



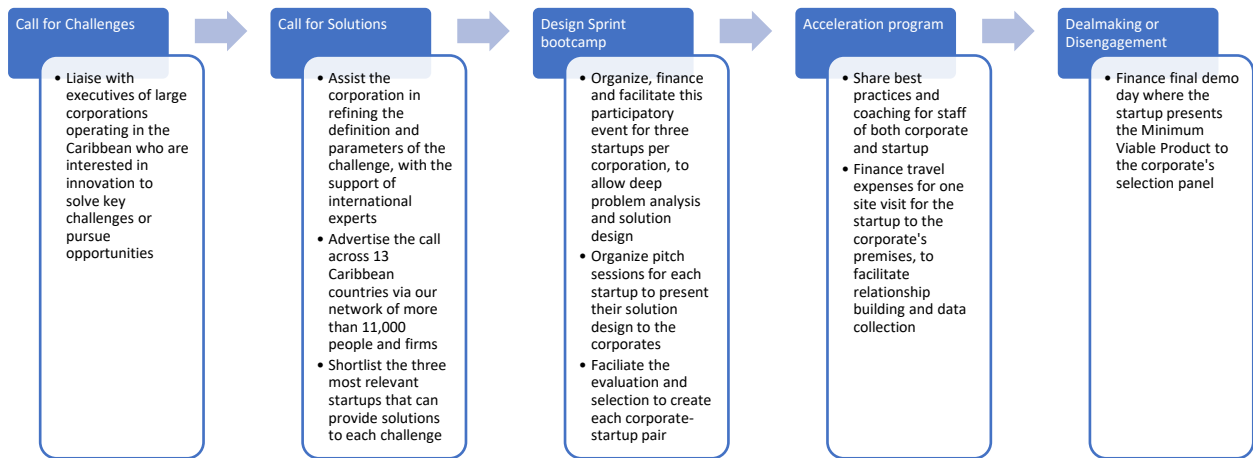
## CORPORATE VENTURING PILOT 2019

### Let's create solutions together: Call for Caribbean corporates

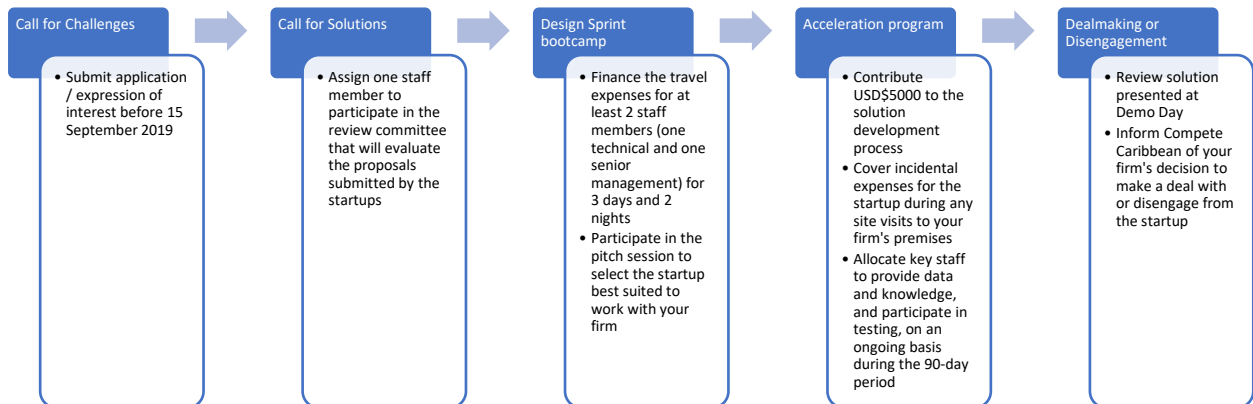
<b>What?</b>	<p>Technical assistance provided to large firms to identify and scope their innovation challenges. Then, expert support provided to identify and shortlist suitable startups, facilitate interaction, deep problem analysis and initial solution design via a Design Sprint bootcamp, culminating in a pitch event at which startups pitch their proposed solutions to a team of executives from the large firm.</p> <p>Rapid acceleration support provided to startups over 90-day period to jointly develop a pilot, ending in a Demo Day at which Minimum Viable Products are pitched to the large firms for a decision on further collaboration or disengagement.</p>
<b>Why?</b>	<ol style="list-style-type: none"><li>1. To assist large firms in exploring new ways of developing new products and services using digital technology by investing time and money in startups that offer a product or service relevant to the large firms' operations, turn those solutions into projects and accelerate their time-to-market through active collaboration with the innovative startups.</li><li>2. To provide a challenging and dynamic acceleration programme for startups and other small, innovative companies through which they can meet potential corporate clients, get market feedback about their innovations and engage with corporate executives and managers to work on technical issues that will improve product-market fit.</li></ol>
<b>Who?</b>	<p><i>Call for Challenges:</i> Large corporations with operations in at least one of the Compete Caribbean Partnership Facility beneficiary countries</p> <p><i>Call for Solutions:</i> Startups (early-stage firms that are searching for a repeatable and scalable business model, but that already have customers and are earning revenue) and other small innovative companies (5-15 employees; &lt; US\$500K in revenues) that are legally registered in at least one of the Compete Caribbean beneficiary countries</p>
<b>Where?</b>	The Bahamas; Barbados; Belize; Guyana; Jamaica; Suriname; Trinidad & Tobago
<b>How much?</b>	<p>The corporate venturing pilot will include a budget for promoting this call to corporates, identifying startups, training of both on how to get the most out of the process, hosting a Design Sprint, pitch sessions and a final Demo Day, implementing an acceleration program, and travel expenses for the startups if necessary. All of which will be financed by the Compete Caribbean Partnership Facility.</p> <p>Corporates that participate will commit through allocation of resources: (1) financial (USD\$5,000 cash injection to kick off acceleration of solution development, and traveling expenses for 2 corporate staff members to the sprint bootcamp); and (2) in-kind (time of senior executives and managers to mentor startup teams &amp; provide in-depth company information relevant to resolving the innovation challenge)</p>
<b>How?</b>	The corporate's designated authority must commit a portion of his/her time, as well as that of other key staff, to the partnership preparation and implementation phases, then fill the application form and follow instructions to submit.

## Commitment and Expectations

### What you can expect from Compete Caribbean?



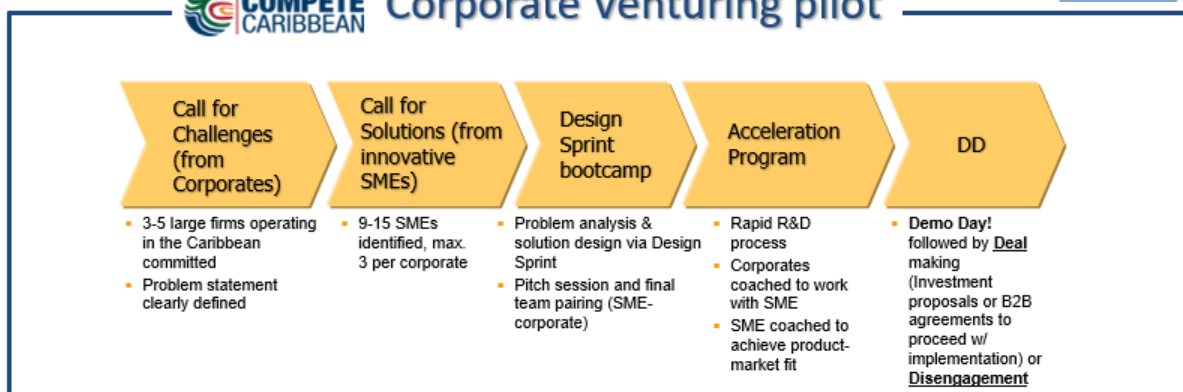
### What we expect from your firm?



**COMPETE  
CARIBBEAN**

## Corporate Venturing pilot

TENTATIVE



## Why are large companies across the world experimenting with corporate venturing models?

Most firms have difficulty becoming ambidextrous – being efficient in management of today's business while also being adaptable through innovation to cope with tomorrow's changing demands. As a result, the average life span of today's Fortune 500-size corporation is only 40 to 50 years<sup>1</sup>. Corporate venturing presents a way of getting the best of both worlds.

### Average Company Lifespan on S&P 500 Index (in years)

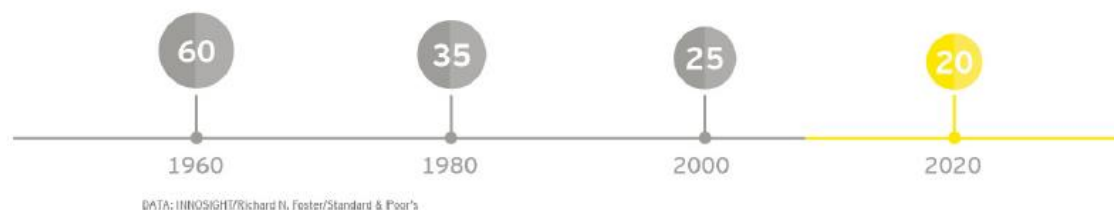


Figure 1: Source: EY (2016) *The Innovation Paradox*

Take German car manufacturer, Volkswagen (VW) for example. VW recognized that the future of the auto industry is no longer tied to car manufacturing per se, but rather lies in the “driving feeling”, electric mobility, automated driving, and connectivity. To explore the kinds of solutions or products that Volkswagen could incorporate into its portfolio – or that other auto manufacturers could develop – VW created a “[Future Mobility Incubator](#)” to support startups in three strategic areas: products and services that are in the car, around the car, and intermodal. VW offers these start-ups relatively small grants, mentoring, office space, IT infrastructure, software, a test lab, and access to people with knowledge at VW and in the city of Dresden. The start-ups must develop a demo in 3 months, and a proof of concept after 6 months. At this point, VW chooses whether to enter into a joint venture with the start-up to escalate the model beyond a proof of concept, or to move on. Three cohorts of 6 start-ups each have passed through the incubator, with some of them producing very attractive products and business propositions in which VW will invest. VW's first cohort was initially composed of only German start-ups. VW has deemed the model so successful that it is now [scouting for start-ups all over the world](#).

***Corporate venturing is a structured way of facilitating business-to-business (B2B) collaborations between large firms and small ones, including startups. These partnerships help large firms explore how new technological advances and/or knowledge can benefit their core business operations or generate growth, in a faster and more agile way than traditional R&D, while simultaneously helping small innovative firms get market feedback about their innovations and rapidly improve product-market fit.***

<sup>1</sup> <https://www.weforum.org/agenda/2015/01/what-is-the-life-expectancy-of-your-company/>