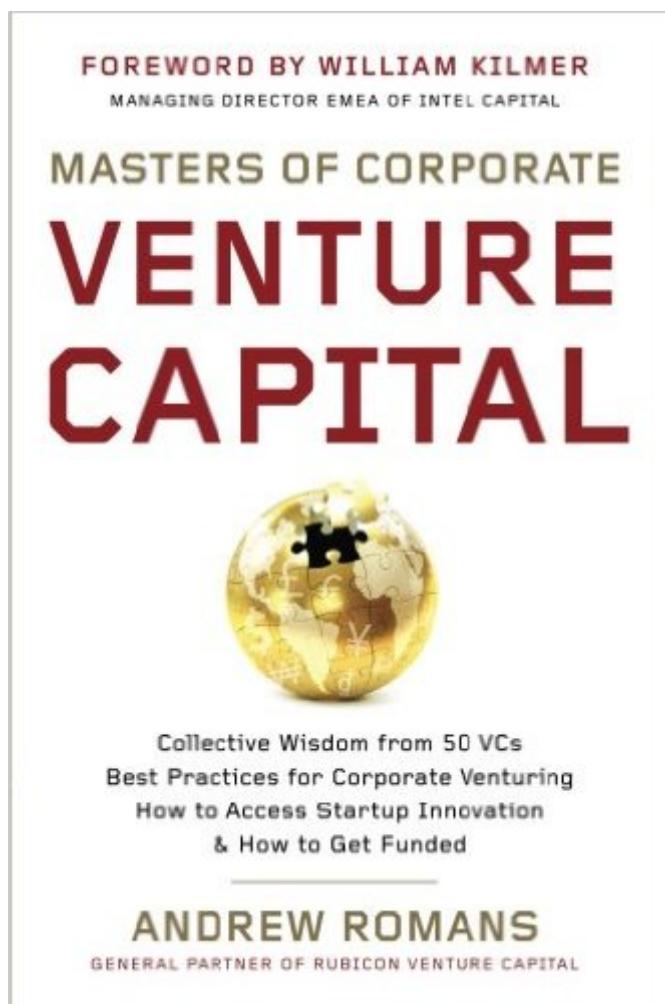


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# Masters Of Corporate Venture Capital: Collective Wisdom From 50 VCs Best Practices For Corporate Venturing How To Access Startup Innovation & How To Get Funded



## **Synopsis**

Andrew Romans captured wisdom from interviews with 100+ Corporate Venture Capitalists (CVCs), independent VCs, CEOs of startups, bankers and lawyers to write the definitive book on the topic of CVC. Masters of Corporate Venture Capital is packed with invaluable advice about how to best raise capital from CVCs, unlock synergies of partnering startups with large corporations for rapid international growth and avoid potential disasters and other dangers related to CVC. More than 20% of all Venture Capital financings include at least one CVC and thus startups need to understand this previously misunderstood area of funding. Corporations need to establish their own CVC arms to access external innovation and learn how to bring this inside via VC investing, partnerships and M&A. We work in a very complex ecosystem and this book captures stories that bring the complexity to life with simple lessons. This book is for: ¢ Entrepreneurs ¢ VCs ¢ Angel investors ¢ Family offices ¢ CVCs ¢ Corporates thinking about launching a CVC ¢ Anyone advising startups.

## **Book Information**

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## **Customer Reviews**

Mr. Romans has followed his first book with a "must have" volume for VCs, entrepreneurs and Corporate VCs (of course.) Unlike his first volume this is a book that, after the first couple of chapters, can be used as a reference volume for CVCs. Of course it has great stories and histories but its main value to me (I am a VC) is as a "Jungle Guide to Corporate VCs." Something you must have sitting on your shelf when the topic comes up during a funding cycle. I learned quite a bit about CVCs I thought I knew well. It turns out knowing the principles isn't the same as knowing the

mission and habits which can be a bit guarded when in a deal situation. Hats off to Mr. Romans again.

Insightful collection of testimonials, advice and perspectives on the complex & long (but at the same time rewarding & essential) journey of Corporate Venture Capital (CVC). Rather than trying to come up with an hypothetical one-size-fits-all framework or sterile list of "success" tips, the lively tales spanning multiple decades (from the pioneers in the late 80s or early 90s to the newly-established CVCs), industries, stages (starting, running or shutting-down CVC) and outcomes (positive or negative) bring a much-needed nuance and balance. All in all a timely read for both corporate executives thinking of (or already having) CVC, start-ups (as approaching and dealing with CVCs is substantially different from financial VCs) and VCs (considering corporates as potential LPs).

Andrew has done a fantastic job writing this book. He has compiled case studies and examples from practitioners globally and has great tips for both Corporate Venture Capitalist and Entrepreneurs. Easy to read with practical advice from Andrew who has a unique perspective as an entrepreneur, banker and now VC.

Masters of Corporate Venture Capital is essential reading for any entrepreneur -- whether seasoned or new to the VC scene. Easily best book I have read on start-ups and venture capital.

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