

WEBINAR

# Disrupting Billion-Dollar Businesses From Inside

1:00pm ET | July 27, 2023



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**Hines**



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CRO

**MACH49™**



Hosted by  
**innolead**

# Unlocking venture-driven growth at scale.



Mach49 partners with global businesses to build their growth engines through venture building, venture investing, strategic partnering, and targeted M&A. We are 100% focused in executing, helping our clients disrupting existing market and create new ones to drive meaningful growth.

## Venture Building

Leverage your internal talent, customers, and assets to build new ventures across the spectrum of venture creation: Ideate, Incubate, Accelerate, Scale. Create and operate a whole new Growth Division or Venture Factory to continuously drive financial and strategic impact for decades to come.

## Venture Turnaround

Review in-flight, internally-incubated ventures that aren't achieving their full potential. Our team members with extensive operating experience will help transform them, turn them around, or even shut them down if necessary.

## Venture Investing

Develop Invest/Partner/Buy strategies for the C-suite – design and execute world-class venture capital funds, launch compelling accelerator programs, develop impactful venture acquisition capabilities, and forge mutually beneficial strategic partnerships with startups.

## Growth Institute

Build an internal ecosystem of entrepreneurs and advocates across the whole organization to drive growth and seize your Mothership advantage, Mach49's Growth Programs offer CHROs and Heads of Talent new opportunities for hands-on professional and leadership development focused on customer-driven growth and innovation.



# Your Growth Engine Toolkit.

BENEFITS

## POCs / Partnerships

Increase competitiveness of current offerings and / or go-to-market

Enhanced or evolved current offerings

## Corp Dev / M&A

Take majority control of a target to bring on board new resources, capabilities, revenue, etc.

New capabilities, revenue, and products

## Venture Investing

Build a portfolio of minority stakes and GP positions for diversified returns

Learnings about new technologies, markets, and business models + financial return

## Venture Accelerator

Support adjacent startups programmatically with core competencies

Learnings about new technologies, markets, and business models

## Venture Incubation

Create new businesses in a disciplined, fail-fast approach

New businesses

## R&D

Do traditional corporate ideation, testing, and development of new products

New products and services

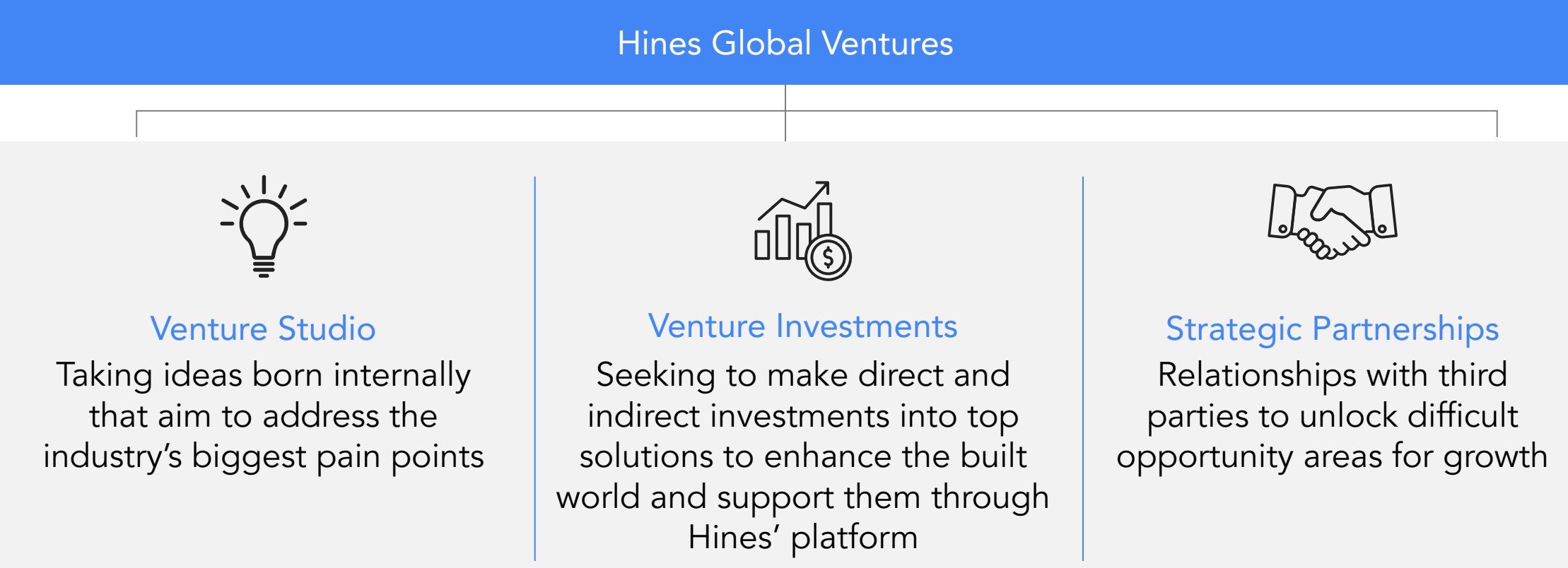
Impact Time Horizon



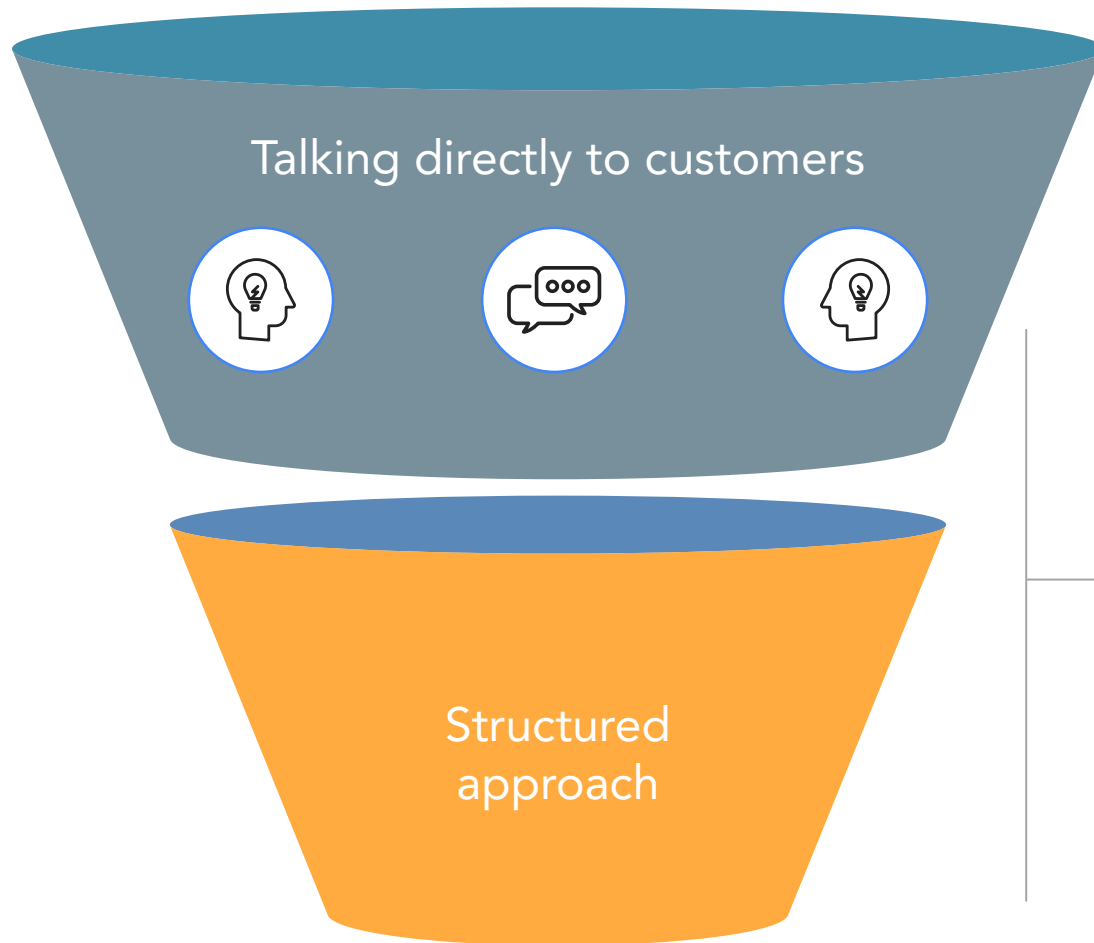
A rendering of a rooftop terrace with people, overlooking a city skyline and water. The terrace features a paved walkway, several round tables with chairs, and lush greenery including tall grasses and purple flowers. People are seen walking, sitting, and talking. In the background, a large body of water stretches to a city skyline with various skyscrapers under a clear blue sky.

Hines  
Global  
Ventures  
Hines

# Hines designed an engine for growth for venture: Hines Global Ventures



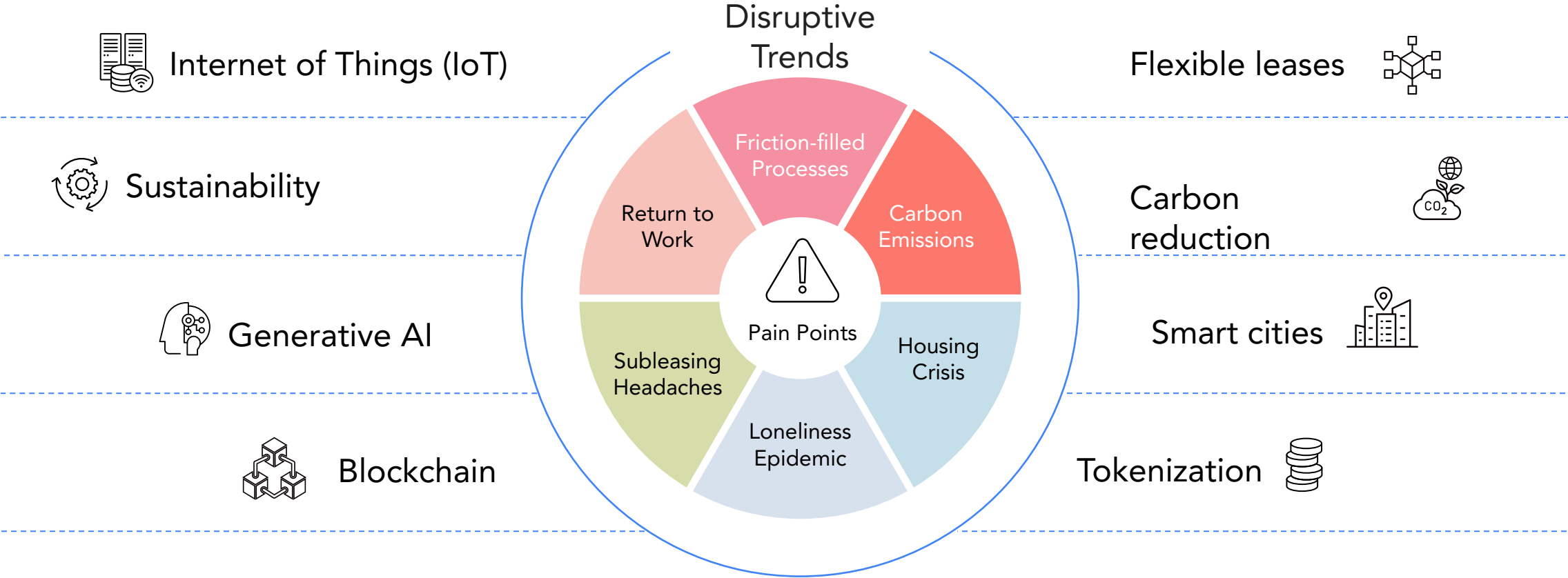
# Venture approach and value gained



## Value gained

- Explore emerging areas
- Harness our entrepreneurial engine to complement our core business
- Find and build new products & services to address unmet market needs

# We add value by addressing pain points at the center of trends



Hines Global Ventures listens to pain points from customers



**Hines** is a global sandbox to pilot and scale ventures

96 million SF

of real estate under management

395 cities

In 30 countries

\$37 billion

Development / construction pipeline

33,000+

Residential units under management globally

As of December 31, 2022. 1. Excludes multifamily tenants.

HINES | CONFIDENTIAL & PROPRIETARY





## Long horizon view

“

For more than half a century, Hines has championed sustainable practices and technologies, demonstrating that a sustainable approach to real estate makes good business sense, helps the environment and creates genuinely better places for people.

– Gerald D. Hines

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# Four levers for venture



Build



Buy



Partner



Invest



# Early stage ideation & portfolio mapping help seed our portfolio of new ideas

## The Ideate Process



Identify the core challenge we want to address

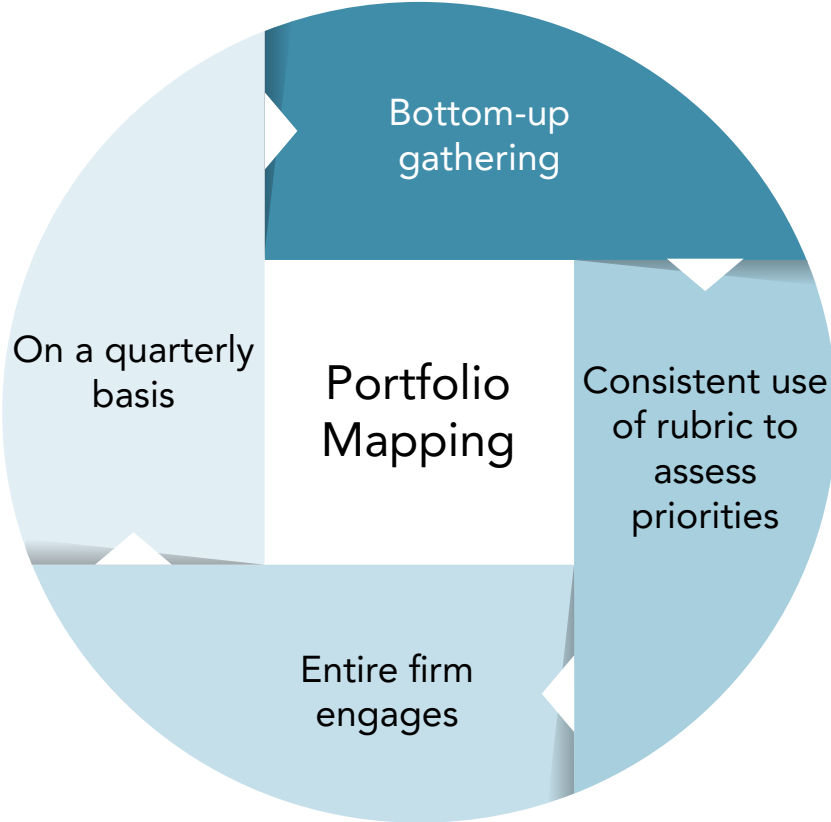


Test & iterate with small experiments



Identify a potential product and go-to-market strategy

## Portfolio Mapping



# Ongoing ecosystem engagement



Regular touchpoints with leading startups and startup alliances

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Partnerships with leading VCs

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Participation in ecosystem events – Conferences, panels, venture awards, alliances

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Regional activation through Hines' global platform

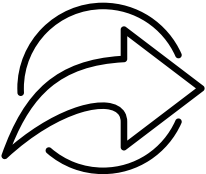


# Momentum

- Three activated new venture teams
- Pipeline of venture-worthy ideas
- Venture investment pipeline & initial bets
- Ongoing mapping of strategic partnerships

The logo for Halo, featuring the word "Halo" in a bold, orange, sans-serif font.The logo for FABRIK, featuring the word "FABRIK" in white, uppercase, sans-serif font on a black rectangular background, with the tagline "Thrive. Together." in a smaller white font below it.The logo for CQuel, featuring the word "CQuel" in a green, sans-serif font, with the "C" and "Q" being larger and more prominent.

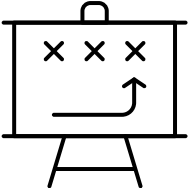
# Staying connected



Share pain points and venture ideas with us



Test your ideas and products with Hines



We're always looking for strategic partnerships

Contact us: [HinesGlobalVentures@hines.com](mailto:HinesGlobalVentures@hines.com)



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# Thank You

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**Contact us:**

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