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مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

Corporate Venturing & Innovation Programme

Companies today are operating in an increasingly complex world. Rapid technological changes, digital disruption, and unforeseen shocks such as the COVID-19 pandemic are making the business environment more unpredictable, dynamic and interconnected. At the same time companies find themselves under increasing pressure to discover new ways to grow amid mature and stalled businesses and ensure rapid innovation. How can companies ensure success and continued growth in these times of great change?

To accelerate innovation and leverage growth opportunities, forward-thinking firms are increasingly turning to corporate venturing. Indeed, corporate venturing can be an effective tool to identify valuable opportunities and build new businesses. Yet, for many companies, building new businesses—especially those that are substantially different from the parent organisation's existing business—remains unfamiliar and challenging.

The Corporate Venturing & Innovation Programme aims to demystify corporate venturing and how by using it effectively, it can help organisations can stay ahead of the curve.

Over 3 days, you gain clear insights into the dynamics of corporate venturing. We will explore what exactly we mean by corporate venturing, how to structure a CVC unit, how to build new business by partnering with start-ups, but also exploiting internal ideas and how to build innovation ecosystems.

Key benefits

Some of the key takeaways from the Corporate Venturing & Innovation Programme include:

- Learn how to promote entrepreneurial behaviour inside your company
- Learn ways to deal with the tension between managing present activities and exploring innovative ideas
- Learn about the different models to address corporate innovation needs
- Identify your innovation needs, understand your current approach's strengths and weaknesses, and how new corporate venturing models can complement and enhance your present activities.
- Understand how to develop an investment mandate for a CVC
- Learn how to build an internal ecosystem of champions
- Understand how to lead new ventures within the larger organisational context.

Participant profile

- Corporate business development professionals
- Chief Technology and Innovation Officers
- R&D professionals
- Business unit executives
- Next-generation family business owners
- Venture Capital Organizations
- Must be Kuwaiti

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Programme content

- What is corporate venturing? Models for tapping into internal and external innovations
- VC investment and structuring a CVC unit
- Building new businesses by exploiting internal ideas
- Building new businesses by partnering with start-ups
- Partnering with corporate venture builders to incubate new ventures
- Overcoming barriers to building and scaling new businesses
- Building innovative ecosystems.

Programme director



Claudia Zeisberger

*Senior Affiliate Professor of Entrepreneurship
& Family Enterprise
Founder Global Private Equity Initiative (GPEI)
Temasek Fellow*

Dates and Location

17–19 October 2022, Kuwait

Contact us

For further information on the **Corporate Venturing & Innovation Programme**, please contact:

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