

A simplified segmentation: Who are the players in (and adjacent to) new venture creation for corporates?

	1. Strategy, Innovation and Product Consulting Firms	2. Venture Builders	3. Venture Studios	4. Startup Studios
Work with corporates?	Yes	Yes	Yes	No
What they do:	<i>"Help you fish"</i>	<i>"Fish with you"</i>	<i>"Fish for you"</i>	<i>"We fish where we want"</i>
Overview:	These firms staff business and/or product-centric consulting teams to help corporate clients develop growth strategies, build internal incubation capabilities, and/or create new products and services.	These firms assemble consulting teams to help corporate teams build new <i>internal</i> ventures under the corporate umbrella.	These firms recruit startup CEOs and help them build external NewCo's for corporate partners. Sometimes, these firms also invest from their own fund in the NewCo.	These firms assemble startup teams to build new venture-backed startups.
Strengths if you're a corporate trying to launch new startups:	Many have well-established brands and broad and/or deep "organic growth support" capabilities funded by a well-established fee-for-service model.	Many have "best of both worlds" consulting and entrepreneurship capabilities supported by a well-established fee-for-service model.	Many exist solely to build new startups, operating beyond the reach of corporate antibodies and supported by results-based business models.	N/A; Do not work with corporations.
Weaknesses if you're a corporate trying to launch new startups:	Tend to be "consultant-heavy," with a business model that can lead to misalignment of incentives.	Corporate antibodies can constrain venture-building activity; business model can lead to misalignment of incentives.	May entail investment and ownership requirements that some corporations are not ready to approve.	N/A; Do not work with corporations.

Columns #2 and #3, shaded in yellow above, will be the primary focus of our initiative exploring the emerging landscape of venture creation; the key players; and how to create the conditions for success. Columns #1 and #4, we consider adjacent activity. For more info on this initiative, please contact Alex Slawsby: alex@innovationleader.com.

