Category

Strategy

# Corporate Venturing & CVC Investment Strategy Playbook

Building a corporate venture capital program with a clear strategic thesis, not just a checkbook

- Executive
- Advanced
- Template Included

- Mithun A. Sridharan
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- 4 minute(s)

## Overview

A framework for defining a corporate venturing investment thesis, structuring deal flow and decision rights, and measuring success on strategic as well as financial terms.

### Should a CVC program be measured like a traditional VC fund?

Partly. Financial discipline matters, but a CVC program that's measured purely on fund-level IRR loses the strategic signal that justified having a corporate fund in the first place — this playbook builds in both dimensions.

### Do we need a dedicated team to run this, or can business development

own it part-time? A part-time owner can run a small program, but deal flow quality and speed both suffer without at least one dedicated investment professional once the program is investing regularly.

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Author

Mithun A. Sridharan  Thought Leader

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