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?



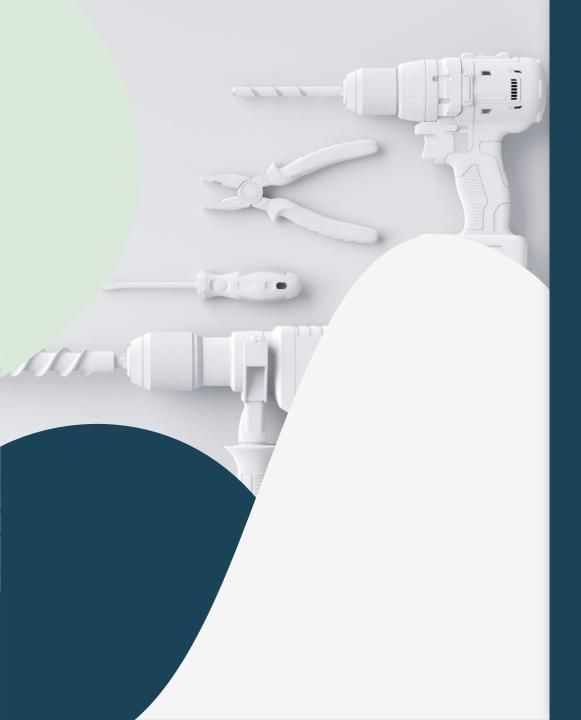
2. Does the C-Suite know WHY the CVC team exists?



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!



emerald (5)

