



NEWS: For Immediate Release

Bell Mason Group (BMG) Announces New Service Offering Designed to Enable New and Reinvented Corporate Venturing and Innovation Teams to accelerate and streamline CV&I program development

January 26, 2018 – Bell Mason Group (BMG) launches of **new Minimum Viable Program (MVP) Design for CVC™** at the (sold out) Global Corporate Venturing & Innovation Summit Jan 31 – Feb 1, 2018 in Monterey, CA near Silicon Valley.

The new service is purpose-built for:

- Companies considering new CVC programs: Delivers corporate readiness assessment and practical prescription for MVP program strategy, structure and implementation roadmap including support needed, key milestones, and red flags
- CVC programs being reshaped or restarted (at 1-3 years): Uses best practices-based MVP lens to provide ‘snap shot’ of CVC program strengths and gaps, operations/organization agility, readiness for change, reasons for loss of or resurgence of corporate interest in CVC program; as well as recommendations for optimized ‘restart’ CVC program design and requirements, with path forward strategy and implementation roadmap for fast results

Bringing to bear BMG’s best practices-based unit maturation model and methodologies, the **BMG Minimum Viable Program (MVP) Design for CVC™** addresses the 3 imperatives for Program survival and success:

- 1) Minimize (operating) friction
- 2) Manage (corporate) risk
- 3) Accelerate (CVC) impact

More corporations than ever before are creating or re-shaping corporate venture capital (CVC) programs as an integral element in their innovation strategies for sustainable advantage and growth. While this new generation of higher visibility CVC programs are expected to quickly deliver impactful investments, corporate parents and teams often lack the required CVC specialty experience and expertise, as well as the agility to recognize critical success factors and navigate around corporate ‘antibodies.’

“Strategic Innovation is a topic on the Board agendas of virtually every major company around the world today. Corporations without core capabilities in corporate venturing and innovation, new market and ecosystem understanding, technology and platform awareness, high performance partnering skills and the willingness to compete for and retain high performance CV&I teams will be progressively left behind and ill-equipped in the race for position and growth in quickly changing global marketplaces,” said Heidi Mason, managing partner of Bell Mason Group.

###

About Bell Mason Group (www.bellmasongroup.com)

For more than 20 years, Bell Mason Group (BMG) has been an acknowledged CV&I thought leader in guiding Global 1000 clients to customized high performance program development and performance, based on codified best practices in operations, structures, governance, investment and portfolio strategy and performance management. BMG is an expert in helping CV&I teams overcome 'corporate antibodies', and streamline operations within the parent company with its road-tested techniques and business processes, designed to maximize and accelerate strategic and financial performance, while marginalizing corporate risk and exposure.

Contact: info@bellmasongroup.com