



From Idea to Success –  
Unleash the Diverse Innovation Potential of  
Your Company!

# CORPORATE VENTURE BUILDING

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- Workshop for your company -



Book our 2-day Corporate Venture Building Workshop and turn creative ideas into successful startups. Take this opportunity to transform your company through targeted venture-building strategies. We place a strong emphasis on diversity, equity, and inclusion. Sign up now and start your journey from idea to successful and inclusive startup!

# WHAT TO EXPECT



Introduction to Corporate  
Venture Building



Concept Development and  
Prototyping



Ideation and Creativity  
Techniques



Interactive Group Work &  
Hands-On Exercises

Experience how to create innovative startups from within your company. Our two-day workshop provides you with the tools to develop and successfully implement new business ideas. We specifically promote diversity and inclusion to integrate a range of perspectives.

## Workshop Objectives:

- ▶ Introduction to Corporate Venture Building
- ▶ Creation of Prototypes and Business Models
- ▶ Development and Evaluation of Innovative Business Ideas
- ▶ Planning Market Launch and Financing Strategies

## Addressed to:

- ▶ Innovation Managers
- ▶ HR Recruiters
- ▶ Intrapreneurs

# WORKSHOP CONTENT



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## DAY ONE:

### Idea Generation & Concept Development

**Session 1:** Welcome and Objectives

**Session 2:** Fundamentals of Venture Building

**Session 3:** Business Strategy and Market Analysis

**Session 4:** Idea Generation

**Session 5:** Idea Evaluation and Selection

**Session 6:** Concept Development



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## DAY TWO:

### Prototyping & Business Model Development

**Session 7:** Prototyping & MVP Development

**Session 8:** Business Model Development

**Session 9:** Market Entry Strategy

**Session 10:** Financial Planning and Resources

**Session 11:** Presentation and Feedback

**Session 12:** Conclusion and Next Steps



# ABOUT SPOTLIGHT!



Spotlight! is a diverse community committed to creating a more inclusive European tech landscape. We bring together entrepreneurs from various backgrounds and collaboratively shape the innovations of tomorrow.

## Contact details:

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References: WFBB, MTH Potsdam, Secunet

**Sign up now and start your journey!**