Corporate Venture Capital and Startup Ecosystem Engagement Training Course



22 - 26 Nov 2026

Amman

3800 € (Per Person)

Ref: #INN9076_229370

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the dynamic world of Corporate Venture Capital (CVC) and strategic engagement with startup ecosystems. In an era of rapid technological disruption, corporations are increasingly turning to CVC as a vital tool for innovation, strategic growth, and market intelligence. This program is designed to equip participants with the knowledge and skills to build, manage, and scale a successful CVC unit. Drawing on foundational concepts from thought leaders like Henry Chesbrough, the pioneer of "Open Innovation," the course explores how large organizations can effectively partner with and invest in agile startups to achieve mutual success. We will dissect the entire CVC lifecycle, from developing a robust investment thesis to sourcing deals, conducting due diligence, and managing a portfolio for both financial and strategic returns. Participants will gain practical insights into structuring CVC funds, navigating internal corporate dynamics, and fostering a culture of collaboration. BIG BEN Training Center has developed this curriculum to move beyond theoretical knowledge, offering actionable frameworks and real-world case studies to prepare you for the challenges and opportunities of corporate venturing. This is the definitive guide for any professional looking to leverage the power of the startup world for corporate renewal and competitive advantage.

Target Audience / This training course is suitable for:

- Corporate Development Managers.
- Innovation and Strategy Executives.
- Venture Capital and Private Equity Professionals.
- Investment Analysts and Associates.
- Mergers and Acquisitions (M&A) Specialists.
- Product Managers and R&D Leaders.
- Entrepreneurs and Startup Founders seeking corporate investment.
- Legal Counsel specializing in corporate finance and investments.
- Finance Directors and CFOs.
- Business Unit Heads.

Target Sectors and Industries:

- Technology and Software.
- Financial Services and FinTech.
- Healthcare, Pharmaceuticals, and BioTech.
- Manufacturing and Industrial Automation.
- Energy and Cleantech.
- Telecommunications and Media.
- Retail and E-commerce.
- Automotive and Mobility.
- Government agencies and economic development organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Corporate Strategy and Planning.
- Innovation and New Ventures.
- Research and Development (R&D).
- Mergers and Acquisitions (M&A).
- Finance and Treasury.
- Legal and Compliance.
- Business Development.
- Product Management and Marketing.
- Executive Leadership Offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a compelling strategic rationale and investment thesis for a CVC unit.
- Design and implement the optimal organizational structure and governance model for a CVC fund.
- Master the techniques for effective deal sourcing and screening within the startup ecosystem.
- Conduct rigorous due diligence on potential startup investments, covering technical, financial, and market aspects.
- Understand and apply various startup valuation methodologies.
- Structure and negotiate investment term sheets and shareholder agreements.
- Manage a portfolio of startup investments to drive both strategic value and financial returns.
- Implement best practices for post-investment support and corporate-startup collaboration.
- Measure the success of a CVC program using a balanced scorecard of financial and strategic metrics.
- Navigate the complexities of managing exits, including IPOs and acquisitions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led presentations, in-depth case studies of leading CVCs like Intel Capital and Salesforce Ventures, and interactive group workshops. Participants will engage in hands-on exercises, such as mock due diligence sessions, startup valuation challenges, and term sheet negotiation simulations. These activities are designed to build practical skills and reinforce theoretical concepts. Collaborative discussions and peer-to-peer learning are heavily encouraged, allowing attendees to share experiences and gain diverse perspectives. Our expert instructors facilitate sessions that bridge theory with practice, providing actionable frameworks and tools. Continuous feedback and Q&A sessions are integrated throughout the five days to address specific challenges and ensure a comprehensive understanding of Corporate Venture Capital and startup ecosystem engagement. The focus is on empowering participants with the confidence and competence to drive impactful CVC initiatives within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Venture Capital

- Introduction to Corporate Venture Capital (CVC).
- The strategic importance of CVC for corporate innovation and growth.
- Differences between CVC and traditional Venture Capital (VC).
- Historical evolution and current trends in the CVC landscape.
- Understanding the global startup ecosystem.
- Key players and dynamics in venture capital.
- Defining the objectives of a CVC program (strategic vs. financial).

Unit Two: CVC Strategy and Fund Structuring

- Developing a CVC investment thesis aligned with corporate strategy.
- Defining target sectors, technologies, and investment stages.
- Structuring the CVC unit (internal fund, external fund, hybrid models).
- Governance models and the role of the Investment Committee.
- Legal and regulatory considerations for setting up a CVC fund.
- Building the CVC team: roles, responsibilities, and required skills.
- Managing internal stakeholders and securing corporate buy-in.

Unit Three: The Investment Process: Sourcing and Due Diligence

- Effective deal sourcing strategies and building a proprietary pipeline.
- Networking within the startup and VC communities.
- Initial screening and evaluation of investment opportunities.
- The due diligence process: a comprehensive framework.
- Conducting market and competitive analysis.
- Assessing the founding team, technology, and business model.
- Financial due diligence, modeling, and startup valuation techniques.

Unit Four: Deal Execution and Portfolio Management

- Understanding and negotiating term sheets.
- Key clauses: valuation, liquidation preference, anti-dilution, and governance rights.
- The legal process of closing an investment.
- Post-investment engagement and value creation strategies.
- Leveraging corporate assets to support portfolio companies.
- Building effective boards and providing mentorship.
- Monitoring portfolio performance and follow-on investment decisions.

Unit Five: Advanced CVC Topics and Ecosystem Engagement

- Measuring CVC performance: financial ROI and strategic ROI.
- Developing a balanced scorecard for CVC success.
- Managing the exit process: M&A, IPO, and secondary sales.
- Corporate-startup collaboration models beyond CVC (accelerators, incubators, partnerships).
- Building and managing a corporate accelerator program.
- Fostering an internal culture of innovation and entrepreneurship.
- Future trends and the evolution of Corporate Venture Capital.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a corporation effectively balance the pursuit of immediate strategic goals with the long-term financial returns expected from a venture capital portfolio?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and deeply integrated perspective on Corporate Venture Capital that is often missing from more narrowly focused programs. While many courses concentrate solely on the financial mechanics of venture investing, our curriculum places equal emphasis on the strategic imperative and the complex art of engaging with the startup ecosystem. We provide a dual lens, teaching participants not only how to act as savvy investors but also how to function as strategic partners who can bridge the gap between the corporate and startup worlds. The methodology is rooted in practical application, moving beyond theory to immerse participants in real-world scenarios through extensive case studies, negotiation simulations, and due diligence workshops. This hands-on approach ensures that learning is not just absorbed but can be immediately deployed. Furthermore, the course content is uniquely structured to address the entire CVC lifecycle, from initial strategy formulation and fund creation to the nuances of portfolio management and successful exits. It provides a comprehensive playbook for building and sustaining a high-performing CVC program that delivers both measurable financial returns and transformative strategic value to the parent organization.