**Corporate Venture Building Program**

An integrated framework combining the **Startup Growth Stage Model** (Pre-Seed to Expansion) with **Venture Studio Best Practices**, incorporating key activities, deliverables, KPIs, and training modules by stage.

**Stage Overview**

| **Stage** | **Program Phase** | **Key Characteristics** | **Primary Objective** |
| --- | --- | --- | --- |
| **Corporate Exploration** | Strategy Alignment | Internal innovation thesis, challenge design, portfolio focus | Align ventures to corporate strategy |
| **Ideation** | Opportunity Generation | Idea sourcing, hackathons, submissions, early validation | Surface and shape high-potential ideas |
| **Pre-Seed** | Exploration | Idea validation, research, MVP spec, no revenue, early team formation | Find problem-solution fit |
| **Seed** | Validation | MVP completed, early feedback/revenue, team in place | Validate desirability and feasibility |
| **Early Growth** | Integration | PMF achieved, ops scaling, pursuing Series A | Prove repeatability and readiness to scale |
| **Growth** | Optimization | Rapid growth, Series B/C prep, ops/process excellence | Scale systems, teams, and markets |
| **Expansion** | Exit | International markets, IPO/M&A readiness, global compliance | Optimize and prepare for exit |

**Program Activities by Stage**

**1. Corporate Exploration (Strategy Alignment)**

* **Core Activities**:
  + Innovation Thesis Workshop
  + Portfolio Mapping & Challenge Design
  + Sponsor Engagement & Governance Setup
* **Deliverables**:
  + Innovation Thesis Deck
  + Strategic Challenge Briefs
  + Governance Charter
* **KPIs**:
  + ≥ 90% stakeholder alignment
  + ≥ 3 validated strategic themes
  + Governance charter approved
* **Training/Workshops**:
  + Innovation Strategy & Foresight
  + Portfolio Thinking
  + Corporate Venture Governance

**2. Ideation (Opportunity Generation)**

* **Core Activities**:
  + Idea Submissions (Open or Internal)
  + Hackathons & Brainstorming Sessions
  + Early Concept Shaping & Problem Mapping
* **Deliverables**:
  + Raw Idea Bank
  + Top 5–10 Prioritized Concepts
  + Initial Concept Scorecards
* **KPIs**:
  + ≥ 20 idea submissions
  + ≥ 3 validated opportunity briefs
  + Hackathon prototypes ≥ 2
* **Training/Workshops**:
  + Creative Ideation & Innovation Methods
  + Design Thinking Basics
  + Opportunity Sizing & Prioritization

**3. Pre-Seed (Exploration)**

* **Core Activities**:
  + Problem-Solution Fit: 20–30 interviews
  + Lean Canvas sprint (all 9 boxes)
  + MVP Definition + 5-user tests
* **Deliverables**:
  + Lean Canvas
  + Interview Summary Report
  + MVP Spec & Clickable Demo
* **KPIs**:
  + ≥ 20 interviews completed
  + Canvas completion 100%
  + Usability success rate ≥ 60%
* **Training Modules**:
  + Lean Startup Fundamentals
  + Customer Discovery & Interviewing
  + Rapid Prototyping & MVP Planning

**4. Seed (Validation)**

* **Core Activities**:
  + Product refinement: 5–10 user tests
  + User acquisition funnel setup
  + Seed fundraising prep: pitch, model, cap table
* **Deliverables**:
  + Tested MVP
  + Pitch Deck & Cap Table
  + CRM funnel diagram
* **KPIs**:
  + CAC ≤ early budget
  + Usability task success ≥ 70%
  + 3–5 investor meetings
* **Training Modules**:
  + UX & Usability Workshop
  + Early-Stage Growth Hacking
  + Fundraising Masterclass
  + Team Building & Startup Culture

**5. Early Growth (Integration)**

* **Core Activities**:
  + SOP development for operations
  + Referral pilot & new segment testing
  + Series A readiness (LTV: CAC, metrics)
* **Deliverables**:
  + SOP Handbook
  + Growth Experiment Results
  + Series A One-Pager
* **KPIs**:
  + Retention ≥ 40%
  + LTV: CAC ≥ 3:1
  + Referral conversion ≥ 15%
* **Training Modules**:
  + SOP Automation
  + Advanced Growth Marketing
  + Series A Investor Readiness
  + KPI & Dashboard Mastery

**6. Growth (Optimization)**

* **Core Activities**:
  + Continuous Improvement Sprints
  + International market entry exploration
  + Leadership & OKRs
* **Deliverables**:
  + Efficiency Sprint Report
  + Go-Global Opportunity Scan
  + Growth Model + Term Sheet Draft
* **KPIs**:
  + MoM Revenue Growth ≥ 10%
  + Efficiency gain ≥ 25%
  + New partner MoUs ≥ 1
* **Training Modules**:
  + Lean Six Sigma for Startups
  + Go-Global Playbook
  + Series B/C Fundraising Strategies
  + Leadership & Governance

**7. Expansion (Exit)**

* **Core Activities**:
  + IPO or M&A strategy & documentation
  + Governance structuring
  + Exit readiness checklist
* **Deliverables**:
  + Due Diligence Data Room
  + Exit Strategy Memo
  + Executive Dashboards
* **KPIs**:
  + Exit readiness score ≥ 80%
  + Board structure formalized
  + 3+ investor/acquirer engagements
* **Training Modules**:
  + Exit Planning & M&A
  + Compliance & Global Markets
  + Board Governance & Executive Reporting

**Diagnostics & Customization**

At onboarding, each startup undergoes a diagnostic to:

* Classify stage (Ideation, Validation, Build, Launch, Scale)
* Surface support needs
* Generate a tailored roadmap

**Assessment Output**:

* Stage classification (e.g., Seed)
* Capability Gaps: e.g., “Weak GTM”, “No SOPs”
* Recommended Modules: e.g., “Referral Pilot”, “Series A Prep”
* Milestone Targets: Set for 30–60–90 days

**Governance & Progress Review**

* **Monthly Reviews**: KPI check-ins, advisor feedback, milestone tracking
* **Quarterly Gates**: Stage advancement, funding decision, spin-in/spin-off call
* **Demo Days**: Internal & external presentations to sponsors/investors