



Corporate Venturing –
Uutta kilpailuetua startup yhteistyöllä

Innovestor Group

VENTURE INVESTMENTS

Invest with us

INNOVATION DEAL FLOW

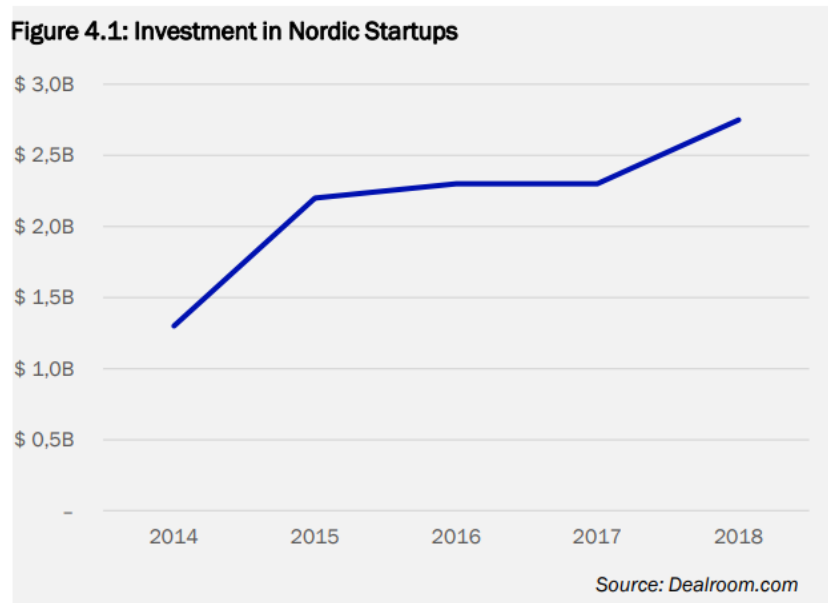
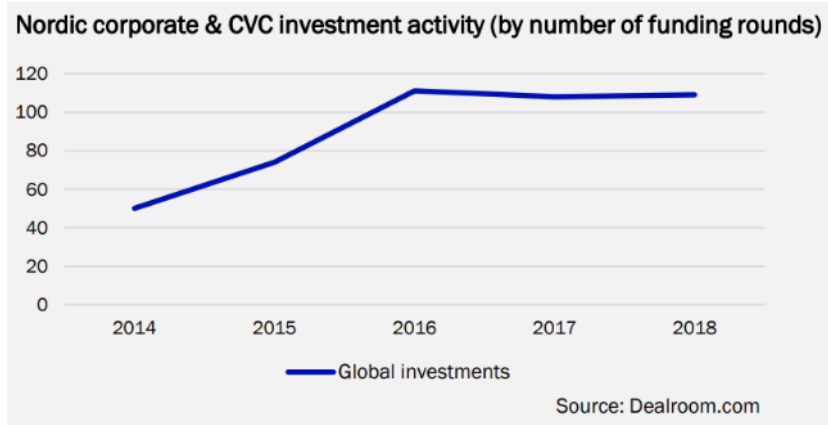
Nordic & Baltic startups and market insights

BUSINESS CO-CREATION

Co-create with startups



Market info of Nordic Corporate Venturing



Corporate venturing with startups is perceived as a valuable way to explore innovation and obtain financial results

- 92% of corporates provide startups access to non-financial resources – mainly through client base distribution and network-building opportunities
- 52 % strongly agree that their corporate venturing has been effective and has obtained the expected results
- 72 % believe that their CVC arm have helped them to access innovative business models and to explore innovative or specialized technologies
- 64 % respond that it has obtained financial results

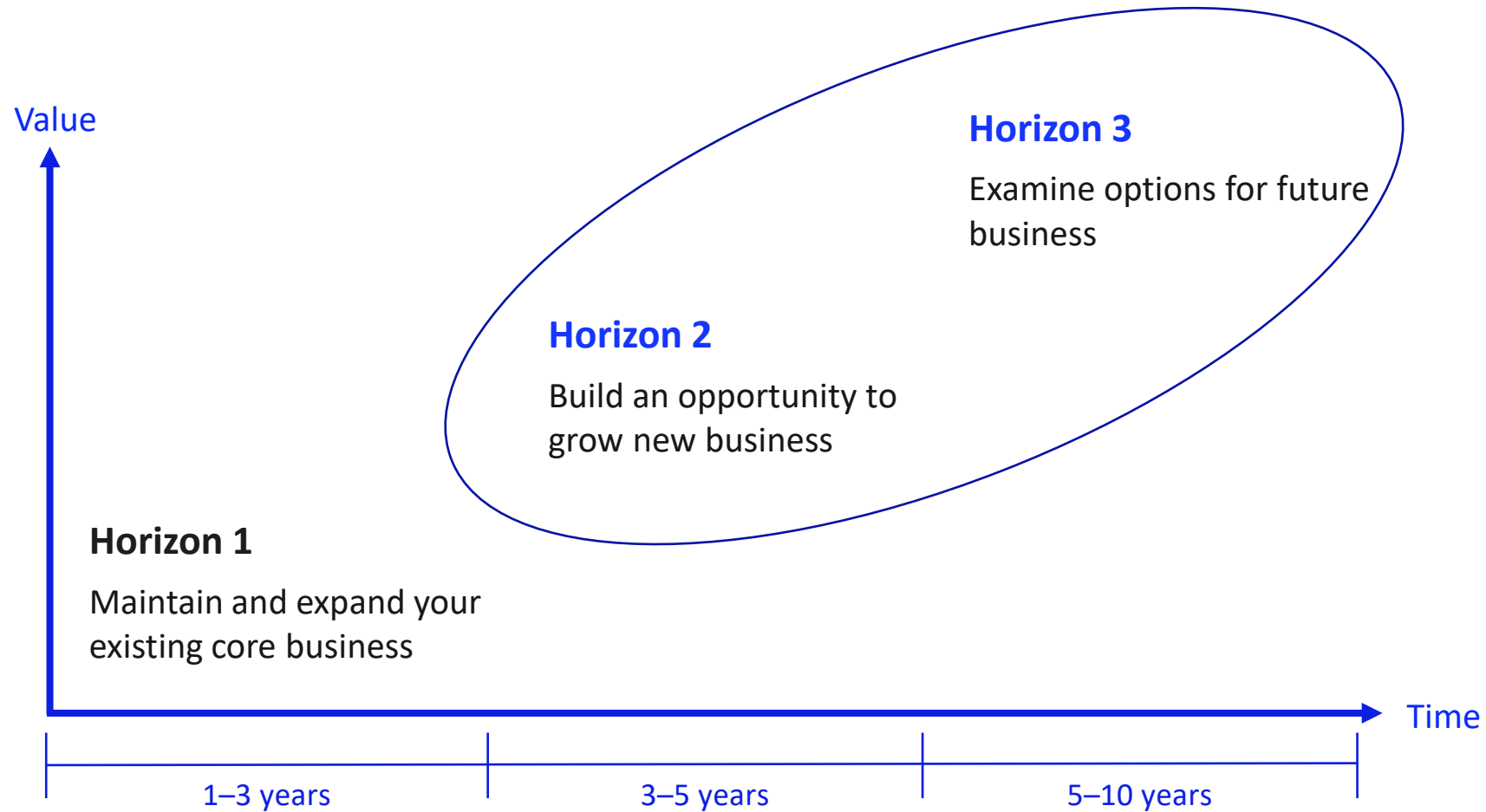
Nordic corporates are active Corporate Venture Capital (CVC) investors

- CVC investments has more than doubled in the last five years: In 2014 Nordic corporates and their VC arms did 50 investments across the world, which has increased to 109 investments in 2018
- CVC is used to stay on top of innovation and seek new opportunities, though expects financial returns

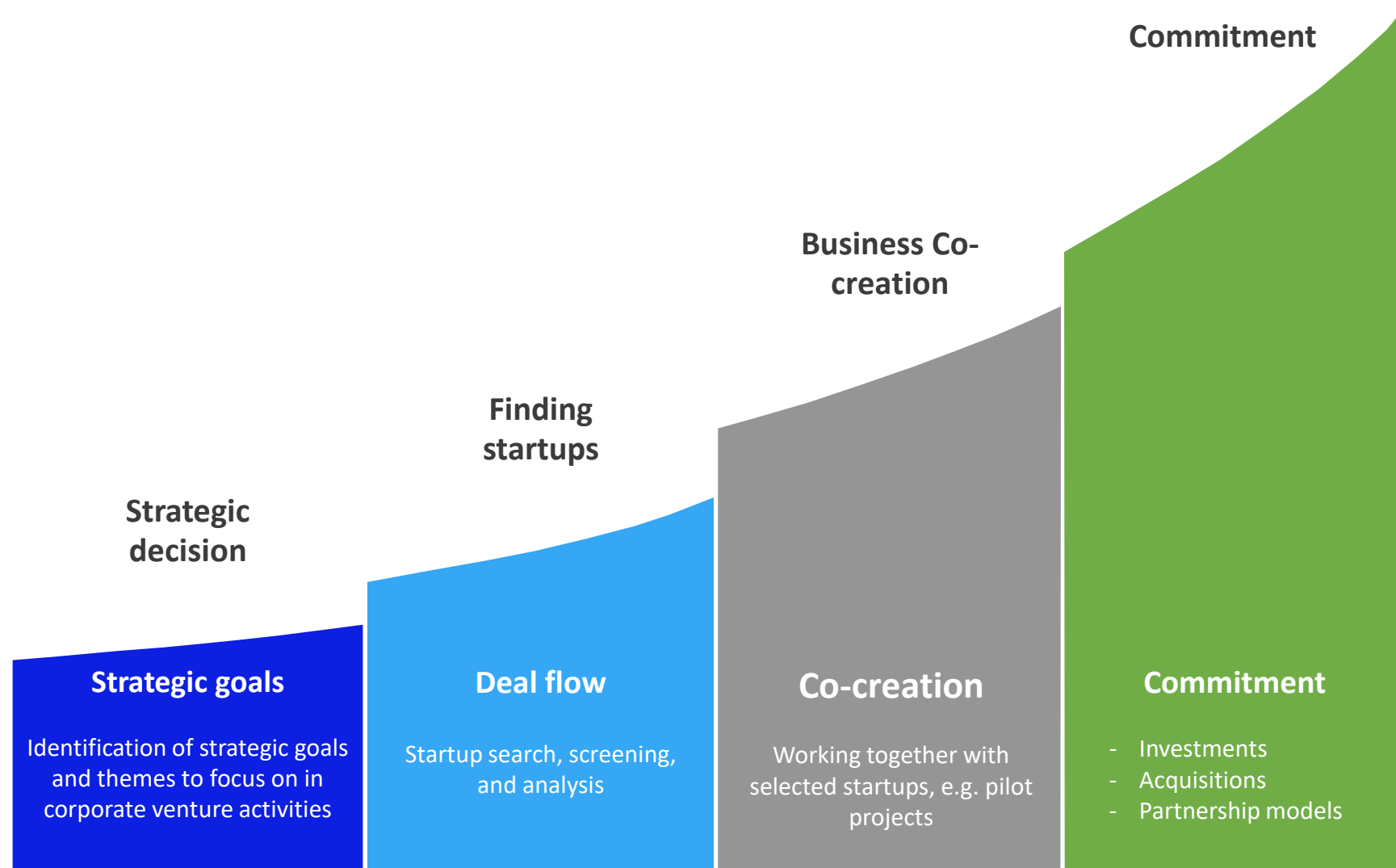
CVC investments face challenges in terms of cultural differences between startups and the parent company of the CVC arm

- 52 % of Nordic CVC arms state that lack of alignment with their parent company is the main challenge
- 36 % state that bureaucracy is the main challenge.

Why? Corporate venturing with startups



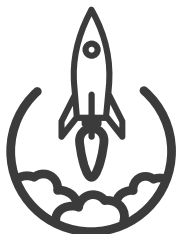
Typical steps in corporate venturing with startups



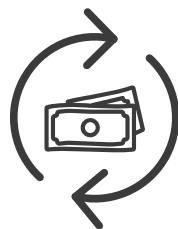
With co-creation comes opportunities

“Collaboration between technology startups and large corporates is key for fostering innovation in Europe. It can benefit both sides, helping corporates to enter and create new markets, and startups to develop their products, and to scale”

– WEF Report



External innovation & disruption



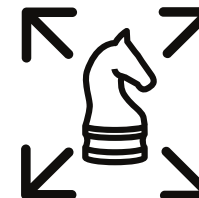
New revenue streams and business lines



More innovative suppliers & partnerships



Added value for customers



Staying on top of business development



**But co-creation is not
without its challenges...**

“Three quarters of corporate innovation initiatives fail to deliver the desired results. Failed projects don’t help a company fend off hungry, agile competitors.”

– Harvard Business Review



Unclear goals

Why?

Little to no C level commitment to corporate venturing actions resulting in an unclear roadmap for the whole venture.

Low quality deal flow



Why?

Partnering with the wrong outsourced scouting partners and/or having a weak value proposition towards startups.

Main Corporate Venturing pitfalls



Weak results in co-creation actions

Why?

It may be unclear for large corporations what kind of co-creation models exist in order to produce the desired results.

Poor new business implementation



Why?

Lack of proper decision making and/or allocating the necessary resources to succeed before starting. For example, will you acquire or invest in companies?

Next step: Corporate Venturing workshop

23.4. 9-10

1. **The Why**

1. Why change anything?
2. What kind of strategic results are we looking for and by when?
3. What strategic changes needs to be done and by when?

2. **The How**

1. How to bring added value to the most innovative Startups ?
2. How to differentiate with Corporate Venturing actions in chosen tech theme?
3. How much are you willing to invest to achieve the strategic results desired?
4. How these investments should be used?

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