Corporate venturing is an interactive technical note which describes the basic principles of corporate venturing and analyzes how it differs from the process of creating a company.

This technical note is structured into four main sections:

- Corporate venturing
- Development of the model
- Reasons for doing corporate venturing
- Corporate examples
In the theory section of this technical note, students are presented with an introduction to corporate venturing. The theory continues by explaining the development of the corporate venturing model and discusses possible reasons for carrying out corporate venturing.
After studying the theory, students are encouraged to take a look at 5 examples of companies that have specifically developed corporate venturing projects.

These elements are common to the activity whether independent or corporate.

1. The business team or team identifies an idea related to a concept or resource not explored, an area not covered in the market, a sector with growth potential, the emergence of a trend, technology rights, etc.
2. Determining the person responsible for the project either a businessman (team) or a manager (team) if we are talking about Corporate Venturing.
3. Locating, evaluating and giving the project the most suitable technical and financial framework.
4. The idea becomes an opportunity, if it is modified, it is abandoned or it is postponed depending on the analysis of the Business Plan.

There are many examples of large and medium sized companies that have developed Corporate Venturing programs to satisfy their strategic needs:

- 3M
- Grupo VIPS
- Woolworth