



CORPORATE VENTURING



INNOVATION DEVELOPMENT PROGRAM |

15th-17th February 2018

Inside This Program

WHAT'S HOT:
"INTRAPRENEURIAL
SPIRIT"

EXCLUSIVE: THE
IBM SPIN-OFFS
CASE STUDIES

MUST ATTEND:
INNOVATION
ASSESSMENT

Fast-Profit
IP-Commercialization
Visionary
Agile
Resilient
Lean
Risk-taking
Spin-offs
Passionate
Design-thinking
Intrapreneurs
Perseverance
Consistent

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INTRODUCTION

Largely Corporations often struggle with little or no growth, as they enter the mature stages of their life cycle or their industry, with changing technology landscape and unsuspecting challenges from young entrepreneurial firms. While most of them aspire to build new initiatives to remain competitive in the long term; many still struggle with short-term goals of maintaining high profit margins and achieving operational efficiencies. An initial research suggests that largely mature corporations are not generating new employment opportunities, leaving a demographically rich country such as ours staring at saturated job markets.

The activities of IIM-L Enterprise Incubator have created a felt need for achieving the balance between singularly focused 'creative and discovery' skills of high-risk entrepreneurs and corporate managers driving profits while maintaining firm's competitive advantage. This Innovation development program will allow mature, large or small organizations to outlive the dynamics of high velocity environments by fostering the entrepreneurial drive within their organizations.

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The Indian Institute of Management (IIM) Lucknow Enterprise Incubator invites nominations from Corporate Managers, Business Strategists and Strategy heads to join the Innovation Development Program through Effective Corporate Venturing which will enable them to identify next generation core and core adjacent businesses, leverage advanced technologies and innovative business models...

OBJECTIVES OF THE PROGRAM

- To develop a deep understanding of the process of corporate venturing within an organization*
- To understand how internal innovation and venturing provides sustainable organizational growth*
- To appreciate different models of corporate venturing and work out a strategic fit*
- To develop applications of design thinking*
- To develop appreciation for agility and lean start-up concepts*
- To harness 'intrapreneurial' spirit for developing competitive advantage for an organization*
- To understand the megatrends in technology and shifts in economy that will affect current industry structures.*

STRENGTH OF THE PROGRAM

- IIM Lucknow faculty with rich research and executive mentoring experience,*
- IIM L-Incubator's experience of incubating start-ups,*
- Experts and trainers from Corporate who have created sustainable spin-offs.*
- Management centric, investment centric and technology centric case studies will be utilized from the vast pool of IIM Lucknow's resource base.*

CONTENT OF THE PROGRAM

The program will capture case studies from Indian and Global context to delve upon successful innovation culture developed for corporate venturing by:

- 1. Creating conceptual framework of corporate venturing through innovation need analysis.*
- 2. Align organizational capability with corporate venturing,*
- 3. Nurturing intrapreneurial mindset (motivation and powerful incentives),*
- 4. Approaches and models to corporate venturing,*
- 5. Contemporary business models for new ventures,*
- 6. Operating framework and building skills & capacity,*
- 7. Megatrends in Technology,*
- 8. Internal IP Commercialization and value realization,*
- 9. Strategic shift from Core to Core adjacent and Non-core businesses,*
- 10. Design thinking (design for action),*
- 11. Lean start-up (experimental, failure tolerant mind set),*
- 12. Integrating internal resources and acquired capabilities from outside.*

WHO MUST ATTEND

Corporate Executives who wish to learn the dynamics of Corporate Venturing to leverage the power of strategy and innovation, such as:

- *Top layer General Managers - who can impact organizational strategy,*
- *Executives who have mobilized organizational DNA,*
- *Strategy Officers, R&D Heads, Technology Officers,*
- *Employees who aspire to challenge their personal status-quo within a given professional environment.*
- *Executives from any sector can join the program.*

FACULTY EXPERTS

1. **PROF M.A. AKBAR**, Prof Strategy & Entrepreneurship & Managing Director, Enterprise Incubator, IIM Lucknow
2. **PROF AMIT MOOKERJEE**, DEAN & Prof Marketing & Consumer Behaviour, IIM Lucknow
3. **SM ROUNAQUE MUSTAFA**, Vice President, L-Incubator, IIM Lucknow
4. **DIVYA RAJPUT**, ADVISOR, Technology Development Board, Dept of Sc & Tech, GoI & Advisor, IIM-L Enterprise Incubator **And more IIM-L expert faculty.**

FEE DETAILS

Fee of INR 60k per participant is payable towards the 3-days residential program and INR 45k per participant for non-residential program. Fees includes training charges, participant's kit, accommodation and meals.

Fee may be paid through NEFT at:

Account holder name: IIM Lucknow Enterprise Incubation Centre

Account No.: 0873104000058502

IFSC Code: IBKL0000873

Address: Vaibhav Khand, Indirapuram , Ghaziabad, UP- 201010

CONTACT DETAILS

The IDP is being managed by the IIM Lucknow Enterprise Incubation Centre. For group nominations and participation, kindly write to incubator@iiml.ac.in or speak to Ms Sheeba Khan at M: +91 8851 376 126.

PROPOSED OUTCOMES

Post completion of the program, the participants will be able to:

- *Develop an ability to harness the early stage entrepreneurial energy to carve a growth trajectory even when the company has reached maturity.*
- *Develop an ability to spontaneously question and challenge themselves from time to time, within the given institutional set up.*
- *Bring out exemplary traits of venture creators to strike a balance between facilitation and inhibition.*
- *Learn the critical factors from successful cases of Internal Corporate Venturing.*
- *Learn to overcome the organizational inertia and barriers to innovation.*
- *Learn to leverage the extent of firm's resources as well as credibility and legitimacy of the organization.*

LOGISTICS

The participants opting for residential program can arrive on 15th February 2018 at IIM-L Noida Campus and depart on 17th February evening or 18th February morning.

