

Creation of a Corporate Venture Capital (CVC)

Context of the mission

As part of the creation of its Open Innovation activity, a global energy leader wanted to launch an investment fund (shared between France and the United States) to fast-track its innovation by leveraging external ecosystems.

Summary of the mission

Aster Fab assisted in every step of the creation of the CVC: definition of the internal and external value proposition, choice of the best structure, definition of the governance, definition of the investment thesis and strategy, definition of the processes, choice of the tools and creation of document templates.

Impact

- Creation of the CVC in 4 months
- Training sessions with French and American teams which accelerated their learning curves
- Successful roll-out thanks to a collaborative methodology based on a co-construction process
- Scoring of the startups and creation of a collaboration matrix to facilitate the selection of opportunities

The methodology

5 projects were carried out using collaborative interviews and workshops to set the pace of the project :

- International benchmark of CVC best practices in the energy and other fields
- Choice of the structure: plus and minus scenarios of each aspect from a strategic, legal, financial and HR point of view
- Definition of the governance and the specialized bodies, in relation to the existing one
- Definition of the investment thesis and strategy: analysis of technological trends based on startups active in Europe, the United States and Israel, rating by experts and by our client in order to prioritize the technologies of the future
- Choice of the tools and document creation (term-sheet model, shareholder agreement, etc.) to quickly launch the team

Methodology

