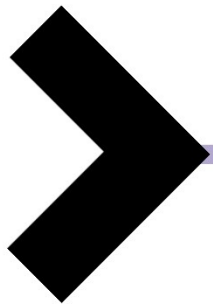


What is a venture studio?

Ideation



Studios include a strong ideation and definition function which can **create new** ideas, or **rapidly refine** the ideas of new prospects.

Incubation



Studios apply a **repeatable but customizable process** directly or partner with outside incubators to help refine ideas into fundable startups.

Investment



Studios have an attached fund to add **capital and talent** to the process and may have partnerships with multiple funding and service providers.

Studios have an **enduring relationship** with a corporation or entrepreneur, partnering with them to take an idea all the way to a growth company.

One process, unique to every company.

The Method is the operating system of the Studio.

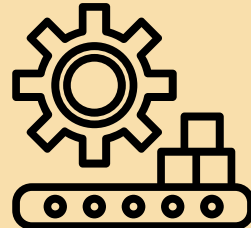
Ideation



Pressure test the idea to ensure it truly solves a need.



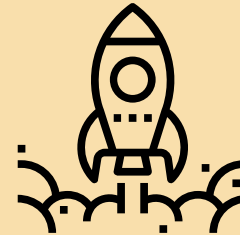
Productization



Turn the idea into something you can offer to customers.



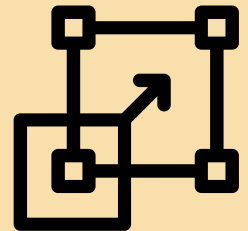
Launch



Introduce and sell the offering into the marketplace.



Scale



Grow success through people & partnerships.

One process, unique to every company.

The Method is the operating system of the Studio.

Ideation



Pressure test the idea to ensure it truly solves a need.



Design Thinking Workshop

Gather stakeholders to generate new ideas by placing our prospective customer's needs in the center of our thinking.

Exploration Workshop

Test your idea with prospective customers through a managed dialog and return to Design Thinking if necessary.

Customer Prospectus

Describe your target market: buyer personas, value proposition, markets they are in, and our competitors.

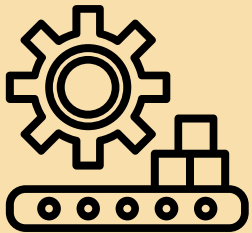
Prototype Agent

Identify, engage and manage service providers to develop your sharable prototype.

One process, unique to every company.

The Method is the operating system of the Studio.

Productization



Turn the idea into something you can offer to customers.

MVP Agent

Identify, engage and managed service providers to develop your Minimum Viable Product with enough features to test.

Identity Package

Create a personality for your product in the marketplace, so customers can find and appreciate what you offer.

Managed Pilot

Select your early adopter customers, deploy the MVP to them, answer questions, feedback, and act on what we learn.

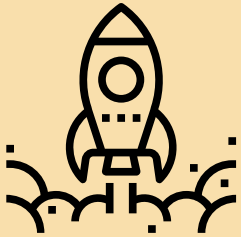
Internal Pitch Deck

Share key information with internal stakeholders to gather support for launching the product.

One process, unique to every company.

The Method is the operating system of the Studio.

Launch



**Introduce and sell
the offering into
the marketplace.**



GTM Strategy

Develop a Go To Market plan that will help you use inside and outside resources to deliver your value proposition.

Investor Pitch

Help to build your investor pitch deck and coach you through communications with potential investors.

Customer Acquisition

A comprehensive resource and time project plan for the execution of your product launch.

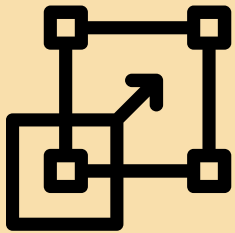
ImpleMentoring

Guidance, support and insight from Studio entrepreneurs to help you execute your strategy and build your success.

One process, unique to every company.

The Method is the operating system of the Studio.

Scale



**Grow success
through people &
partnerships.**

People and Management Support

Help in the recruitment of talent and development of your management team.

Processes and Automation Strategy

A plan for helping you establish sustainable methods and business controls to achieve sustained growth.

Partnership Strategy

A plan to help leverage partners and relationships to accelerate growth.

Business Plan Construction

Help in building and execute business plans to sustain growth over the long term.

One process, unique to every company.

The Method is the operating system of the Studio.

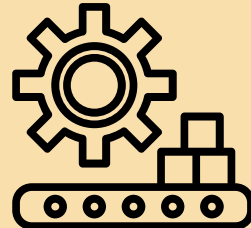
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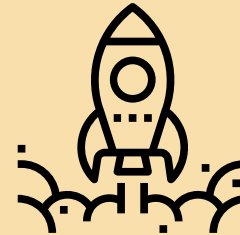
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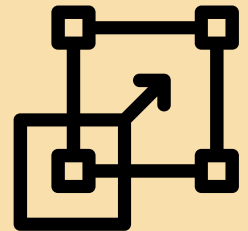
Launch



Introduce and sell the offering into the marketplace.



Scale



Grow success through people & partnerships.

NEXT Community Impact Fund.

**In partnership with the Central Indiana Community Foundation:
An innovation in venture funding for a new kind of innovator.**



**Donors /
Investors**

Donation
philanthropic/tax benefits



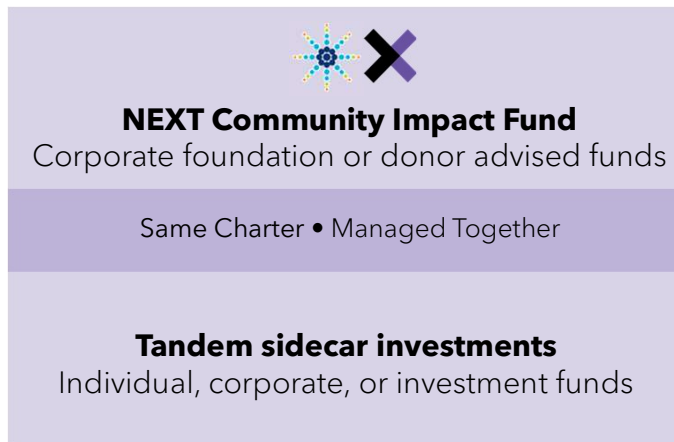
No Return
returns reinvested by fund



Investment
in round through sidecar



Return
if generated by investment



Investment
in tandem



Return
if generated



**Startup
Company**

Productization

Launch

The Midwest's first B Corp Studio.

Chartered for impact in our community.

A benefit corporation (or B-Corp) is a **for-profit corporation** that is also chartered to produce **a public benefit.**

Our public benefit is **advancing our local entrepreneurial ecosystem.**

We are required to use resources for positive impact.

We do this by building connections across the community, helping new innovative impactful ideas, and **identifying and supporting underrepresented entrepreneurs.**

Certified

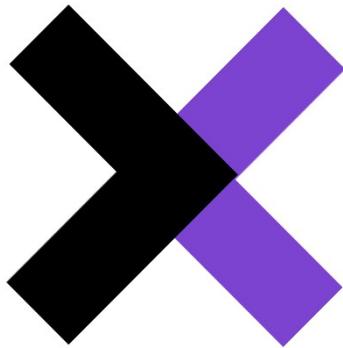


®

Corporation
PENDING

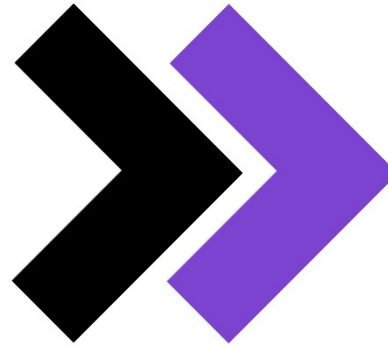
A partnership of entrepreneurs.

It's home base for the entrepreneurial community.



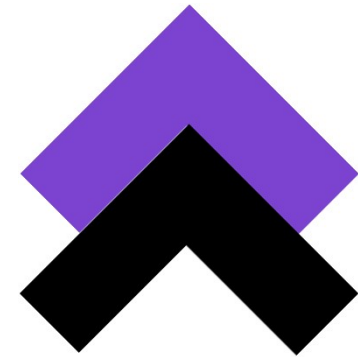
We share equity in each other's companies through a common pool.

This incentivizes us to work together and to stay connected to the Studio.



We're fertile ground if you are a serial entrepreneur between gigs.

You don't give up your partnership in the Studio even if you start your next company.



The leaders of our service provider partners are entrepreneurs, too.

Our team relies on local entrepreneurial-led companies to deliver our offerings.

You can be a part of the Studio.

From entrepreneurs to “intrapreneurs,” we’re the Studio for you.



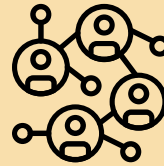
New Startups

We roll up our sleeves and work alongside you as we take your concept to launch in months.



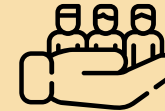
Corporate Innovators

We help corporations leverage their advantages to disrupt their own industry.



Community Partners

We help communities raise awareness and advance their entrepreneurial ecosystem.



Service Providers

We work through local, diverse, entrepreneurial partners, which helps them build their business, too.

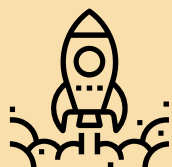


Venture Studios

We partner with awesome organizations to create new venture studios in specific industries.

New Startup Entrepreneurs.

We roll up our sleeves and work alongside you as we take your concept to launch in months.



New Startups

We roll up our sleeves and work alongside you as we take your concept to launch in months.



Coaching

From our experienced entrepreneurs and fellow studio members & partners.



Methods & Tools

Guidance along your journey through our process and with our templates and tools.



Bonus Pool

You share in an equity pool from all studio portfolio companies.



Education

Learn lean startup principles, the capital raise process and key business concepts.



More and more entrepreneurs are turning to venture studios to partner lean startup methodologies with their industry knowledge to de-risk, avoid failures, and optimize the chance for success.



Corporate Innovation Partners.

We help corporations leverage their advantages to disrupt their own industry.

More and more corporations are separating the innovation teams from the main organizations, to shield them from bureaucracy, while protecting the main brand from startup risks.



Corporate Innovators

We help corporations leverage their advantages to disrupt their own industry.



Externalize Ideas

Get your ideas out so they can benefit and grow through input from others.



Methods & Tools

Guidance along your journey through our process and with our templates and tools.



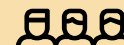
New Technologies

Expose your needs and ideas to new technologies and ways of thinking.



Reduce Risk

By applying lean startup principles together we can improve outcomes.



Barriers to Innovation



Fear



Lack of Leadership



Short Term Thinking



Lack of Resources



Lack of Collaboration



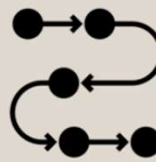
No Time



Lack of Focus



No Delivery to Market



No Clear Process



Lack of Urgency