Category

Strategy

Innovation Ecosystem & External Venturing Strategy Playbook

Building innovation capability by engaging startups, universities, and accelerators — beyond corporate venture capital

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for designing external innovation engagement — accelerator programs, university partnerships, startup scouting, and innovation challenges — matched to specific capability gaps, distinct from direct financial investing.

How is this different from the Corporate Venturing & CVC Investment

Strategy Playbook? CVC is specifically about direct equity investment in startups through a fund structure. This playbook covers the broader set of external innovation engagement mechanisms — accelerators, university research partnerships, innovation challenges, scouting — some of which involve no investment at all.

Do we need a CVC fund to run an external venturing program?

No — many effective external venturing programs (scouting, pilots, university partnerships) require no dedicated investment fund at all, just a structured engagement process and a business sponsor.

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