

OYAT

News

Corporate

Corporate Venture

what is it?

It is a **stake**, most often a **minority**, of a **large company** in a **young innovative company**

It is a **specific form** of **private equity**

It **funds innovation**



**What is the point of Corporate
Venture for a company or a
large group?**



1. **Promote innovation** in its business sector and **explore new markets**
2. **Boost and stimulate its teams** by confronting them with sometimes **disruptive** economic and technological models, **promote Open innovation**
3. **Strengthen its positioning while diversifying its risk** through **investment** in multiple entities with high growth potential and **which are involved in its ecosystem**
4. **Benefit from a technological monitoring tool** and **increased visibility** among the various **market players and policy makers**



What is the point of
Corporate Venture for a
startup?



1. **Boost its development** by **testing** and **experiencing** its “**in-house**” products and services
2. **Benefit from the sharing of skills** and **know-how** by accessing, in particular, a **network of experts**
3. **Increase its visibility**, through access to the **commercial and industrial fabric** of a large group, notably **abroad**
4. **Benefit from financing** and **long-term support**



More than just a **private equity transaction...**

A **Corporate Venture transaction** is therefore **above all the establishment of a community of interests**



What are the **key** to the **success** of a **Corporate Venture** transaction?



1. Identify your **goals**
2. Implement **staff** and **tools dedicated**, on the **company's** side, to **monitor its stakes** and on the **startup's** side, for **relations with its operational staff**
3. **Provide** from the outset the conditions necessary for the establishment of a **balanced partnership**, whether in terms of **governance**, but also from a **business** point of view
4. Ensure **regular sharing** and **dissemination of innovation**
5. **Communicate** and **promote**, both **internally** and **externally**, on the **success** of this **partnership**
6. To be advised by **legal Experts**



OYAT Experts



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