



The first specialized institute dedicated to corporate venturing industry advancement, staying power and impact

By CVCs, For CVCs - professional development & certification, benchmarking, community building

## Powering Corporate Venturing

The GCV Institute was established to unleash the collective power of corporations as strategic investors and innovation partners. The Institute supports the industry with professional development and certification informed by unique operational benchmarking and enhanced by powerful communities of practice.

## About the Institute Curriculum

Created by CVCs for CVCs, Institute professional development combines an expert-driven case study approach, cohort-based learning and mentored problem-solving to arm participants with common language, tools, and best practices for professional startup investment and partnering.

The Institute curriculum is designed to address CV team (VC and CVBD/portfolio development) professional development as well as promote effective engagement with both parent and external stakeholders. The curriculum includes both overview and deep dive courses.

## GCV Keystone - Operational & Performance Benchmarking

The Institute's operational and performance benchmarking platform injects timely best practices data into the professional development curriculum. And it provides industry reference points for CVC strategic and operational planning with the ability to filter data to answer those tough 'it depends' questions.

## Institute Course Goals and Features

### INFORMED

- Global CV industry data, insights, and best-practice case studies
- Leading CV "storytellers" discuss real world experiences in videos and live panels
- Seasoned CV program faculty and mentors

### ENGAGING (Cohort-based)

- Combination of self-paced (conceptual) and real-time (feedback-based) learning
- Community-driven, active application of concepts in peer breakouts and Q&A panels with CV experts

### ACTIONABLE

- Best practice solutions to address real world challenges
- Mentored, on-the-job problem-solving (deep dive courses)
- Professional CV library: extended access to Institute resources, tools, and templates
- Powerful communities of practice: alumni, CV experts, mentors



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## Upcoming Courses

### CVC INVESTMENT PROGRAMS

*Meet the new high bar for strategic  
Investment program professionalism*

- Cohort-based introduction to corporate venture capital (CVC)
- Leverages industry models and best practice case studies across CV program types and maturity phases
- Explores nuances for CVCs in VC investment process

### INTRO TO CORPORATE VENTURING

*Enhance parent and CVBD/Portfolio Dev  
understanding of CVC roles, practices*

- Cohort-based introduction to corporate venturing and innovation partnering
- Illustrates high-value startup partnering approaches, interweaving industry concepts in expert stories from all perspectives: CV teams, parent partners, startups

### LANDING THE VALUE OF CORPORATE VENTURING

*Develop end-to-end investing  
strategies and programs*

- Cohort-based deep dive course focused on key considerations for designing, building, and optimizing professional CVBD/portfolio dev (startup partnering) programs
- Includes mentored, on-the job project to address an end-to-end investing challenge

### CVC INVESTMENT BASICS

*Understand the nuances for CVCs in  
the VC investment process*

- Primarily self-paced introduction to the VC investment process with emphasis on nuances for corporates (CVCs)
- Uses industry models and best practice video case studies and resources
- Includes quarterly live online expert Q&A panels

## Institute Advisory Board

