

# PROCTER & GAMBLE

CORPORATE NEW VENTURES

## CORPORATE ENTREPRENEURSHIP

GROUP 1 - TEAM 3

- Cindy Dijkstra - 245394
- Pieter van Liesanen - 723463
- Inge Manders 6478
- Kim Bram - 68561



Thecasesolution.com

# PROCTER & GAMBLE

## CORPORATE NEW VENTURES

Go to the website: [slido.io/pg-cmv](http://slido.io/pg-cmv)

### CORPORATE ENTREPRENEURSHIP

#### GROUP 1 - TEAM 2

- Cindy Dijkstra - 245384
- Pieter van Leeuwen - 723463
- Inge Manders 156918
- Kim Brom - 685651

**Key challenges**

- Struggle to have products accepted by a market

**Why engage in CNV?**

- Better growth options
- only 5% of innovative projects with leading sources for ideas

**Increase effectiveness of CNV**

- Devote the core competencies of each within the company
- Increase cross-team level interaction



**CNV Structure**

- Lack of integration with other departments
- Strong inter-culture
- CNV issues as a separate team

**Conclusion**

- Failure will only make us stronger
- Find right strategic balance
- Optimize integration of CNV in the company
- Don't be lulled by an established company

Thecasesolution.com

Go to the website: [sli.do/pg-cnv](https://sli.do/pg-cnv)

# PROCTER & GAMBLE





You **Tube**



# PROCTER & GAMBLE



# Why engage in CNV?

- Achieve growth objective
- only 15 % of innovation projects were meeting success targets



# Lack of disruptive innovations

- No cross-fertilization
- Changes in innovation process

