

Figure 9.1 CV Cockpit specifications

CV Cockpit I

Strategic renewal

0 1 2 Importance level: 0 = Not important or no answer; 1 = Important; 2 = Very important

Validation of existing corporate strategies
 Insights and access to new trends and markets
 Inspirations and start of new corporate businesses
 Option building / Avoidance of taking wrong decisions
 Involvement in corporate strategic / M&A / R&D dialogue
 Collaboration: Business Unit involvement
 Value-add for key customer
 Other value driver (please state)

Financial returns

0 1 2 Importance level

Financial gains
 IRR
 Multiples
 Other value driver (please state)

Innovation

0 1 2 Importance level

Strengthening innovation capabilities overall
 Business model innovation
 Technology innovation (white spots) / IP transfer
 Abbreviation of R&D
 Internal organizational innovation
 Market sensing
 Other value driver (please state)

Culture

0 1 2 Importance level

Talent search
 Entrepreneurial teaching
 Decision-making speed
 Brand awareness / reputation
 Marketing
 Environmental responsibility
 Other value driver (please state)

Budget

Budget amount (please state)
 Budget allocation Balance-sheet Fund
 Budget time horizon 3-5 yrs 5-10 yrs Other
 Budget availability Lump sum Annual budget Other

10k; 100k; 500k, etc.

All profiles but financial returns are long-term oriented to show expected results

Stakeholder

Involved parties in corporate CEO CFO CIO
 CTO COO CMO
 Number C-level stakeholders involved (please state) 1;2;>2
 Main sponsor in corporate (please state) CEO; CFO; etc.
 Other investors (please state) Co-investing company

Head strategy Head R&D
 Head corporate dev. Other (please state)

Business advancement

CV investment orientation
 Core business
 Adjacent business
 New business
 Other (please state)