



MACH49

Build Your Next Unicorn at **Venture Camp**

Incubate a fundable business
in just 20 weeks

Space is limited. Apply today.



/ What's European Venture Camp?

Venture Camp is a 20-week program for innovation teams (three to six individuals) to build a new venture alongside other large companies.

/ What You Can Expect

You (and your innovation team) join a 20-week program to build an AI and/or Climate Tech venture. You'll learn how to incubate and accelerate a new venture together with up to three other large companies. Key outcome: a fundable business 100% owned by your company, with a detailed execution plan, that is ready to disrupt your market.

/ The Mach49 Method

Mach49's process is simple, exhaustive, and highly effective. Why would you invest in launching a business if you were not sure beyond a reasonable doubt (through actual customer insights):

- That you understood the pain /customer need you were solving, that the proposed solution is both feasible and solves the pain,
- That the business and operating plan is viable,
- That the team is capable of prosecuting the business (or you know who would be) AND
- That you have customers willing to sign up and pay for the product / service / solution?

This level of understanding cannot be done with a theoretical model put together in a few weeks by one or two subject matter experts, some outsourced customer research, and a few analysts.



/ Camp Benefits

A disruptive corporate venture, pulled together by **actually doing the hard work** with hands-on action oriented learning (as opposed to just building slides) guided by teams with real start-up experience. Camp will level up your whole innovation team. And because you're learning together with other corporate venturers who face similar challenges, you'll gain 4x the insights.

/ Why a Camp?

It's time to stop experimenting and start executing. If building a unicorn is part of your growth strategy, Camp will teach three to six people in your innovation team to do just that, in a safe, highly focussed space. By October, you'll have launched a new venture using the know-how, resources and customers of your corporate mothership, with key learnings about how your culture can be primed for ongoing innovation.

/ Who will be in Venture Camp?

Innovation teams (three to six individuals) from two or three other European companies will join Camp. From Mach49, Camp will be guided on a day-to-day basis by a Board Member in Residence, an Operating Partner, a Venture Executive and a Customer Experience Designer / Researcher.

Mach49's extensive team of successful serial entrepreneurs, top-tier VCs, and C-Suite executives will join the Camp for fireside chats and expert workshops on finding customer pain, product-market fit or determining the product or service you'd like to build.



/ Joining Camp v. Incubating On Your Own

At camp, you'll build (and launch!) a new venture alongside up to three other European companies that are also building their own venture. You'll learn as you go together, though, from VCs, award-winning entrepreneurs, and Silicon Valley experts. You'll build connections with other Camp (ad)venturers that will last a lifetime. Of course, we'll ensure that participating companies in your camp don't compete with yours.

Just like an incubate, you'll work closely with our experienced venture-building team and outstanding Executives-in-Residence (your Camp leaders). You'll also gain access to the same world-class tools and methodology you would get if you were doing a dedicated incubation with Mach49.

/ Why Participate?

Corporate Venturers know that the biggest challenge to launching a new venture or innovation project is air cover. You need support from inside your own corporate community – preferably from the C-suite – to gain access to your company's assets and customers. And to ensure HR, Legal, Marketing, Manufacturing, and Product help get your venture off the ground. Mach49 is a champion in getting C-suite buy-in to your venture's success. Ask any of our clients. Your whole Innovation team will benefit from this established support in the long term.

More info? Read our full [FAQ](#). Apply to join camp at mach49.com/EVC.

