying material parts are enabled by various data-based AI applications, such as image recognition technology and robotics.

Similar Content
Fully recyclable wind turbines (#7452)
Shoes for the circular economy (#7522)
Management platform for circular economy (#7522)
Circular economy for luxury fashion (#5738)
Autonomous waste management system (#6851)
Material generators

COMMERCIALIZE – MAKING INFORMED DECISIONS

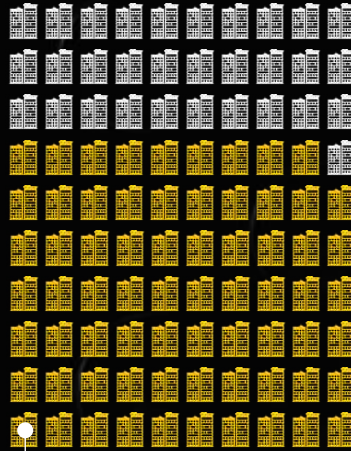


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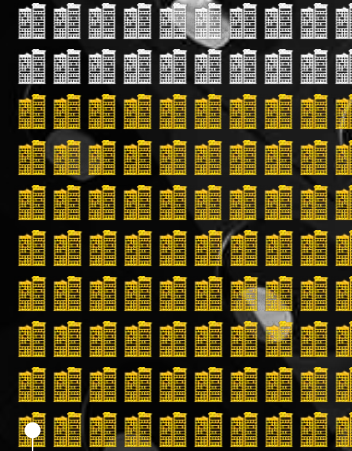
35%

**SEARCH OUTSIDE
THEIR COMPANY
FOR INNOVATION**



69%

**OF CORPORATE
VENTURING EFFORTS
DOES NOT DELIVER**



80%

**OF LOW INNOVATION
PERFORMERS DO NOT
VENTURE AT ALL**

SOURCE: REVELX INNOVATION READINESS BENCHMARK 2019 - 2023

WHY CORPORATE VENTURING FAILS

- » Wrong selection
- » Poor embedding
- » Partners' legacy
- » DIY culture
- » Competition

HOW TO GET STARTED WITH CORPORATE VENTURING?

FOUR BEST PRACTICES TO APPLY IN CORPORATE VENTURING

**BUSINESS
ALIGNMENT**

SEARCH

**FUNNEL
MANAGEMENT**

**ALLIANCE
MANAGEMENT**

CORPORATE VENTURING READINESS ASSESSMENT



**TAKE THE CORPORATE VENTURING
READINESS ASSESSMENT NOW!**

HELPFUL RESOURCES



**GET DARE:
OUR BOOK ON
CORPORATE
INNOVATION**

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CAROL WRIGHT

carol.wright@qmarkets.net

<https://meetings.hubspot.com/carol-wright/discovery>



MATTHIJS ROSMAN

matthijs@revelx.nl

Q&A

THANK YOU!