

2019 Strategic Technology & Innovation Management Programme

Innovation Portfolio Management: Case of Corporate Accelerators

Contact: Nitish Gupta

ng372@cam.ac.uk , +447477660222

Industrial / managerial need addressed

Adoption of portfolio management approaches (e.g. selecting ‘right’ projects) and goals (e.g. portfolio balance, value maximisation, strategic alignment) appears to have been adopted in the context of mainly a portfolio of in-house new product or technology development projects. However, with advent of open innovation, firms are increasingly searching for innovative ideas externally and has therefore set up entities like corporate accelerators. This project addresses the challenge that the accelerators often face in selecting ‘right’ start-ups to accelerate and effective management of portfolios of such start-ups.

Expected deliverables

- A preliminary guide on managing Corporate Accelerators: as a portfolio of start-ups
- State of the art summary of academic literature and industrial reports on Corporate Accelerators

Engagement opportunities

- As a precursor, to explore the concept of portfolio management in detail, a STIM 2018 project was carried out and resulted into the development of portfolio management diagnostic tool for identifying strengths and improvement opportunities for portfolio management of new product or technology development projects (mainly in-house). Companies are invited to use this tool as well.
- Case studies on Corporate Accelerators are sought with STIM and non-STIM companies. Please contact the researcher for further discussion.

Approach

	<i>Phase 1 (to 26/2/19)</i>	<i>Phase 2 (to 19/6/19)</i>	<i>Phase 3 (to 20/11/19)</i>
<i>Activities</i>	- Literature review on Corporate Accelerators - Initiate engagement with Corporate Accelerators	- Case studies on Corporate Accelerators	- Preliminary guidance on managing Corporate Accelerators: as a portfolio of start-ups