



SJSU



WE PRESENT

CVC ACCELERATOR COHORT 2025

KNOWLEDGE LEARNING EDUCATION

In conjunction with San Jose State University's program PITCH GLOBAL is facilitating the CVC Accelerator which leaves participants with a better understanding of many aspects of their corporate journey, but with the focus on working with CVCs.

PITCH GLOBAL


www.pitchglobal.com

THE PITCH GLOBAL CVC ACCELERATOR 2025 COHORT

<p>02/21 - 3/21 participants pick</p>	<p>Intro to pitch to CVCs for funding and Partnerships 1 One on One ZOOM session with Kaustav Chaudhuri</p>
<p>02/21 - 3/21 participants pick</p>	<p>Intro to pitch to CVCs for funding and Partnerships 2 One on One ZOOM session with Axel Tillmann</p>
<p>3/21 10:00 AM - 12:30 PM</p>	<p>Masterclass: Practice the Pitch in person session with Axel Tillmann and Kaustav Chaudhuri at SJSU MLK Library</p>
<p>3/21 1:00 PM - 5:00 PM</p>	<p>The Rubber meets the Road 1 In person at a real Pitch Global Event in front of CVCs and other investors at SJSU MLK Library</p>
<p>4/11 10:00 AM - 1:00 PM</p>	<p>Importance of Partnership Joint Session Kaustav Chaudhuri and Axel Tillmann</p>
<p>4/18 10:00 AM - 1:00 PM</p>	<p>Various Aspects of Funding Joint Session Kaustav Chaudhuri and Axel Tillmann</p>
<p>5/7 1:00 PM - 5:00 PM</p>	<p>The Rubber meets the Road 2 In person at Pitch Global Event "How CVCs, VCs & Family offices can work together" 3 min pitch and 2 min Q&A, with Graduations Ceremony</p>
<p>by end of May participants pick</p>	<p>Final Feedback The individual members of the Cohort get final One-On-One feedback</p>



CEO's Statement



“It’s Hard To Beat Knowledge”

We want our participants to succeed. Therefore we are teaching relevant skills allowing them to have a corporate presentation with a much higher chance in success, compared to being not being prepared.

We are proud of the San Jose State University partnership and also of our relationship with the State of California, the SBDC Norcal, and of lately also the SBA.

Alumni of Pitch Global have gone on to raise more than \$1B. Hope you join us for your success.



AXEL TILLMANN

CEO Pitch Global
CVC Accelerator

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Program Details

Introduction to CVC Funding and Partnerships (1 + 2)

Each company has their unique value proposition, and one answer doesn't fit all. In assigned one on one online meetings with the lecturer go over the entire pitch value proposition and will discuss details as they are relevant to the company. While some of the topics are generally important, we find that CVCs value the correct implementation even more:

- Self-Study of teaching programs of Pitch Global CVC YouTube Channel
- Initial niche market Definition (B2B or B2C, do you deliver components or the end-product)
- Eco System Partnerships (The Power of APIs)
- Customer feedback loops
- Defined release cycle (it is better to have something in the market that receives active use than trying to build the perfect solution)
- Recruiting the right Co-Founders
- Other recruiting priorities Pricing determines sales strategy.
- Understanding sales Channels (Direct Sales, Manufacturer Reps, Distributors, Corporate Partnerships, Telemarketing, and more)
- Defining marketing
- B2B Product Sales strategies
- Understanding PoC and when & how to do them correctly.
- The 10 Stages of sales process and other control factors

Masterclass: Practice the Pitch

Entrepreneurs make many mistakes, one of them trying to follow religiously their PowerPoint script. But investors want to see their “real” performance, and therefore value a perceived free spoken presentation. Good pitching shows the knowledge of the leader, and his posture demonstrates his mastery.

- Speak clear and with different intonation to make differences between important and less important facts
- Understand the “Pitching to the three brains” methodology and learn how to overcome the natural flight “instinct” of the reptile brain in the first 60 seconds.
- Cover the emotional element
- Learn how to respond for questions one does not know the answers to
- Stay firmly in one spot and don't run around in front of the audience.
- Techniques to overcome nervousness.

The Rubber meets the Road 1

- Seeing a real investor conference and having the first opportunity to pitch in front of a real audience is highly important.
- Basically first exposure with live feedback



Importance on Partnerships

• Customers are equally if not even more important than investment. Some stories even show that if early engagement with the potential customers is achieved, that product sales come natural. Partnering with CVC can come with built-in customer potential (internal and external)

- Make collaboration a Core Value.
- Understand the Mindset of Investors especially CVC's.
- How to shape the perception of Investors.
- Start with a basic partnership.
- Identify gaps in the strategies of corporates.
- Create value for key customers, vendors/supply chain of the corporation.
- Create shared vision, craft the story.
- Segway into CSR/ Impacts project.

Various Aspects of Funding

Detailed introduction to various funding sources, terms, Board and all surrounding aspects

- Dilutive
 - Angels,
 - VC's,
 - CVC's,
- Nondilutive
 - Debt,
 - Grant,
 - Corporate Advance for R&D,
 - Factoring etc.
- Pre-money valuation, Safe and or Convertible Notes
- Employee Contracts, Stock option agreements, Confidentiality agreements
- Data room
- Do not embellish your story

The Rubber Meets the Road (2)

In this segment companies will get the opportunity to have a real pitch event under the constraints of often found 3min pitch plus 2 min Q&A

- As part of the graduation of the program, all companies will pitch on the Pitch Global Event: How CVCs, VCs & Family offices can work together.
- The Graduation Ceremony will give everybody a sense of accomplishment.

Final Feedback

In this final segment companies will receive the overall feedback and information on how to further improve.

- The conclusion of the cohort will have one on one feedback

Background and Supporting Information

“We have benefited from the continuous support as well as the advice on Corporate and Business Strategy from the TFG Mentors Kaustav Chaudhuri and Axel Tillmann”

Igor Ivanov, President and COO of AXBIO Inc.

<https://www.norcalsbdc.org/client-stories/axbio/>

About Pitch Global

Pitch Global is a long-term affiliate of Funding & Mentoring Agencies of Cal Gov's Office of Economic Development like TFG/SBDC Norcal /SJSU etc. Entrepreneurs who are part of our State of CA funded Mentoring have created significant Economic Impact in jobs creation and over \$ 250 M+ in capital raise in the last few years. When the pandemic hit, Pitch Global predicted that Corporate Venture Capitalists (CVC's) investing early stage will become one of the biggest trends in Silicon Valley and our backers from the State supported us wholeheartedly. Consequently, we build the local CVC Network by starting Pitch Global CVC Accelerator Thought Leadership Events, Conferences, and Award Ceremonies etc.

Pitch Global's deep learnings from dealing with CVC's for almost 4 years has been captured in the Pitch Global CVC YouTube Channel https://www.youtube.com/channel/UCZ3VOe-STQWRrCOIz_XINnA.

The Learning can be summarized as follows

1. Whatever we predicted about CVC's investing early stage has turned out to be bigger than we thought.
2. CVC's are also investing in early stage funds especially in areas like AI & DEI.
3. While presenting to CVC's for funding, we have seen early stage startups striking partnerships and acquiring market validity in an increasing number.
4. This analysis (How to make investments in start-ups pay off | McKinsey) from McKinsey highlights.

“CVC-backed startups also have a much lower rate of bankruptcy”

Understanding the Program



Marco Chiasari, Executive Vice president introduced by Kaustav Chaudhuri for the Interview by Axel Tillmann

Funding and clients (customers) are the top priorities for startup companies. CVCs have emerged to be First in Class for both topics. While Funding is the obvious answer, Startups clearly have a very high priority for finding potential new clients. All survey respondents said that this is one key draw to CVCs, with 40 percent also seeking access to distribution channels and 25 percent looking for help with branding. Those that manage to strike successful partnerships enjoy significant benefits. Startups that receive CVC funding within their first three financing rounds have a higher chance—between 21 and 64 percent—of making a successful exit than those relying solely on traditional venture capital. What's more,

the earlier in their development they receive that corporate support, the higher their chances of going public or securing a merger or buyout. CVC-backed startups also have a much lower rate of bankruptcy¹

Banholzer, John Levene, and Sid Ramtri, McKinsey & Co.

Case Study

How our CVC Awardee from Korea's SK Group have created billions in Economic Impact with Bloom Energy of San Jose and we hope our CVC cohort will lead to the creations of future Bloom Energies in Santa Clara County. After the launch of the first Pitch Global CVC Summit, we decided to create Silicon Valley Platinum Impact Award with the support of the State of California to recognize some of the leading CVC's in the world. Korea's SK Group had just committed to President Biden to invest \$ 59 b in USA and we felt their CVC arm would be a good candidate for the first Award. When we dug deeper we would that they already have created significant Economic Impact with Bloom Energy of San Jose by investing the initial capital of several hundred million dollars and later making a multi-billion dollar revenue deal. ²

1. <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-to-make-investments-in-start-ups-pay-off>
2. <https://www.bloomenergy.com/news/bloom-energy-and-sk-ecoplant-expand-highly-successful-power-generation-partnership-and-invest-to-establish-market-leadership-in-the-hydrogen-economy>

The Importance of CVCs

Corporate Venture Capital firms (CVS) are the rising star of the investment community. As everyone knows regular Venture Capital Firms have a revenue threshold that startup companies want to reach but when they are in Seed and Pre-Seed stage the revenue threshold is not quite matched. Traditionally individual Angel Investors or Angels Consortiums used to fill the gap but have moved up the food chain and are expecting almost the same revenue levels than VCs. A surprising trend is that CVCs are filling the gap. Traditionally CVCs have were investors into startups when both their technologies and teams are ready for deployment into large organizations. CVCs have naturally participated as strategic investors in scale-up stages, largely Series B and further rounds. What we can now observe is the new mantra where the CVCs are partners at early stages of the startup's funding journey.



Why are Corporations interested to invest into early-stage companies?

Corporation's strategies are squeezed between exploiting existing opportunities to the fullest and focusing on generating new opportunities for the future, sometimes in fear disrupting their existing business model. Yet, anytime a corporation embraced only the route to maximize the existing opportunities, they typically lost market opportunities brought on by innovators. Some corporations even lost their entire existence (i.e. Kodak, Nokia, PictureTel, Blockbuster, Blackberry the list is endless). To that end, leading corporations with an understanding for the need of innovation, pursue internally generated opportunities through investments in R&D and internal corporate venturing (ICV), and also pursue external innovation opportunities through corporate venture capital (CVC) investments. The external component is highly necessary because being within a corporate umbrella, innovators might be restricted by the viewpoints of the organization as well as their legal system, which is almost prohibitive of what needs to be done in the innovation environment. Startup companies are more agile, can break the rules, and pivot much faster than innovation units within the corporate structure.

Driven by the explosion of technological innovation and startup entrepreneurship in the last decade, the importance of CVC as an increasingly more important strategy as compared to internal innovation, has been growing with more corporate venture units being set up to invest in startups.

But to strengthen their opportunities, corporations were forced to create a new model of collaboration between their CVC and traditional venture capital firms. It is not long ago that CVC were frowned upon. As a result, corporate-backed venture capital (VC) deals have been growing as a proportion of global VC deal count. There are now more than 1000 corporate venture capital (CVC) units active in the VC investing space and many more companies are evaluating entry into this space. Adopting CVC as an innovative capability has many features that make it potentially effective for combining internal sources of innovation with external innovation:

1. keeping pace with the external market innovation and not trying to accomplish everything in house.
2. Instead of immediate acquisition corporations can explore risky bets with lower capital requirements and without risk to their reputation.
3. it lowers the strain on operational resources by leveraging startups resources to multiply the corporate innovation and R&D efforts.

Startups associated with CVCs benefit from getting a large corporation very early on as their customer. Considering that the most important validation of a startup comes from customers. Getting a large corporation as a customer through the CVC investment is almost priceless. Those who have longstanding startup experience know how difficult it is to pierce through the corporate veil, and the larger the corporation the more difficult it is.

But as good as this sounds, approaching CVC has its own rules and stipulations. Pitch Global is uniquely positioned to bridge the gap. As a US government sponsored entity, we have been afforded to build the relationship with the CVCs and extended our large investor network to incorporate many valuable CVCs. Therefore, we can teach in our Accelerator the ins and out of dealing with CVCs, and additionally offer general best practice on top of the applicable best practice of how to gain CVC momentum.

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About Pitch Global CVC Thought Leadership

Pitch Global is among the largest network of Corporate Venture Capital (CVC's) and other Investors and entrepreneurs in Silicon Valley. We have been hosting Corporate Venture Capitalists (CVCs) for both funding and Thought Leadership Masterclasses for a while and we are well positioned to capitalize on this biggest trend in investing where CVCs are participating in early/all stages. Most of the CVCs we have hosted recently, like Niterra, TDK Ventures, Honda Ventures, LG Ventures, Goodyear Ventures, LAM Research, AllState, SK Group, Hitachi Ventures, Schaffler, Merck, Mayo Clinic, etc. have all said they invest early/all stages. If you combine this trend with the statistics that CVC have consistently invested 63% of their investments in early-stage company (a trend since 2019), you are looking at the largest trend in fundraising in the world. CVCs are showing sustained interest in the earliest stages of startups, where they can form deep, long-term partnerships and have seen better ROI than with later stage companies. The EIR's and Board members of Pitch Global (read partial bios and list of participating funds at <https://pitchglobal.com>) have been Mentoring senior entrepreneurs for almost a decade and in the recent past, we have seen deals fall apart due to high valuations. For entrepreneurs it is a frustrating experience since some of the traditional sources of funding have gotten sluggish, and so far early 2024 the activities are still muted. However, many of them can tap a huge source of funds if only they can remove their mental blocks where they have categorized CVC's as belonging to later stage.

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