

MASTERS OF CORPORATE VENTURE CAPITAL: COLLECTIVE WISDOM FROM 50 VCS BEST PRACTICES FOR CORPORATE VENTURING HOW TO ACCESS STARTUP INNOVATION

FOREWORD BY WILLIAM KILMER

MANAGING DIRECTOR EMEA OF INTEL CAPITAL

MASTERS OF CORPORATE VENTURE CAPITAL



**Collective Wisdom from 50 VCs
Best Practices for Corporate Venturing
How to Access Startup Innovation
& How to Get Funded**

ANDREW ROMANS

GENERAL PARTNER OF RUBICON VENTURE CAPITAL

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Review

"Everything is disrupting so fast everywhere that there is no company that can keep up with everything that is happening. Every large company should have some kind of venturing program." --CLAUDIA FAN MUNCE, Founder of IBM Ventures

"It is fair to say that not all CVCs are able to keep their promise of adding value, but when they do, it is certainly one of the most powerful ways to accelerate the growth of a startup. Masters of Corporate Venture Capital is essential reading for entrepreneurs, VCs and CVCs."--FREDERIC ROMBAUT, Managing Director, Cisco Investment; cofounder, Qualcomm Ventures & Director, Apax Partners

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Andrew Romans captured wisdom from interviews with 100+ Corporate Venture Capitalists (CVCs), independent VCs, CEOs of startups, bankers and lawyers to write the definitive book on the topic of CVC. Masters of Corporate Venture Capital is packed with invaluable advice about how to best raise capital from CVCs, unlock synergies of partnering startups with large corporations for rapid international growth and avoid potential disasters and other dangers related to CVC. More than 20% of all Venture Capital financings include at least one CVC and thus startups need to understand this previously misunderstood area of funding. Corporations need to establish their own CVC arms to access external innovation and learn how to bring this inside via VC investing, partnerships and M&A. We work in a very complex ecosystem and this book captures stories that bring the complexity to life with simple lessons. This book is for: • Entrepreneurs • VCs • Angel investors • Family offices • CVCs • Corporates thinking about launching a CVC • Anyone advising startups.

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3 of 3 people found the following review helpful.

Practical learning of the opportunities & pitfalls of Corporate Venture Capital

By Ludovic

Insightful collection of testimonials, advice and perspectives on the complex & long (but at the same time rewarding & essential) journey of Corporate Venture Capital (CVC). Rather than trying to come up with an hypothetical one-size-fits-all framework or sterile list of "success" tips, the lively tales spanning multiple decades (from the pioneers in the late 80s or early 90s to the newly-established CVCs), industries, stages (starting, running or shutting-down CVC) and outcomes (positive or negative) bring a much-needed nuance and balance.

All in all a timely read for both corporate executives thinking of (or already having) CVC, start-ups (as approaching and dealing with CVCs is substantially different from financial VCs) and VCs (considering corporates as potential LPs).

2 of 2 people found the following review helpful.

Jungle guide to Corporate Venture Capital: Must-have book for VCs and Entrepreneurs

By Timothy W. Dick

Mr. Romans has followed his first book with a "must have" volume for VCs, entrepreneurs and Corporate VCs (of course.) Unlike his first volume this is a book that, after the first couple of chapters, can be used as a reference volume for CVCs. Of course it has great stories and histories but its main value to me (I am a VC) is as a "Jungle Guide to Corporate VCs." Something you must have sitting on your shelf when the topic comes up during a funding cycle.

I learned quite a bit about CVCs I thought I knew well. It turns out knowing the principles isn't the same as knowing the mission and habits which can be a bit guarded when in a deal situation. Hats off to Mr. Romans again.

0 of 0 people found the following review helpful.

I bookmarked almost every page and filled its columns with notes and ideas... great book

By Joshua Wilson

Imagine sitting in a room with 51 people who have started and built the world's largest and most successful venture capital programs within corporations and listening to their advice. I read this book highlighting and taking notes of wisdom on almost every single page. I stopped using bookmarks because every page had a golden nugget about entrepreneurship, investing, growth, teams, partnerships, and leadership.

I build entrepreneur centers around Texas in partnership with cities, investment groups and corporations and this book helped me not only understand the investment world deeper but on the strategies for innovation and the ecosystem of buyers and sellers.

If you are an:

- entrepreneur - read this so you can build a product with an acquisition or strategic corporate partnership in mind
- investor - read this so you can learn to attract capital from corporations and work with them to fund your portfolio
- corporation - read this so you can learn from the successes and failures of other corporations who have grown through cvc.

Well done Andrew.

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From the Inside Flap

Contributors & Interviewees*Gaurav Bhasin, Managing Director, Technology Investment Banking, Pagemill Partners, a Division of Duff and Phelps Securities, LLC*Roel Bulthuis, Founder & Head, Merck Serono Ventures*Armando Castro, Jr, Partner, Pillsbury Winthrop Shaw Pittman LLP*David Cohen, Founder & Managing Partner, TechStars and Disney TechStars Accelerator*Nikolay Dmitriev, Former CVC Managing Director, OJSC "Rostelecom"; Partner VITA VENTURES*Tim Draper, Cofounder, DFJ, Draper Associates and Draper University*Max Dufour, Partner Technology & Strategy, Harmeda*Eric Elfman, Founder & CEO, Onit*Saman Farid, Vice President Investments & Director of Silicon Valley Office, Legend Star ??? (Legend Holdings); Managing Director, Comet Labs*Brad Feld, Author & Managing Director, Foundry Group; author, "Venture Deals" and five other Venture Capital books *J. Skyler Fernandes, Founder & Managing Director, Simon Venture Group (SVG)*Tom Fogarty, Inventor of the Balloon Catheter and 165 Medical Patents; Founder, Fogarty Institute for Innovation; prolific investor*John Frankel, Cofounder & Partner, ff Venture Capital*Anil Hansjee, Former Head Google's European & Israeli Strategic Investment and Corporate Development Programs; Former CVC, IDG Ventures, MTG Sverige Modern Times Group; Partner & Co-Investor, Mojo Capital Fund of Funds*Michael Harries, Cofounder & Chief Technologist, Citrix Startup Accelerator*Kenny Hawk, CEO, Mojio; CVC-backed Serial Entrepreneur*David Horowitz, Former Partner, Comcast Ventures; Founder & CEO, Touchdown Ventures*Villi Iltchev, Partner, August Capital; Former Director & CoFounder, Salesforce Ventures; SVP Strategy & Corporate Development, Box*William Kilmer, Former Head of Intel Capital EMEA; Operating Partner, Mercato Partners; Founder & CEO, Public Engines*Mitch Kitamura, Cofounder & Managing Director, Draper Nexus*Christina Ku, Investment Director, DOCOMO Innovations (NTT Docomo subsidiary); former investment professional, Vodafone Incubation & Ventures, Intel Capital, TriplePoint Capital and Silicon Valley Bank venture debt group*Jonas Landstrom, USA Managing Director, Volvo Ventures*Pär Lange, Founder & Investment Officer, Swisscom Ventures*Rick Lazansky, Cofounder & Managing Partner, Silicon Catalyst; Board Director, Sand Hill Angels*Jack Leeney, US Head of Investing, Telefónica Ventures*Toby Lewis, Editor, Global Corporate Venturing*Suresh Madhavan, Investment Manager, Verizon Ventures*Curtis Mo, Partner, DLA Piper*Blake Modersitzki, Managing Director, Pelion Ventures; Cofounder & Managing Director, Novell Ventures*Claudia Fan Munce - Cofounder & former Managing Director, IBM Capital Group; VP, IBM Corporate Development; Venture Advisor, New Enterprise Associates (NEA)*Matthew Myers, Senior

Executive, BNP Paribas Banking Group, responsible for international CVC transactions *Tom Nicholson, CEO, Nicholson NY (acquired by IconMedialab AB), Chairman & CEO, LBi International; Founding Member, Angel Round Capital (ARC)*Victor Pascucci III, Former Founder & Head, USAA Ventures and Head, Corporate Development*Jacob Bratting Pedersen, Partner, Northcap AB*Mark Platshon, Senior Advisor, BMW i-Ventures; Managing Director, Icebreaker Ventures*Frédéric Rombaut, former Managing Director & Head of Corporate Development International, Cisco Systems; former Founder & Managing Director, Qualcomm Ventures Europe; former Apax Partners; Cofounder, Bouygues Telecom; Founder-in-Residence, Founders Factory*Peter Rule, Chairman & CEO, OptiScan Biomedical, Inc.*Anand Sanwal, CEO & Cofounder, CB Insights*Jonathan Sherry, Cofounder, CB Insights*Igor Shoifot, Partner, TMT Investments; Chairman, Happy Farm Incubator; Cofounder, Fotki; adjunct professor, UC Berkeley, UC San Francisco and NYU*Igor Sill, Managing Director, Geneva Venture Group; Founder, Geneva Venture Partners; through his Family Office, Limited Partner in Goldman Sachs Investment Partners, Benchmark Capital, Norwest Ventures, Granite Ventures, The Endowment Fund and ICO Funds*Ozan Sonmez, Head, New Ventures Startup Accelerator and Hikmah IP Accelerator, King Abdullah University of Science & Technology (KAUST) Saudi Arabia*Rahul Sood, Founder, Microsoft Ventures and Microsoft's network of Accelerators; CEO, Unirkn*Masatoshi Ueno, Senior Manager, AGC Ventures (Asahi Glass America)*Sita Vasan, CEO, Ernst & Young SVG Solutions; former senior exec, Silicon Valley Bank; 12.5 year veteran Investment Director, Intel Capital*Alex Wang, Vice President, Strategy & Corporate Development, VMware*Fred Wilson, Founder & Managing Partner, Union Square Ventures and Flatiron Partners*Bart Würman, CEO, DDF Ventures; former CEO, AM Pharma and Lanthio Pharma*Jack Young, Head, Venture Capital, Deutsche Telekom Capital Partners; former Head, Qualcomm Life Fund; General Partner, dRx Capital AG*Patrick de Zeeuw, Cofounder, Startupbootcamp Global; Cofounder, InnoLeaps.com, the Accelerator for Corporates*Anonymous, Financial VC active in Silicon Valley Anonymous, Managing Director, large Japanese CVC active in Japan and Silicon Valley

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