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New Gellify study finds 18 leading companies stepping up innovation with corporate venturing - Caribbean News Global

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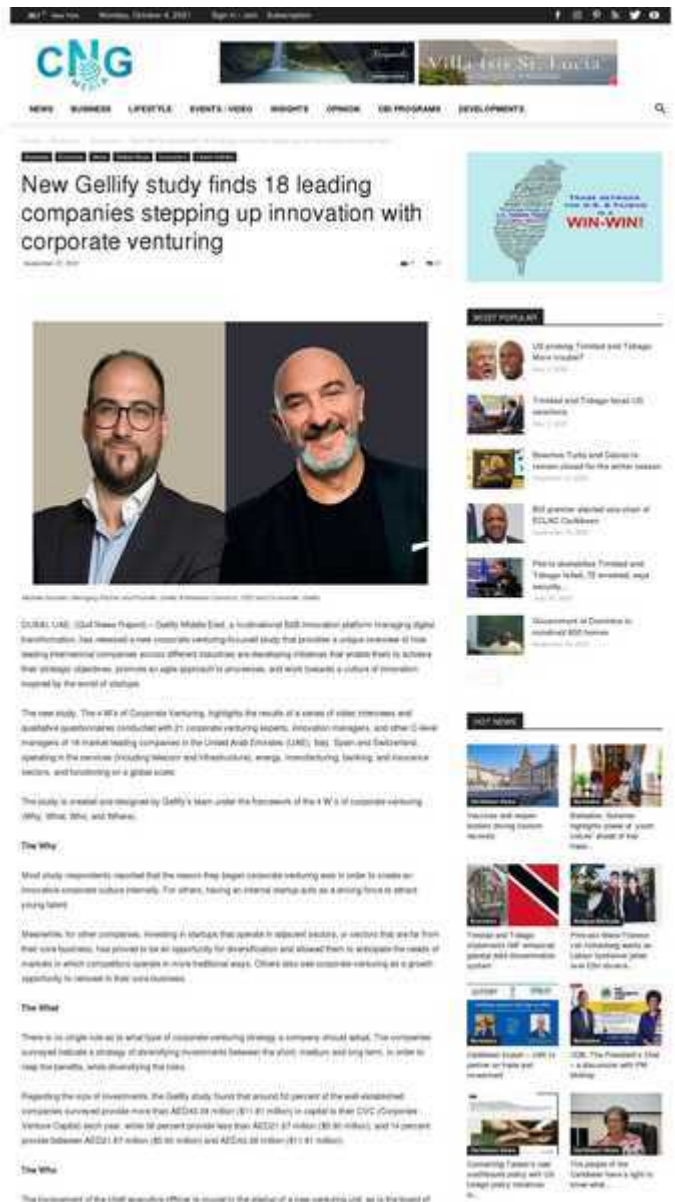
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Contenuto:

New Gellify study finds 18 leading companies stepping up innovation with corporate venturing - Caribbean News Global September 27, 2021 0 1 Share Facebook Twitter Pinterest WhatsApp

Michele Giordani, Managing Partner and Founder, Gellify & **Massimo Cannizzo**, CEO and Co-founder, Gellify DUBAI, UAE, (Gulf News Report) – Gellify Middle East, a multinational B2B innovation platform managing digital transformation, has released a new corporate venturing-focused study that provides a unique overview of how leading international companies across different industries are developing initiatives that enable them to achieve their strategic objectives, promote an agile approach to processes, and work towards a culture of innovation inspired by the world of startups. The new study, *The 4 W's of Corporate Venturing*, highlights the results of a series of video interviews and qualitative questionnaires conducted with 21 corporate venturing experts, innovation managers, and other C-level managers of 18 market-leading companies in the United Arab Emirates (UAE), Italy, Spain and Switzerland, operating in the services (including telecom and infrastructure), energy, manufacturing, banking, and insurance sectors, and functioning on a global scale. The study is created and designed by Gellify's team under the framework of the 4 W's of corporate venturing (Why, What, Who, and Where). The Why Most study respondents reported that the reason they began corporate venturing was in order to create an innovative corporate culture internally. For others, having an internal startup acts as a driving force to attract young talent. Meanwhile, for other companies, investing in startups that operate in adjacent sectors, or sectors that are far from their core business, has proved to be an opportunity for diversification and allowed them to anticipate the needs of markets in which competitors operate in more traditional ways. Others also see corporate venturing as a growth opportunity to reinvest in their core business. The What There is no single role as to what type of corporate venturing strategy a company should adopt. The companies surveyed include a strategy of diversifying investment between the short, medium and long term, in order to reap the benefits, while diversifying the risks. Regarding the size of investments, the Gellify study found that around 50 percent of the well-established companies surveyed provide more than AED40.00 million (\$11.81 million) in capital to their CVC/Corporate Venture Capital each year, while 30 percent provide less than AED20.00 million (\$5.45 million), and 14 percent provide between AED1.00 million (\$0.27 million) and AED10.00 million (\$2.71 million).



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23-09-2021

New Gellify study finds 18 leading companies stepping up innovation with corporate venturing | Company Releases - Gulf News

Id: 796049**Data di inserimento:** 2021-09-23**AVE:** € 3.375,73**Link originale:**<https://gulfnews.com/business/company-releases/new-gellify-study-finds-18-leading-companies--stepping-up-innovation-with-corporate-venturing-1.1632386629799>**Contenuto:**

New Gellify study finds 18 leading companies stepping up innovation with corporate venturing | Company Releases - Gulf News

Trending New Gellify study finds 18 leading companies stepping up innovation with corporate venturing

Michele Giordani, Managing Partner and Founder, Gellify & Massimo Cannizzo, CEO and Co-founder, Gellify

Image Credit: Supplied

Gellify Middle East, a multinational B2B innovation platform managing digital transformation, has released a new corporate venturing-focused study that provides a unique overview of how leading international companies across different industries are developing initiatives that enable them to achieve their strategic objectives, promote an agile approach to processes, and work towards a culture of innovation inspired by the world of startups. The new study, The 4 W's of Corporate Venturing, highlights the results of a series of video interviews and qualitative questionnaires conducted with 21 corporate venturing experts, innovation managers, and other C-level managers of 18 market-leading companies in the United Arab Emirates (UAE), Italy, Spain and Switzerland, operating in the services (including telecom and infrastructure), energy, manufacturing, banking, and insurance sectors, and functioning on a global scale. The study is created and designed by Gellify's team under the framework of the 4 W's of corporate venturing (Why, What, Who, and Where). The Why

Image Credit: Supplied

Most study respondents reported that the reason they began corporate venturing was in order to create an innovative corporate culture internally. For others, having an internal startup acts as a driving force to attract young talent. Meanwhile, for other companies, investing in startups that operate in adjacent sectors, or sectors that are far from their core business, has proved to be an opportunity for

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22-09-2021

New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing | UAE News 24/7**Id:** 795946**Data di inserimento:** 2021-09-23**AVE:** € 379,23**Link originale:**<https://uaenews247.com/2021/09/22/new-gellify-study-finds-18-leading-companies-stepping-up-innovation-with-corporate-venturing/>**Contenuto:**

New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing | UAE News 24/7

New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing

New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing

Study features UAE's Injazat and Etihad Aviation Group's perspectives

Corporate venturing becoming one of the key vectors of the new economy

Companies embark on innovation push inspired by the world of startups

Dubai, UAE, September 22, 2021: GELLIFY Middle East, a multinational B2B innovation platform managing digital transformation, has released a new corporate venturing-focused study that provides a unique overview of how leading international companies across different industries are developing initiatives that enable them to achieve their strategic objectives, promote an agile approach to processes, and work towards a culture of innovation inspired by the world of startups.

The new study, The 4 W's of Corporate Venturing, highlights the results of a series of video interviews and qualitative questionnaires conducted with 21 corporate venturing experts, innovation managers, and other C-level managers of 18 market-leading companies in the United Arab Emirates (UAE), Italy, Spain and Switzerland, operating in the services (including telecom and infrastructure), energy, manufacturing, banking, and insurance sectors, and functioning on a global scale.

The study is created and designed by GELLIFY's team under the framework of the 4 W's of corporate venturing (Why, What, Who, and Where).

The study's UAE participants include Mohamed Al Qubaisi, Chief Technology Officer of Injazat; Ussama Dahabiyeh, Chief Executive Officer of Injazat; and Kai Ling Ting, Head of Innovation of Etihad Aviation Group.

A majority of the participants

in the research (79%) have above 1,000 employees, while 78% have experience with a venturing business unit ranging from 2-5 years, 14% have been in operation for one year or less, and 7% have been in operation for 6-10 years. As an innovation vehicle, and with corporate venturing becoming one of the key vectors of the new economy, the GELLIFY research team asked the highly skilled and experienced C-level participants four key questions: Why corporate venturing? What type of venturing should be done? Who are the key figures to involve in corporate venturing? And, where should efforts be concentrated? "The Why." Most study respondents reported that the reason they began corporate venturing was in order to create an innovative corporate culture internally. For others, having an internal startup acts as a driving force to attract young talent. Meanwhile, for other companies, investing in startups that operate in adjacent sectors, or sectors that are far from their core business, has proved to be an opportunity for diversification and allowed them to anticipate the needs of markets in which competitors operate in more traditional ways. Others also see corporate venturing as a growth opportunity to reinvest in their core business. The research also discovered that large companies have hundreds of thousands of pieces of data that can constitute real business cases for the algorithms of startups, which, in turn, can be used to better respond to the specific needs of millions of customers globally. "The What." There is no single rule as to what type of corporate venturing strategy a company should adopt. The companies surveyed indicate a strategy of diversifying investments between the short, medium and long term, in order to reap the benefits, while diversifying the risks. Some 50% of the leaders interviewed stated that they had worked on projects with startups with an average duration of 2-5 years. Regarding the size of investments, the GELLIFY study found that around 50% of the well-established companies surveyed provide more than AED43.38 million (\$11.81 million) in capital to their CVC (Corporate Venture Capital) each year, while 36% provide less than AED21.67 million (\$5.90 million), and 14% provide between AED21.67 million (\$5.90 million) and AED43.38 million (\$11.81 million). The success of venturing initiatives can be challenged by excessive internal bureaucracy within large companies, which can cause misalignments with the parent company, conflicts of interest, intellectual

property issues, etc. In fact, 43% of the surveyed companies have had unsuccessful experiences with startups. "The Who." The involvement of the CEO is crucial to the startup of a new venturing unit, as is the board of directors and other C-level executives in an organisation. Of all the companies surveyed, about 60% reported that their venturing unit team comes from their parent company, about 21% from other sources, 7.1% from the corporate venture capital division itself, and 7.1% from a startup/scaleup. Another aspect to consider when involving key people from the parent company is the level of risk the company is willing to tolerate. A total of 86% of the respondents answered that their company was only willing to tolerate a medium level of risk - even though these types of investments tend to generate returns over the long term (at least 5-7 years): 7% a high level and the other 7% a low level. "The Where." With the right team on board, an experimental mindset, and resources allocated to venturing, the question remains: Where should the company concentrate their efforts? In response to this question, survey respondents were divided, with 50% hosting calls for startups, 43% searching internally for recommendations from a corporate venture capital or parent company, and 7% relying upon traditional venture capital funds. The most common investment strategy used by the companies surveyed was direct investments (64.6%), while 7% preferred to invest through co-investments and another 7% through indirect investments. For a corporate venturing initiative to succeed Ussama Dahabiyeh, CEO of Injazat, said: "It's all about managing risks, being steadfast and staying cheap; hence fostering an experimental, failure tolerant mindset becomes really important" with Mohamed Al Qubaisi, Chief Technology Officer of Injazat, adding: "You need to provide the right environment and get the right talent in the right place." Offering advice to corporations seeking to embark on corporate venturing initiatives, Kai Ling Ting, Head of Innovation at Etihad Aviation Group, said: "It's tempting to want to leap to results from day one but it is important to recognise that this is a long-term investment which requires patience, and often, a culture change within the organisation. For the initiatives to be successful and sustainable, you'll need strong advocates on the leadership team who will not only help champion the cause but also walk the talk by sponsoring projects within the innovation spaces so you can have concrete success

stories for the rest of the organisation to get excited about and want to be involved in.” Commenting on the study’s findings, Michele Giordani, Managing Partner and Founder of GELLIFY, said: “Two fundamental aspects emerge that all companies will have to take into account more and more. First of all, if they do not want to run the risk of losing relevance to new fully digital players, they will have to innovate; starting collaborations with external startups. The second important aspect concerns the culture of innovation in a company and its perception on the market in terms of innovation.” “Corporate venturing initiatives give a great impetus to both of these strategic levers and also provide a benchmark on the speed and dynamics emerging in the market,” Giordani added. The study was produced by Pedro Irujo, Managing Director of GELLIFY Iberia and expert in corporate venturing, in collaboration with Amanda Whitmore, Corporate Storyteller of GELLIFY, and Rebecca Mini and Federico Collarin, GELLIFY Innovation Consultants. The GELLIFY study was produced in association with Accenture Italy, the law firm Gianni & Origoni, Kaspersky Innovation Hub, and the tax consulting firm Studio Pirola Pennuto Zei & Associates. -END- To read the full results of the study, visit bit.ly/The4WsOfCVC Notes to the Editor: About GELLIFY GELLIFY is an innovation platform that connects high-tech B2B startups with traditional companies to innovate their processes, products, and business models. With headquarters in Italy and offices in Spain and the United Arab Emirates, the company’s success is based on its unique model that infuses companies with the most advanced B2B startup technologies and GELLIFY’s expertise. The platform accompanies startups from their “gaseous” or “liquid” embryonic state to a reliable and scalable “solid” state through its exclusive and proprietary growth program, GELLIFICATION. This growth is financed through smart investments implemented by GELLIFY and its co-investors. GELLIFY has also created a community called EXPLORE where entrepreneurs, innovators, and professionals can connect on any digital device. Through the app, downloadable from the App Store and Google Play Store, subscribers can have phygital experiences that alternate between the physical and digital world, participate in events, and infuse their companies with the most advanced startup technologies and GELLIFY skills. GELLIFY consists of 3 business units: - GELLIFY for Startups, which is

dedicated to the gellification of startups that have already expressed traction in the market. The gellification program provides more complex services than the mentorship and basic business creation services typical of incubators. It lasts 6-24 months and involves all areas of the company. - **GELLIFY** for Companies, which is focused on open innovation services for SMEs and large corporations that want to build new innovative business paths. This division specializes in corporate venturing, innovation strategies, sales and marketing digitization, Industry 4.0 and digital operations, digitizati

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22-09-2021

New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing | ZAWYA MENA Edition

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New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing | ZAWYA MENA Edition

Financial Companies MENA Company Data Access the most comprehensive database of companies and officers in the Middle East and North Africa, covering all major sectors and industries, from Refinitiv. MENA Projects App Screen, analyze and compare projects in the Middle East and North Africa across Infrastructure, Real Estate, Industrial and Energy sectors with Refinitiv's Eikon. New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing Study features UAE's Injazat and Etihad Aviation Group's perspectives

Press Release Corporate venturing becoming one of the key vectors of the new economy Companies embark on innovation push inspired by the world of startups Dubai: GELLIFY Middle East, a multinational B2B innovation platform managing digital transformation, has released a new corporate venturing-focused study that provides a unique overview of how leading international companies across different industries are developing initiatives that enable them to achieve their strategic objectives, promote an agile approach to processes, and work towards a culture of innovation inspired by the world of startups. The new study, The 4 W's of Corporate Venturing, highlights the results of a series of video interviews and qualitative questionnaires conducted with 21 corporate venturing experts, innovation managers, and other C-level managers of 18 market-leading companies in the United Arab Emirates (UAE), Italy, Spain and Switzerland, operating in the services (including telecom and infrastructure), energy, manufacturing, banking, and insurance sectors, and functioning on a global scale. The study is created and designed by GELLIFY's team under the framework of the 4 W's of corporate venturing (Why, What, Who, and Where). The study's UAE participants include Mohamed Al Qubaisi, Chief Technology Officer of Injazat ; Ussama Dahabiyeh, Chief Executive Officer of Injazat;

The screenshot shows a webpage layout for a press release. At the top, there's a banner for LSEG (London Stock Exchange Group) with the text 'We like to add value to your business. That's why we added Refinitiv to ours.' Below this is the main article content. The article title is 'New GELLIFY study finds 18 leading companies stepping up innovation with corporate venturing'. The article features a graphic with the text 'Who signed off on the innovation push?' and 'The WHO'. The graphic shows a flowchart with 'Who' (UAE, Italy, Spain, Switzerland) and 'Where' (Corporate Venturing, Energy, Manufacturing, Banking, Insurance). The article text discusses the study's findings, mentioning that 80% of respondents highlighted the results of a series of video interviews and qualitative questionnaires conducted with 21 corporate venturing experts. The study is created and designed by GELLIFY's team under the framework of the 4 W's of corporate venturing (Why, What, Who, and Where). The study's UAE participants include Mohamed Al Qubaisi, Chief Technology Officer of Injazat ; Ussama Dahabiyeh, Chief Executive Officer of Injazat;

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cause but also walk the talk by sponsoring projects within the innovation space so you can have concrete success stories for the rest of the organisation to get excited about and want to be involved in." Commenting on the study's findings, Michele Giordani, Managing Partner and Founder of GELLIFY, said: "Two fundamental aspects emerge that all companies will have to take into account more and more. First of all, if they do not want to run the risk of losing relevance to new fully digital players, they will have to innovate; starting collaborations with external startups. The second important aspect concerns the culture of innovation in a company and its perception on the market in terms of innovation." "Corporate venturing initiatives give a great impetus to both of these strategic levers and also provide a benchmark on the speed and dynamics emerging in the market," Giordani added. The study was produced by Pedro Irujo, Managing Director of GELLIFY Iberia and expert in corporate venturing, in collaboration with Amanda Whitmore, Corporate Storyteller of GELLIFY, and Rebecca Mini and Federico Collarin, GELLIFY Innovation Consultants. The GELLIFY study was produced in association with Accenture Italy, the law firm Gianni & Origoni, Kaspersky Innovation Hub, and the tax consulting firm Studio Pirola Pennuto Zei & Associates. -Ends- About GELLIFY GELLIFY is an innovation platform that connects high-tech B2B startups with traditional companies to innovate their processes, products, and business models. With headquarters in Italy and offices in Spain and the United Arab Emirates, the company's success is based on its unique model that infuses companies with the most advanced B2B startup technologies and GELLIFY's expertise. The platform accompanies startups from their "gaseous" or "liquid" embryonic state to a reliable and scalable "solid" state through its exclusive and proprietary growth program, GELLIFICATION. This growth is financed through smart investments implemented by GELLIFY and its co-investors. GELLIFY has also created a community called EXPLORE where entrepreneurs, innovators, and professionals can connect on any digital device. Through the app, downloadable from the App Store and Google Play Store, subscribers can have phygital experiences that alternate between the physical and digital world, participate in events, and infuse their companies with the most advanced startup technologies and GELLIFY skills. GELLIFY consists of 3 business units: - GELLIFY for Startups, which is dedicated to the gellification of startups that have already expressed traction in the market. The gellification program provides more complex services than the mentorship and basic business creation services typical of incubators. It lasts 6-24 months and involves all areas of the company. - GELLIFY for Companies, which is focused on open innovation services for SMEs and large corpo

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GELLIFY publie une étude internationale sur le Corporate Venturing : 18 grandes entreprises impliquées

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Contenuto:

GELLIFY, étude internationale sur le Corporate Venturing | Infos.fr **GELLIFY** publie une étude internationale sur le Corporate Venturing : 18 grandes entreprises impliquées Sujets couverts **GELLIFY**, étude internationale sur le Corporate Venturing **GELLIFY** est une plateforme dédiée à l'innovation B2B, spécialisée dans l'investissement de capitaux dans des startups sélectionnées et contribuant à leur croissance. **GELLIFY** se concentre sur les start-ups de haute technologie qu'elle met ensuite en relation avec des entreprises traditionnelles afin de renouveler leurs processus de travail, leurs modèles commerciaux et leurs produits commercialisés. Récemment, l'entreprise a publié une étude intitulée « The 4W's of Corporate Venturing », basée sur des entretiens et des questionnaires qualitatifs avec 21 experts en Corporate Venturing, des managers et des responsables de l'innovation. Les experts travaillent dans des entreprises basées en Italie, en Espagne, en Suisse et aux Émirats arabes unis, agissant dans un contexte européen et international. L'étude, qui se présente sous la forme d'un rapport, a été élaborée en recueillant des données réelles et actualisées sur la manière dont les principales entreprises de différents secteurs du marché développent des initiatives de pointe pour atteindre leurs objectifs stratégiques. Ces entreprises encouragent une approche intelligente et diffusent une culture de l'innovation ancrée dans le monde des start-ups.

Rapport, « The 4 Ws of Corporate Venturing » Selon l'étude annoncée par **GELLIFY**, 78% des entreprises interrogées dans le cadre de la recherche ont entre 2 et 5 ans d'expérience à la tête du business venturing. 14% des entreprises ont créé une entreprise de venturing depuis un an ou moins, tandis que 7% ont entre 6 et 10 ans d'expérience. Parmi les données examinées et incluses dans l'étude, il y a également des résultats provenant d'Italie, grâce à la contribution significative des Chief Innovation Officers italiens et des chefs d'investissement de divers secteurs tels que le secteur

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GELLIFY publie une étude internationale sur le Corporate Venturing : 18 grandes entreprises impliquées

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- GELLIFY, étude internationale sur le Corporate Venturing
- Padel - The 4 Ws of Corporate Venturing
- The 4W's: Quelles raisons de Corporate Venturing (part 1)
- The 4W's - 50 minutes dans le Corporate Venturing ?
- GELLIFY, étude d'étape et internationale des entreprises

La plateforme d'innovation B2B, GELLIFY, a publié une étude internationale impliquant 18 grandes entreprises. En particulier, les entreprises qui ont collaboré avec GELLIFY ont partagé avec l'entreprise leur vision et leurs objectifs sur le Corporate Venturing.

GELLIFY, étude internationale sur le Corporate Venturing

GELLIFY est une plateforme dédiée à l'innovation B2B, spécialisée dans l'investissement de capitaux dans des startups sélectionnées et contribuant à leur croissance. **GELLIFY** se concentre sur les start-ups de haute technologie qu'elle met ensuite en relation avec des entreprises traditionnelles afin de renouveler leurs processus de travail, leurs modèles commerciaux et leurs produits commercialisés.

Récemment, l'entreprise a publié une étude intitulée « The 4W's of Corporate Venturing », basée sur des entretiens et des questionnaires qualitatifs avec 21 experts en Corporate Venturing, des managers et des responsables de l'innovation. Les experts travaillent dans des entreprises basées en Italie, en Espagne, en Suisse et aux Émirats arabes unis, agissant dans un contexte européen et international.

L'étude, qui se présente sous la forme d'un rapport, a été élaborée en recueillant des données réelles et actualisées sur la manière dont les principales entreprises de différents secteurs du marché développent des initiatives de pointe pour atteindre leurs objectifs stratégiques. Ces entreprises encouragent une approche intelligente et diffusent une culture de l'innovation ancrée dans le monde des start-ups.

Rapport, « The 4 Ws of Corporate Venturing »

D'après l'étude présentée par GELLIFY, 78% des entreprises interrogées dans le cadre de la recherche ont entre 2 et 5 ans d'expérience à la tête du business venturing. 14% des entreprises ont créé une entreprise de venturing depuis un an ou moins, tandis que 7% ont entre 6 et 10 ans d'expérience.

chimico-pharmaceutique représenté par le groupe Sapio, le secteur du commerce de détail de Camst International ou le secteur des assurances de Reale Mutua. Les professionnels qui occupent des postes de direction dans des entreprises basées en Suisse, aux Émirats arabes unis et en Espagne, en revanche, opèrent dans le secteur des services, dans le secteur des banques et des assurances et dans le secteur de l'énergie et de l'industrie. Enfin, le rapport élaboré par **GELLIFY** a été préparé en collaboration avec le cabinet d'avocats Gianni & Origoni, Accenture Italia, le cabinet de conseil fiscal Studio Pirola Pennuto Zei & Associati et Kasperky Innovartion Hub.

The Why - Pourquoi le Corporate Venturing Selon **GELLIFY**, les entreprises ont expliqué qu'elles ont décidé de créer une unité de Corporate Venturing pour développer une « culture de l'innovation ». Dans la plupart des cas, cette motivation est la principale raison du succès des activités individuelles. Pour les dirigeants des autres entreprises interrogées, la création d'une start-up dans le cadre de l'entreprise est une opportunité pour attirer les jeunes talents. Pour d'autres entreprises, l'investissement et le financement de jeunes pousses actives dans des secteurs adjacents ou éloignés de leur activité principale sont décrits comme une occasion de se diversifier. De cette manière, il est possible d'anticiper les besoins des marchés dominés par la concurrence. Enfin, certains dirigeants ont révélé qu'ils considèrent le corporate venturing comme une option de croissance à mettre en œuvre en réinvestissant dans leurs activités principales.

The What- Quelles options de Corporate Venturing choisir ? En ce qui concerne la stratégie de corporate venturing à suivre, il est apparu que le choix est extrêmement personnel et s'écarte des règles prédéfinies. Les réponses données par les entreprises interrogées montrent une stratification des investissements sur le court, moyen et long terme. Dans 50% des cas, les cadres ont expliqué qu'ils avaient travaillé sur des projets avec des start-ups qui ont duré en moyenne entre 2 et 5 ans. En outre, les mêmes 50 % des entreprises réservent plus de 10 millions d'euros chaque année pour leur CVC ; 36 % réservent environ 5 millions d'euros et 14 % réservent entre 5 et 10 millions d'euro. En outre, la réussite des projets de venturig peut rencontrer de nombreuses difficultés en raison de la bureaucratie interne complexe qui caractérise les grandes entreprises. Des conflits d'intérêts, des malentendus avec la société mère, etc. peuvent survenir. L'étude montre donc que 43 % des entreprises interrogées ont eu des expériences négatives et infructueuses avec les jeunes entreprises avec lesquelles elles ont travaillé.

The Who - Qui impliquer dans le Corporate Venturing ? Un autre aspect fondamental du corporate venturing concerne les personnes à impliquer dans le projet. Tout d'abord, il est essentiel de se référer au PDG de l'entreprise pour lancer une nouvelle unité d'entreprise. Viennent ensuite le conseil d'administration et tous les autres cadres dirigeants. Parmi les entreprises interrogées, 60% ont expliqué que l'équipe de l'unité de capital-risque a été sélectionnée par le personnel de la société mère ; 21% se sont tournés vers d'autres sources ; 7,1% ont opté pour des membres de la startup/scaleup tandis qu'un autre 7,1% a préféré puiser directement dans la division du capital-risque de l'entreprise. En outre, un autre aspect très important pour les entreprises interrogées qui influence le choix des chiffres clés à impliquer coïncide avec le « niveau de risque que l'entreprise est prête à tolérer ». À cet égard, 86 % des cadres interrogés ont admis que l'entreprise peut tolérer un niveau de risque moyen ; 7 % acceptent un niveau de risque élevé, tandis que les 7 % restants préfèrent un niveau de risque faible.

The where - Où chercher les meilleures opportunités d'investissement ? Lorsqu'on leur a demandé où trouver les meilleures opportunités d'investissement et quelles stratégies adopter, 50 % des entreprises ont cité les appels aux start-ups annoncés par les entreprises ; 43 % ont choisi de se fier aux propositions des employés du CVC ou de la société mère, tandis que 7 % ont préféré se concentrer sur le capital-risque traditionnel. En ce qui concerne les stratégies d'investissement, 64,6 % des entreprises ont préféré l'investissement direct, 7 % ont opté pour le co-investissement et 7 % ont eu recours à une forme d'investissement indirect.

GELLIFY, chefs d'étude et commentaire des données L'étude présentée et promue par **GELLIFY** a été préparée par le directeur général de **GELLIFY** Iberia et expert en Corporate Venturing, **Pedro Irujo**, assisté par la Corporate Storyteller de **GELLIFY**, **Amanda Whitmore**. **Rebecca Mini**, consultante en innovation **GELLIFY**, et **Federico Collarin**, consultant en innovation **GELLIFY**, ont également collaboré. Enfin, l'enquête a été commentée par **Michele Giordani**, fondateur et associé gérant de **GELLIFY**, qui a déclaré : « Notre étude fait ressortir deux aspects fondamentaux que toutes

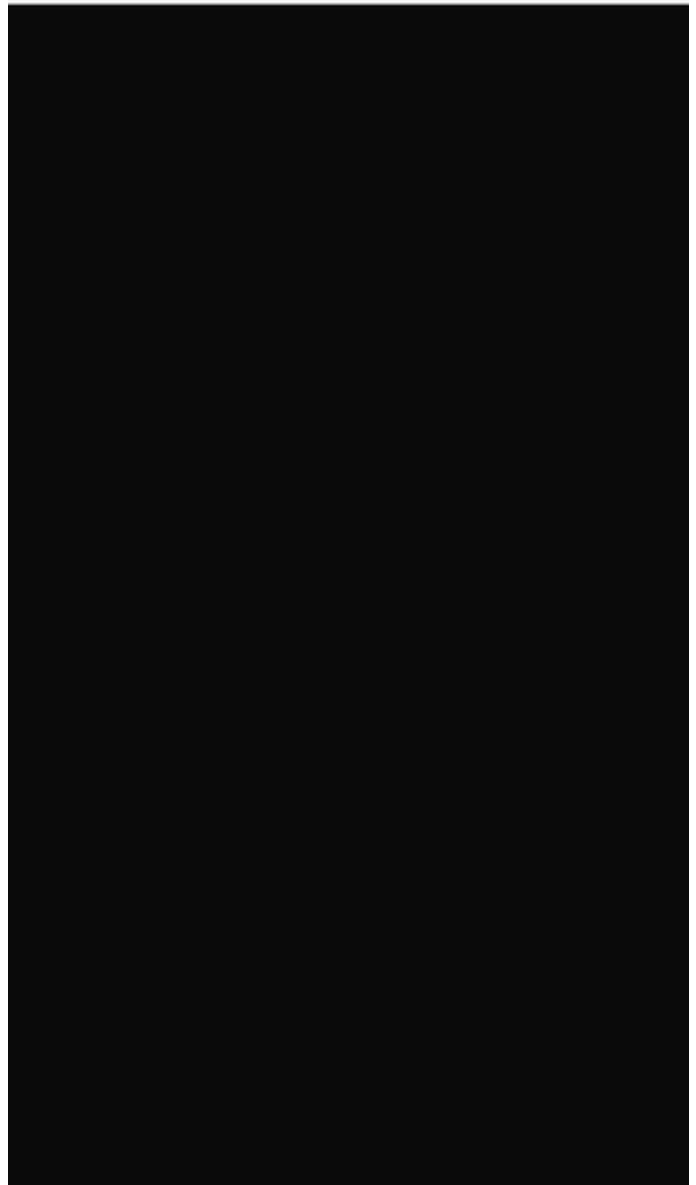
les entreprises devront de plus en plus prendre en compte. Tout d'abord, si elles ne veulent pas courir le risque de perdre leur pertinence sur les marchés face à de nouveaux acteurs entièrement numériques, elles devront nécessairement innover, en entamant des collaborations avec des startups externes. Le deuxième aspect important concerne la culture de l'innovation dans l'entreprise et sa perception sur le marché en termes d'innovation. Les initiatives de corporate venturing donnent un grand élan à ces deux leviers stratégiques et fournissent également un point de référence sur la vitesse et la dynamique qui émergent sur les marchés ». Sandro Bacan, responsable de l'innovation pour l'Italie, la Grèce et l'Europe centrale chez Accenture, a quant à lui déclaré : « Le capital-risque d'entreprise se répand de plus en plus dans le monde, avec des taux de croissance à deux chiffres, et en Italie, il a un énorme potentiel de développement. Dans le domaine de l'innovation ouverte, il s'agit d'un outil fondamental qui est parfaitement complémentaire des autres modes d'interaction avec l'écosystème en termes de finalité et d'horizon temporel. C'est un outil qui garantit une grande flexibilité et permet l'externalisation des efforts de R&D dans le but d'améliorer les options du portefeuille d'affaires à moyen/long terme ». Se connecter avec : J'autorise à créer un compte Lorsque vous vous connectez pour la première fois à l'aide d'un bouton de connexion sociale, nous recueillons les informations de profil public de votre compte partagées par le fournisseur de connexion sociale, en fonction de vos réglages de confidentialité. Nous recevons également votre adresse e-mail pour créer automatiquement un compte pour vous sur notre site Web. Une fois votre compte créé, vous serez connecté à ce compte. Désapprouver Approuver Label { } [+] Name* Email* Téléphone J'autorise à créer un compte Lorsque vous vous connectez pour la première fois à l'aide d'un bouton de connexion sociale, nous recueillons les informations de profil public de votre compte partagées par le fournisseur de connexion sociale, en fonction de vos réglages de confidentialité. Nous recevons également votre adresse e-mail pour créer automatiquement un compte pour vous sur notre site Web. Une fois votre compte créé, vous serez connecté à ce compte. Désapprouver Approuver Label { } [+] Name* Email* Téléphone 0 Commentaires Commentaires en ligne Afficher tous les commentaires Economie Economie Economie Suivez nous Economie Economie Economie Economie Economie Economie Economie Economie Economie Economie Pour signaler à la rédaction toute erreur dans l'utilisation de matériel confidentiel, écrivez à staff@infos.fr: nous supprimerons dans les plus brefs délais le matériel portant atteinte aux droits des tiers. Copyright © 2021 | Infos.fr - Tous les droits sont réservés. Publié en Fran

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GELLIFY publica un estudio internacional sobre Corporate Venturing: 18 grandes empresas implicadas**Id:** 793655**Data di inserimento:** 2021-09-13**AVE:** € 109,58**Link originale:**<https://www.think.es/gellify-publica-estudio-corporate-venturing/>**Contenuto:**

GELLIFY publica un estudio sobre Corporate Venturing | Think**GELLIFY** publica un estudio internacional sobre Corporate Venturing: 18 grandes empresas implicadas La plataforma de innovación B2B, **GELLIFY**, ha publicado un estudio internacional en el que participan 18 grandes empresas. **GELLIFY**, estudio internacional sobre Corporate Venturing **GELLIFY** es una plataforma dedicada a la innovación B2B, especializada en invertir capital en startups seleccionadas y contribuir a su crecimiento, se centra en las empresas emergentes de alta tecnología, a las que conecta con las empresas tradicionales para renovar sus procesos de trabajo, modelos de negocio y productos comercializados. Recientemente ha publicado un estudio titulado «The 4W's of Corporate Venturing», basado en entrevistas y cuestionarios cualitativos con 21 expertos en corporate venturing, directivos y responsables de innovación. Los expertos trabajan en empresas con sede en Italia, España, Suiza y los Emiratos Árabes Unidos, actuando en un contexto europeo e internacional. El estudio, que adopta la forma de un informe, ha sido elaborado mediante la recopilación de datos reales y actualizados sobre cómo las empresas líderes de los distintos sectores del mercado están desarrollando iniciativas de vanguardia para alcanzar sus objetivos estratégicos. Estas empresas promueven un enfoque inteligente y difunden una cultura de la innovación arraigada en el mundo de las start-ups. Informe, «The 4 Ws of Corporate Venturing». En cuanto al estudio anunciado por **GELLIFY**, el 78% de las empresas encuestadas para la investigación tienen entre 2 y 5 años de experiencia al frente del emprendimiento empresarial. El 14% de las empresas tienen un año o menos de antigüedad, mientras que el 7% tiene entre 6 y 10 años de experiencia. Entre los datos examinados e incluidos en el estudio, también hay resultados de Italia, gracias a la importante contribución de los directores de innovación italianos y de los jefes de inversión de diversos sectores, como el sector químico-farmacéutico representado por el Grupo Sapio, el sector minorista de Camst



International o el sector de los seguros de Reale Mutua. Por otro lado, las figuras profesionales que cubren las funciones de dirección en empresas con sede en Suiza, Emiratos Árabes Unidos y España, operan en el sector de los servicios, en el sector de la banca y los seguros y en el sector energético y manufacturero. Por último, el informe elaborado por GELLIFY ha sido preparado en colaboración con el bufete de abogados Gianni & Origoni, Accenture Italia, la consultora fiscal Studio Pirola Pennuto Zei & Associati y Kasperky Innovartion Hub. El por qué – Por qué Corporate Venturing Según GELLIFY, las empresas explican que han decidido crear una unidad de Corporate Venturing para desarrollar una «cultura de la innovación». En la mayoría de los casos, esta motivación es la principal razón del éxito de las actividades individuales. Para los responsables de otras empresas entrevistadas, la creación de una start-up dentro del entorno empresarial es una oportunidad para atraer a jóvenes talentos. Para otras empresas, invertir y financiar empresas emergentes que operan en sectores adyacentes o alejados de su actividad principal se describe como una oportunidad de diversificación. De este modo, es posible anticiparse a las necesidades de los mercados dominados por la competencia. Por último, algunos ejecutivos revelaron que ven la aventura empresarial como una oportunidad de crecimiento mediante la reinversión en sus negocios principales. El qué – Qué opciones de Corporate Venturing elegir En relación con la estrategia de emprendimiento empresarial que se debe seguir, se puso de manifiesto que la elección es extremadamente personal y se aparta de reglas inequívocas y predefinidas. Las respuestas de las empresas entrevistadas muestran una estratificación de las inversiones a corto, medio y largo plazo. En el 50% de los casos, los ejecutivos explicaron que habían trabajado en proyectos con empresas de nueva creación que duraron una media de entre 2 y 5 años. Además, el mismo 50% de las empresas reserva más de 10 millones de euros al año para su CVC; el 36% reserva alrededor de 5 millones de euros y el 14% reserva entre 5 y 10 millones de euros. Además, el éxito de los proyectos de venturig puede verse obstaculizado por la compleja burocracia interna de las grandes empresas. Pueden surgir conflictos de intereses, malentendidos con la empresa matriz, etc. Por lo tanto, el estudio muestra que el 43% de las empresas encuestadas tuvieron experiencias negativas y poco exitosas con las start-ups con las que trabajaron. Quién – A quién involucrar en el proyecto de Corporate Venturing Otro aspecto clave del corporate venturing es a quién involucrar en el proyecto. En primer lugar, es imprescindible dirigirse al director general de la empresa para poner en marcha una nueva unidad de emprendimiento. Le siguen el consejo de administración y todos los demás ejecutivos de nivel C. Entre las empresas encuestadas, el 60% explicó que el equipo de la unidad de emprendimiento fue seleccionado por el personal de la empresa matriz; el 21% recurrió a otras fuentes; el 7,1% optó por miembros de la startup/escuela, mientras que otro 7,1% prefirió recurrir directamente a la división de capital de emprendimiento corporativo. Además, otro aspecto muy importante para las empresas entrevistadas que influye en la elección de las figuras clave que deben participar coincide con el «nivel de riesgo que la empresa está dispuesta a tolerar». A este respecto, el 86% de los ejecutivos entrevistados admite que la empresa puede tolerar un nivel de riesgo medio; el 7% acepta un nivel de riesgo alto, mientras que un último 7% prefiere un nivel de riesgo bajo. El dónde – Dónde buscar las mejores oportunidades de inversión Cuando se les preguntó dónde encontrar las mejores oportunidades de inversión y qué estrategias adoptar, el 50% de las empresas citó las convocatorias de startups anunciadas por las corporaciones; el 43% optó por confiar en las propuestas de los empleados de CVC o de la empresa matriz, mientras que el 7% prefirió centrarse en el capital riesgo tradicional. En cuanto a las estrategias de inversión, el 64,6% de las empresas prefiere la inversión directa, el 7% opta por la coinversión y otro 7% recurre a una forma de inversión indirecta. GELLIFY, los responsables del estudio y del comentario de datos El estudio presentado y promovido por GELLIFY fue elaborado por el Director General de GELLIFY Iberia y experto en Corporate Venturing, Pedro Irujo, asistido por la Corporate Storyteller de GELLIFY, Amanda Whitmore. También colaboraron Rebecca Mini, consultora de innovación de GELLIFY, y Federico Collarin, consultor de innovación de GELLIFY. Por último, la encuesta fue comentada por el fundador y socio director de GELLIFY, Michele Giordani, quien señaló: «De nuestro estudio se desprenden dos aspectos fundamentales que todas las empresas deberán tener en cuenta cada vez más. En primer lugar, si no quieren correr el riesgo de perder relevancia en los mercados frente a los

nuevos actores plenamente digitales, tendrán necesariamente que innovar, iniciando colaboraciones con startups externas. El segundo aspecto importante se refiere a la cultura de la innovación en la empresa y su percepción en el mercado en términos de innovación. Las iniciativas de emprendimiento corporativo dan un gran impulso a estas dos palancas estratégicas y también proporcionan un punto de referencia sobre la velocidad y la dinámica que está surgiendo en los mercados». Por su parte, Sandro Bacan, director de innovación de Accenture en Italia, Grecia y Europa Central, ha declarado: «El capital riesgo corporativo se está extendiendo cada vez más a nivel mundial, con tasas de crecimiento de dos dígitos, y en Italia tiene un enorme potencial de desarrollo. En el ámbito de la innovación abierta, es una herramienta fundamental que se complementa perfectamente con otras formas de interactuar con el ecosistema en cuanto a su finalidad y horizontes temporales. Es una herramienta que garantiza una gran flexibilidad y permite la externalización de los esfuerzos de I+D con el objetivo de mejorar las opciones de la cartera de negocios a medio/largo plazo». LEA TAMBIÉN: ¿Qué piensas? See more Dirección de correo electrónico: Al proceder aceptas la política de privacidad "Compra ahora, paga después", los acuerdos entre empresas y startups de pago flexible Think, la nueva marca global sobre tecnología, inversiones, lifestyle e impacto social. Canal de Actualidad.es | Think - Publicado en España por Contents Media - N. IVA 09559750964 Número REA 2099892 Dirección de correo electrónico: Contraseña Recuérdame Enter your account data and we will send you a link to reset your password. Nombre de usuario o correo electrónico Log in Privacy Policy To use social login you have to agree with the storage and handling of your data by this website. %privacy_policy% Insert