

# Mapping Corporate Innovation Projects and Ventures

Yuta Hirose

[yh359@cam.ac.uk](mailto:yh359@cam.ac.uk)

A light-touch strategy tool and process for corporate innovation projects and ventures.

## Aims

To explore opportunities to support strategic planning of corporate innovation projects and ventures by utilising research outputs and insights from 2016 STIM project (#8) and a related PhD research project.



Focus group with STIM member companies

## Progress

- Literature and practice review (PhD research)
- Strategy tool and process design (PhD research)
- Focus group with STIM member companies
- Next step: To draft recommendation note

## Deliverables

**Recommendation note** that explains:

- 1) Background, steps and procedures of the suggested strategy tool and process

## Suggested Strategy Tool and Process

