

# Join the Venture Factory to unlock new growth with platforms and entrepreneurs

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Short Overview

Joint initiative by

fastbreak.

BMI Lab

# Today established companies invest a lot in digital innovation programs aiming for outside-in innovation, but with very limited results at a very high cost

		Good for Venture Discovery, Bad at scaling a venture			Good for fast impact on core P&L, Very high costs	
		Independent Incubator/ Accelerator	Company Owned Incubator	Independent Digital Lab/ Digital Agency	M&A	Venture Capital
	Alignment with Corporate Strategy	●	●	●	●	●
	Right ideas at the right time	●	●	●	●	●
	Discovery of opportunities	●	●	●	●	●
	Scaling the opportunity	●	●	●	●	●
	Costs	●	●	●	●	●
	Access to entrepreneurial talent	●	●	●	●	●

All tools today have a very limited ROI and are known for "Innovation Theater"

**That's exactly where we come in,  
with our corporate venture expertise.**

We bring the entrepreneurship,  
platform economy expertise and  
venture-building skills to the  
corporate world.



# We combining the best of both worlds – corporates & startups

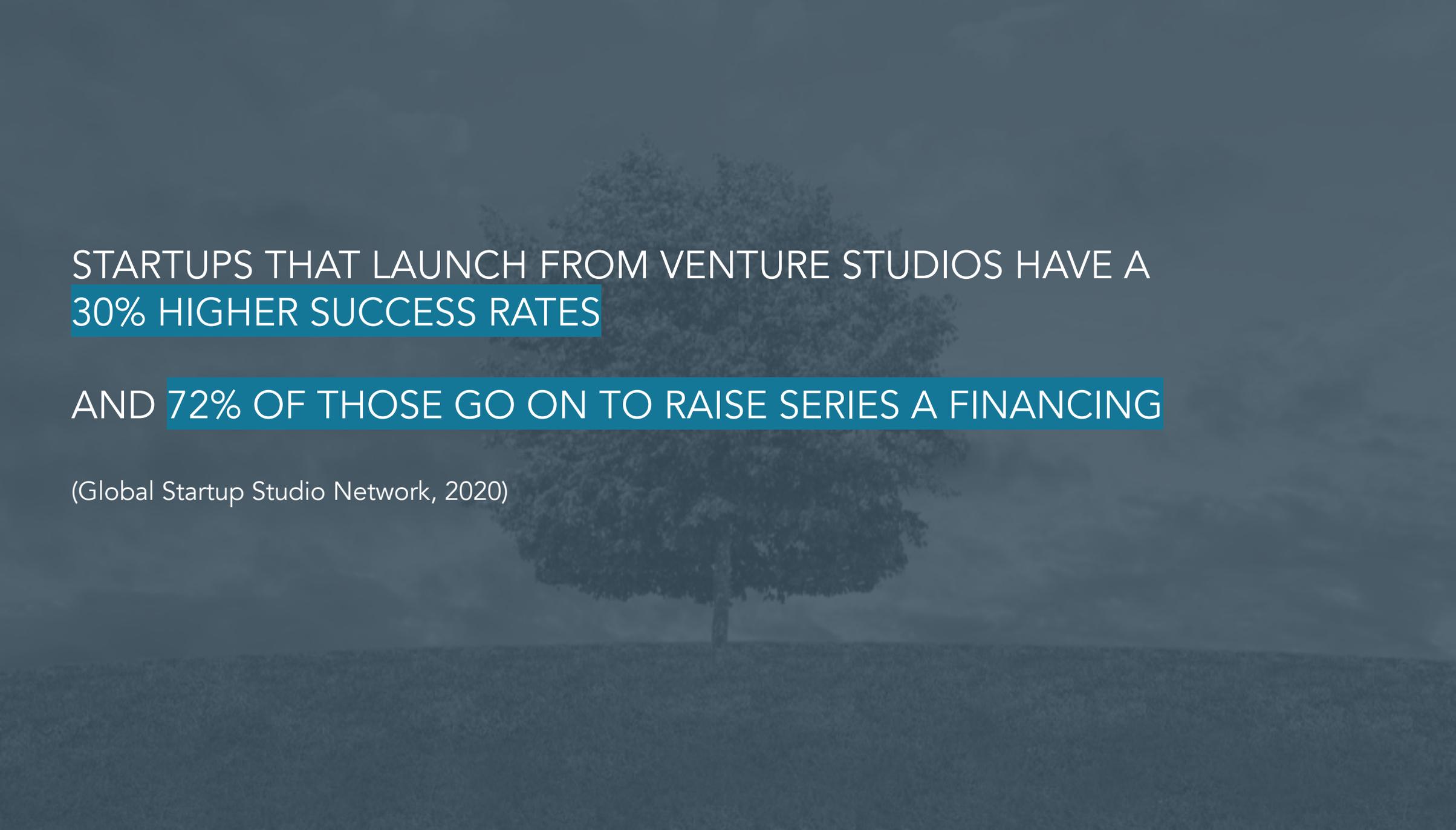
Startups launch quickly, but have a hard time scaling. Corporate projects have the resources to scale, but miss the startup execution speed. Corporate venturing combines the best of both.



# **Because corporates have the assets to beat startups at their own game.**

Resources, funding, access to customers, ... these just hint to the unfair advantage that's exclusively theirs.

It is, however, one that needs reframing towards the startup mentality to find new growth.



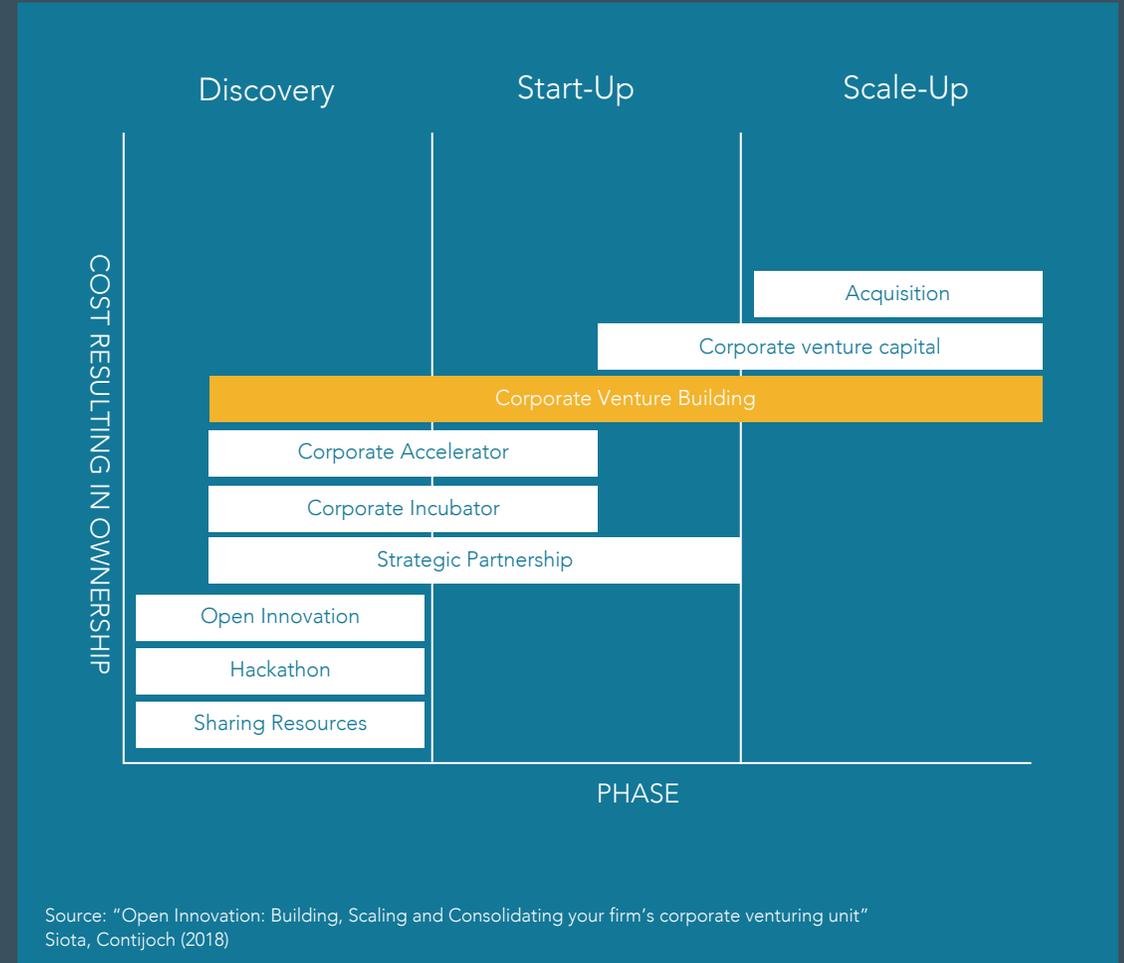
STARTUPS THAT LAUNCH FROM VENTURE STUDIOS HAVE A  
30% HIGHER SUCCESS RATES

AND 72% OF THOSE GO ON TO RAISE SERIES A FINANCING

(Global Startup Studio Network, 2020)

# This is where we are on the corporate innovation / venturing landscape.

We co-create, build, and grow the businesses of tomorrow with leading corporations and entrepreneurs. Doing so, we help set up corporate incubators and build a pipeline and portfolio of new ventures.





# INTRODUCTION OF THE VENTURE FACTORY

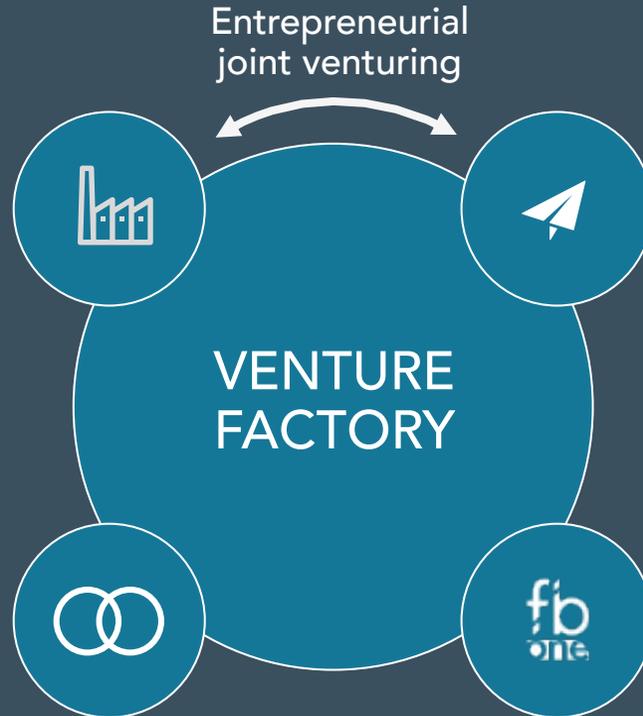
The Venture Factory helps Corporates to co-create impactful new platform ventures leveraging the strengths & methods of startups based on a shared investment & tech infrastructure



# The Venture Factory connects corporates, serial entrepreneurs and partners to co-create & scale new ventures

- Market understandings
- Assets and Unfair Advantages
- Market access
- Willingness to invest and build impactful new growth

**Corporates**  
(focus on digital innovation)



**Entrepreneurs**  
(Venture Builders)

- Proven tech founders
- Expertise in customer discovery and product development
- Market validation and agile scale

Recruitment and selection of  
Entrepreneurs and Venture  
Studios

- Provide investments and technology foundations
- Understands the benefits of CVB

**Partners**  
(Investors, Sponsors)

**fastbreak.One**  
(Factory Operator)

- Facilitates matchmaking
- Platform Expertise
- Methodology / Process (fast-time-to-market)
- Tech-Development Resources

# Core components of the Venture Factory

## ECOSYSTEMS FOCUS

- Understanding future ecosystems and identification of growth opportunities and control points

## PROVEN TECH FOUNDERS

- The Ventures are led by proven (tech) entrepreneurs knowing what it takes to go from Idea to Scale

## PROCESS & TOOLS

- Proven methods, tech-infrastructure, locations
- Entrepreneurial talent base

## MATCHMAKING

- Facilitate matchmaking between corporates, entrepreneurs and partners
- Curated access to reduce friction in co-creation

## NETWORK EFFECTS

- New business models will focus on network effects and platform economics

## SUSTAINABILITY BY DESIGN

- Sustainability by design to create future-proof businesses with positive impact to nature and society

## TALENT POOL

- Finding excellent staff is hard – we operate a venture developer talent pool and recruiting service

## SHARED INVESTMENT

- Our Investment Fund secures a run way of 12 months and provides the launchpad for the ventures



# How can I join?

There are basically 3 major ways to join the VF and to participate in the programs

	INVESTOR	CORPORATE	PARTNER
Bring-In	<ul style="list-style-type: none"> <li>Strong interest in impactful ventures</li> <li>Shaping the ecosystem strategy</li> <li>Expertise and Network in specific domains</li> <li>Investment into VFP Fund</li> </ul>	<ul style="list-style-type: none"> <li>Strong interest in impactful ventures</li> <li>Shaping the ecosystem strategy</li> <li>Market expertise in specific domains</li> <li><b>Access to Corporate Assets</b></li> <li>Intrapreneurial talent (intrapreneurs)</li> </ul>	<ul style="list-style-type: none"> <li>Strong interest in impactful &amp; highly scaleable ventures</li> <li>Especially technology expertise</li> <li>Coaching &amp; Support</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>Investments in early-stage ventures with higher success rate (&gt;40%)</li> <li>Investment in network effects driven businesses with the capability for exponential growth</li> </ul>	<ul style="list-style-type: none"> <li>Co-creation of new digital ventures in strategic relevant areas</li> <li>Access to senior entrepreneurs</li> <li>Talent development (Intrapreneurship program)</li> <li>Faster time to market / scale</li> </ul>	<ul style="list-style-type: none"> <li>Early access to new ventures</li> <li>Build new ventures with your tech stack</li> <li>Rights to invest into proven early-stage ventures</li> <li>Test area of new features</li> </ul>
Invest	<ul style="list-style-type: none"> <li>&gt;1 Million EUR</li> </ul>	<ul style="list-style-type: none"> <li>200.000 EUR / year</li> </ul>	<ul style="list-style-type: none"> <li>Provide Technology Resources</li> <li>Provide resources</li> <li>100.000 EUR / year</li> </ul>



# OUR 2022 PROGRAM

# The Factory will focus on the following ecosystems to launch & prioritize specific programs

## HEALTH



- Direct to consumer health
- B2B health connecting providers

## MANUFACTURING (Industrial IoT)



- Collaborative manufacturing
- Optimizing production based on IIoT

## CIRCULAR ECONOMY



- Reduce waste with circular economy concepts
- Re-use of materials

## FOOD / RETAIL



- Optimizing retail & food connecting different players in the ecosystems

## LOGISTICS / SUPPLY CHAIN



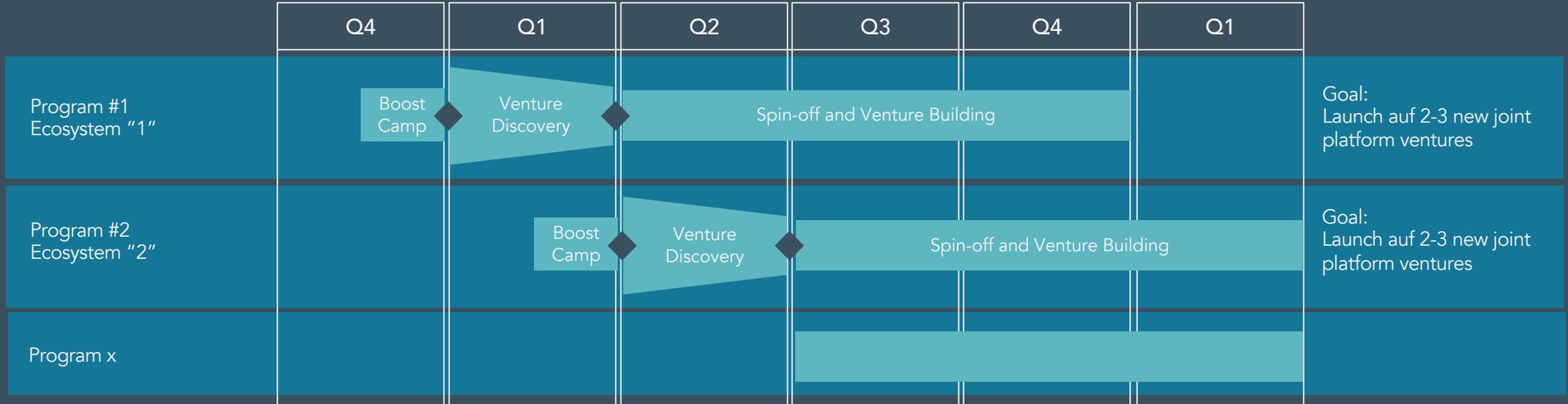
- Coordination of supply chains / Value networks is a core value of platforms

## GREEN ENERGY



- Massive investments in green energy requires more and more coordination between all stakeholders

# In 2022 we plan to kick-off programs every quarter – always starting with a joint “Boost Camp”



Boost Camp

- Matchmaking event
- Explore opportunities and define ecosystem vision
- Sign-up to join program

Venture Discovery

- Analyze and Define a future ecosystem strategy
- Discover whitespaces for innovation + control points
- Opportunity selection & pre-seed funding

Venture Building

- Go from MVP to scalable driven by network effects
- Creating a legal entity and setting up shareholder structure

# The Boost-Camp will bring together interested Corporates to explore venture opportunities and co-creation potentials

## GOALS

Develop opportunity areas & evaluate ideas for platform business based on an ecosystem approach

## SETUP

1-2 participants per company  
1 venture expert per discovery group

## TIME

3 full days of workshop, with presentations and group work

## PRICE

EUR 4,900 per company (max 2 participants per company)

Deadline for Application: 15.09.2021

## DAY 1

### Morning

Presentation of ecosystem approach to platform business models & case studies of successful development and implementation  
Discussion, elaboration & selection of high level focus areas for platform businesses

### Afternoon

(in groups according to focus areas)  
Analysis of the ecosystem with focus on: customers & stakeholders; competitors & substitutes; emerging technologies; culture & trends; laws & regulations  
For main stakeholders identified: profiles & problem/need identification  
Identification of opportunity areas for platform business models in selected focus areas

## ECOSYSTEM VISION

The Teams will come together and create a common understanding of the transformation & challenges of the future ecosystem

## DAY 2

### Morning

Ideation for platform business models for selected opportunity areas  
Assessment and selection of prioritized ideas  
High level elaboration of ideas in business models (customers, value proposition, value delivery, value capture)

### Afternoon

Identification of necessary partners in the ecosystem to participate in the platform, their roles and activities  
Calculation of financial viability of the platform business models

## OPPORTUNITY EXPLORATION

The Participants will explore future customer needs, create an ecosystem journey and a joint ecosystem vision

## DAY 3

### Morning

Preparation of high level pitch slides  
Development of a long-term vision for the platform business model  
Preparation of vision roadmap  
Pitch in front of investor panel, discussion and feedback

### Afternoon

Discussion next steps in the venture factory process, ways of working and requirements  
Identification of missing partners in the ecosystem for successful development of platform business model

## OPPORTUNITY SELECTION

The identified opportunities will be reviewed and selected. At the end the teams will sign a co-creation commitment and join the program.



**ABOUT  
FASTBREAK.ONE**

# The next era of corporate entrepreneurship

We lead corporations to future-proof business models and rapidly build them into ventures that grow off the mechanics of new markets.



# Trusted by corporate innovators

AOK  
PLUS

Danfoss

SIEMENS

PRISMA  
EUROPEAN CAPACITY PLATFORM

BOSCH  
Technik fürs Leben

HUK-COBURG

T-Systems

storaenso

DAIMLER

Lufthansa  
Industry Solutions

BALLUFF  
sensors worldwide

RÖCHLING

LA POSTE

ING

WE ACCELERATED +150 CLIENTS TO SCALE WITH  
PLATFORMS & ECOSYSTEMS

Mercedes-Benz

FINLEX  
Advisory Broking Claims

vodafone ZIGGO

BNP PARIBAS

amazon  
web services

TRUMPF

Novitas

LOVOO

HOMENETWORKS

infineon

Deutsche Bank

mgj

ELSEVIER

CHARITÉ  
UNIVERSITÄT MEDIZINISCHES KOLLEGIUM

# Our team consists of experienced venture builders and platform experts from Europe

We are an alliance of experienced venture builders and leading platform experts in key European cities collaborating under fb1's leadership

Headquarter: Dresden (Germany)

- Platform Economics
- Venture Building

Venture Building: London & Amsterdam & Marseille

- Platform Economics
- Market insights & research support
- Tech development
- UX/UI
- Venture building expertise

Tech Hub Team: Lisboa (Portugal)

- Prototyping
- Frontend
- Backend
- Operations / DevOps



A large, leafy tree stands on a grassy hill under a cloudy sky. The scene is dimly lit, with a blue-grey color palette. The text is overlaid on the left side of the image.

THE BEST TIME TO PLANT A TREE WAS TWENTY  
YEARS AGO. THE NEXT BEST TIME IS **NOW.**

**co-create a better tomorrow**

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fastbreak.**one**