

External Competition

- Offers/ programs of your direct competitors
- Alternatives that might distract from your offer

Internal Competition

- Existing or planned programs within your own organization, group, network



Objectives

- Branding & perception
- Networking
- Culture change
- Innovation
- Trend scouting
- Product partners
- Innovative suppliers
- New revenue streams
- New business area/ markets
- Investment
- Talent acquisition
- ...

Target Startups

- Stage/ maturity level
- Probability of success
- Team strength
- Location
- Geographical focus
- Industry sector
- Target segments
- Business Model
- Funding Level
- Investor type
- Technology
- Delivery model
- Differentiation/ level of disruption
- Intellectual property
- Existing co-operations
- ...

Relationship

- Automated, online
- Standardized
- Personalized
- Temporary/ short term
- Mid-to-long term
- ...

Channels

- Web site
- Online marketing
- Social media
- Direct "sales" approach
- Merchandising & collateral
- Advertising
- Events
- PR
- ...

Value Proposition

- Funding
- Coaching & experience
- Branding halo-effect
- Awareness
- Access to customers
- Access to partners
- Free/ discounted products
- Special equipment
- Technical expertise/ R&D
- Special business expertise (legal etc.)
- Office space
- Manpower
- Trainings
- ...

Program Type

- Innovation hub
- Intrapreneurship program
- Incubator
- Accelerator
- Startup program
- Company builder
- VC (strategic/ financial)
- Investment groups
- M&A (acquisitions)
- Joint programs
- Sponsorships
- Governmental co-operations
- University co-operations
- Startup scouting
- Startup challenges
- ...

Key Activities

- Acquisition
- Selection
- Onboarding
- Success management
- Partner management
- ...

Key Resources

- Balanced team
- Startup advantages/ incentives
- Sales incentives
- Tools & Infrastructure
- ...

Key Partners

- Internal value providers
- External value providers
- Marketing agencies
- Program management
- ...



Stakeholders

- Top management sponsor(s)
- Boards & board members
- Peers
- Budget owners
- ...

Return on investment

- Tangible benefits for the company (and key stakeholders)
- Intangible benefits for the company (and key stakeholders)
- ...

Investment

- Value for startups, discounts
- Resources
- ...

KPI & Metrics

- Tangible (Number of startups acquired/ onboarded, revenues generated with startups, CAC etc.)
- Intangible (intelligence, brand perception, innovation etc.)

Core Business Integration

- Vision – how does this support the core business?
- Growth – if a valid idea/ partner has been found, what are the steps to generate value for the core business?

