

CORPORATE VENTURING IS TO
SUPPORT NEW VENTURES &
BUILD NEW SOURCES OF
COMPETITIVE ADVANTAGE

CORPORATE VENTURING

OXYMORONIC STRATEGY

18-20 JULY, 2019

**IIM Lucknow –EIC
(L – Incubator)
Noida Campus
B – 1, Institutional Area
Sector 62, Noida -201307**

OBJECTIVES

- ❖ Understand the key characteristics of established Corporations and start-ups
- ❖ Understand the possible conflicts that inevitably arise
- ❖ Models of corporate venturing
- ❖ Business model canvass and lean start ups
- ❖ Corporate accelerators
- ❖ Process of integration between Corporates & Start-ups
- ❖ Due diligence, financial modelling & valuation of Start-ups
- ❖ Legal aspects of corporate venturing: Term sheet and Shareholder agreement

WHO SHOULD ATTEND

- ❖ Corporate Strategy, Finance, Technology and HR top Executives
- ❖ Executives likely to move into these strategic positions
- ❖ Venture division executives and venture fund managers
- ❖ Other General Managers

PEDAGOGY

- ❖ Lectures and discussions
- ❖ Corporate venture case studies
- ❖ Reviewing venture plans
- ❖ Projects on developing corporate venture mechanisms

HOW TO APPLY

- ❖ The participants are required to submit online registration form on or before **15th July 2019**.
- ❖ For filling up the registration form please visit the link: https://docs.google.com/forms/d/1N8lbfkqkuT3gBllivcrr9mERq0rSqVwPRBOs_fLO24/edit
- ❖ The participants will be required to submit the requisite fee and enroll for the programme.
- ❖ The fee can be submitted through DD / NEFT / RTGS.

INTRODUCTION

Out of the innumerable models of corporate innovations, R&D, JV, Intrapreneurship, change management initiatives, that stands out is the corporate venturing model. This is helpful in managing internal and external contradictions. While the environment is constantly changing at an increasing velocity, the established organization is in the state of inertia due to embeddedness of its very successful past routines. We need an external force to break this inertia. These are the new age agents that carry agility, new technology, new business model and speed with which it has the potential to create disruptions. However, it lacks recognition, resources, skilled manpower, finances and lack of tested marketing channels. These two entities can combine their strengths to overcome their weaknesses. But they can also collide due to different routines and rhythms. The corporate venturing model can minimise these very conflicts and make the partners benefit from each other's strengths. This program designed by IIML-EIC is to find out the compatible solutions both for established corporations and start-ups.



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ABOUT EIC

IIM Lucknow Enterprise Incubation Centre, set-up by IIM Lucknow at its Noida Campus, is a “Not for Profit” organization, registered under section 25 of Companies Act with its trademark “**L-INCUBATOR**”. The centre is supported by NSTEDB, Dept of Science & Technology, Govt of India and UP State Govt under Start-up & IT policy. The centre is focused to provide faster growth to new ventures for successful commercialisation of technology / product. It provides a combination of accelerator program, seed capital, corporate venture capital fund, smart co-working space, corporate market access, mentoring and training programs. Our mission is to mitigate the rate of start-up failure through business acceleration and incubation support.

FACULTY RESOURCE



Prof. Akbar, IIM Lucknow
Strategic Management
Managing Director-IIML-EIC



Mr. S M Raunque Mustafa
VP, EIC
Incubation and Startup Funding Expert



Mr. Nitin Seth
CEO, Incedo
Ex – Director McKinsey



Shri Sanjay Kumar
CGM, HPCL
Head – HPCL Start-up Program



Mr. Sameer Rastogi
Managing Partner, India Juris
Legal Expert



Mrs. Suresh Dhaka
Manager, Investment IIML-EIC
Financial Analyst & Valuation Expert

PROGRAM FEE STRUCTURE PER PARTICIPANT (Last Date for submission of fee is 15th July 2019.)

No. Of Participants	Fee in Rs. – Residential	Fee in Rs. – Non Residential
1-2	Rs. 60000/- (inclusive of GST)	Rs. 50000/-(inclusive of GST)
3-5	Rs. 54000/- (inclusive of GST)	Rs. 45000/-(inclusive of GST)
Above 5	Rs. 48000/- (inclusive of GST)	Rs. 40000/-(inclusive of GST)

MODE OF PAYMENT

The fee can be paid through DD in favour of “**IIM LUCKNOW ENTERPRISE INCUBATION CENTRE**”, payable at Noida. For online NEFT / RTGS payment the bank details are mentioned below:

BANK DETAILS

Account Holder Name: **IIM Lucknow Enterprise Incubation Centre**
Account No: **0873104000058502**
IFSC Code: **IBKL0000873**
Address: **IDBI Bank, Vaibhav Khand, Indirapuram, Ghaziabad, UP – 201010**

CERTIFICATION

The Participants will be awarded a “**Certificate of Completion**” from IIM Lucknow EIC after successful completion of the programme.

WHOM TO CONTACT

Ms. Aditi (Manager Training and Education, IIM Lucknow EIC),
Mobile: 91-7678661292, 9560857779
E-mail: incubator_training@iiml.ac.in, sldp.iiml2019@gmail.com
Website: <http://www.iimlincubator.com/>