

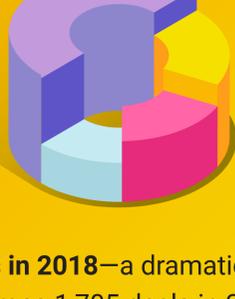
Corporate Venture Capital



CVC firms are **corporately-owned investment firms that provide startups with capital in exchange for equity.**

Is your brand ready to share equity?

Globally, corporate venture capital groups contributed in **\$52.95 billion of funding across 2,740 deals in 2018**—a dramatic increase from \$29.1 billion across 1,705 deals in 2014.



2014	\$29.1B
2018	\$52.9B



Where Venture Capital firms typically focus solely on delivering the highest financial returns to investors, **CVCs tend to have a more strategic interest in investing in companies.**

CVC investments often include resources, such as marketing expertise, that accelerate startup success.



There are also built-in mentoring relationships between the investing firm and the startup, where investors can learn from the startup cultures and vice versa.



Recommended **STEPS**

Is your brand ready to implement a CVC strategy?

To review expert perspectives and industry examples that illustrate the ways Corporate Venture Capital is changing the world of startup and marketing, read the **ANA Marketing Futures full report**.

In the meantime, here are 3 myths that need debunking:

1

“CVCs limit a startup’s long-term options.”

Some entrepreneurs incorrectly believe that accepting CVC funding limits their long-term options. The truth is that CVCs are uniquely positioned to help entrepreneurs build prosperous, long-term ventures.

2

“Only large established companies have CVCs.”

It’s true that Google, Intel, Qualcomm, Salesforce, and other industry giants dominate the CVC landscape. However, smaller, private, and less-known companies are now in the ranks of CVCs. Twitter, Slack, and Workday now have venture funds, each with a unique focus.

3

“CVCs and traditional VCs don’t mix.”

While these entities may have difference objectives, there is enough overlap to enable co-investing. Traditional VC firms have expertise in due diligence and valuation, while CVC units bring access to new markets, technological expertise, and connections to large established brands.



To learn more about how brands can prepare for CVC support, **check out the full research report.**

You can also visit **ANA's Marketing Futures Hub** for other cutting-edge marketing topics that are changing the world of marketing forever.