

Corporate Venture Capital Canvas for Investment in Startup „NewUnicorn“

CORPORATE GOALS

Learning/R&D			Business Development			Utilizing Unused Capacities			M&A		
Learning about developments in core, adjacent & new markets, business models, technologies, marketing strategies, product development, cost optimization, etc.			Winning the startups as client or cooperation partner, selling the startup's products, pushing an ecosystem and stimulating demand for own products, etc.			Utilizing unused and available capacities, resources, reach, infrastructure, plants, technologies etc.			Monitoring startup as potential acquisition target, reducing risks, gaining access and information about other potential targets in market segment		
Goal	○	Action	Goal	○	Action	Goal	○	Action	Goal	○	Action
	●			●			●			●	
	●			●			●			●	
	●			●			●			●	

STARTUP GOALS

Expert Knowledge			Business Development			Utilizing Corporate Platform		
Utilizing corporate's industry know-how, best-practices, benchmarks etc.			Winning corporate as cooperation partner or client, gaining access to corporate's network to get intros to potential clients and partners,			Using corporate's infrastructure, sales team and reach, internationality, getting better buying conditions with corporate and external suppliers etc.		
Goal	○	Action	Goal	○	Action	Goal	○	Action
	●			●			●	
	●			●			●	
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