



Start-ups & Corporations

Setting up new ventures within and outside a corporate structure.

Corporates are continuously facing changing demands from their markets and are seeking new products and services in and outside their industry. Often the idea is to create a corporate venture. However, start-ups act and move differently than corporates and are to a large degree incompatible with the existing structures. It requires a different culture and different processes to make a venture successful.

enable2grow conducts targeted market research and analysis, provides a high-level competitive landscape and focuses on identifying the key target and industry segments within DACH corporates and understanding their needs and expectations. Including a top-down and bottom-up approach and analysis. We define the required resources, organizational needs and legal requirements including a high-level financial plan.

In an initial innovation design workshop, the product is defined, prototyped and validated against the intended target audience. The workshop is followed by a comprehensive market research with an analysis of target clients/customers/users. A high-level go-to-market strategy is underpinned by a financial model and recommendations for the legal and organizational structure of the venture are developed.

“Excellent and holistic corporate venture design for the next phase of your project roadmap and planning your go-to-market approach. Start with a strong and secure foundation so you can hit the ground running.”



Thomas Claussen | Senior Enabler Start-ups and Corporate Venture Creation

Thomas focuses on the development and support of start-ups and corporate venture building programs. He combines 20 years of consulting experience in the corporate world with almost 20 years of experience in the start-up world. His deep understanding of what it takes to convert an idea into a corporation and what can go wrong is an invaluable resource for every kind of venture building. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).