

CVC Best Practice

Want to work with start-ups?

3 key questions for
CVC teams to answer

1. Why do you want a CVC team?



Are you:

- **trying to find new suppliers or customers?**
- **looking at threats?**
- **looking for innovation trends?**



**2. Does the C-Suite know
WHY the CVC team
exists?**



The CVC team:

- helps change strategy
- is part of progression for the future
- supports the C-suite's long-term vision





**3. Do you have a toolkit
for collaboration:
both internally &
with the start-up?**

Make your toolkit:

- 1. Decide how you will test new technology**
- 2. Find where you can collaborate for company development and with operations**
- 3. Decide how to use resources to set-up the start-up for success**
- 4. Decide on KPIs and how to communicate!**



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