

MACH49™

DISRUPTING INSIDE OUT™  
DISRUPTING OUTSIDE IN™  
DEVELOPING MORE DISRUPTORS™

**We help Global 1000 companies  
create, build, and launch new ventures  
generated from within their organizations  
to drive significant organic growth.**

**IDEATE  
INCUBATE  
ACCELERATE  
SCALE**

MARCH 49

**Despite tremendous assets and talented teams, many of the Global 1000 find it hard to design and launch new ventures that can disrupt existing markets and create new ones.**

**THAT'S WHERE WE COME IN.**

**We're 100% focused on startup creation and execution.**

Whether you're Disrupting InsideOut,<sup>TM</sup> OutsideIn,<sup>TM</sup> or Developing More Disruptors,<sup>TM</sup> our ultimate goal is to help you build the capability to create a pipeline and portfolio of new ventures on an ongoing basis and to manage the mothership so that it embraces the 'from-to' shifts needed to ensure your new ventures reach escape velocity.

## **THE MACH49 PRINCIPLES OF DISRUPTION**

The principles of disruption are simple — it's the execution that's hard. It takes guts, leadership, commitment, and engagement to successfully Disrupt InsideOut or OutsideIn.

**FRAME A CHALLENGE**

**UNLEASH YOUR TALENT**

**ADD METHOD TO THE MADNESS**

**EMBRACE RISK AND FAILURE**

**FIND REAL CUSTOMER PAIN**

**MASTER THE ART OF THE POSSIBLE**

**WORK FROM THE FUTURE BACKWARDS**

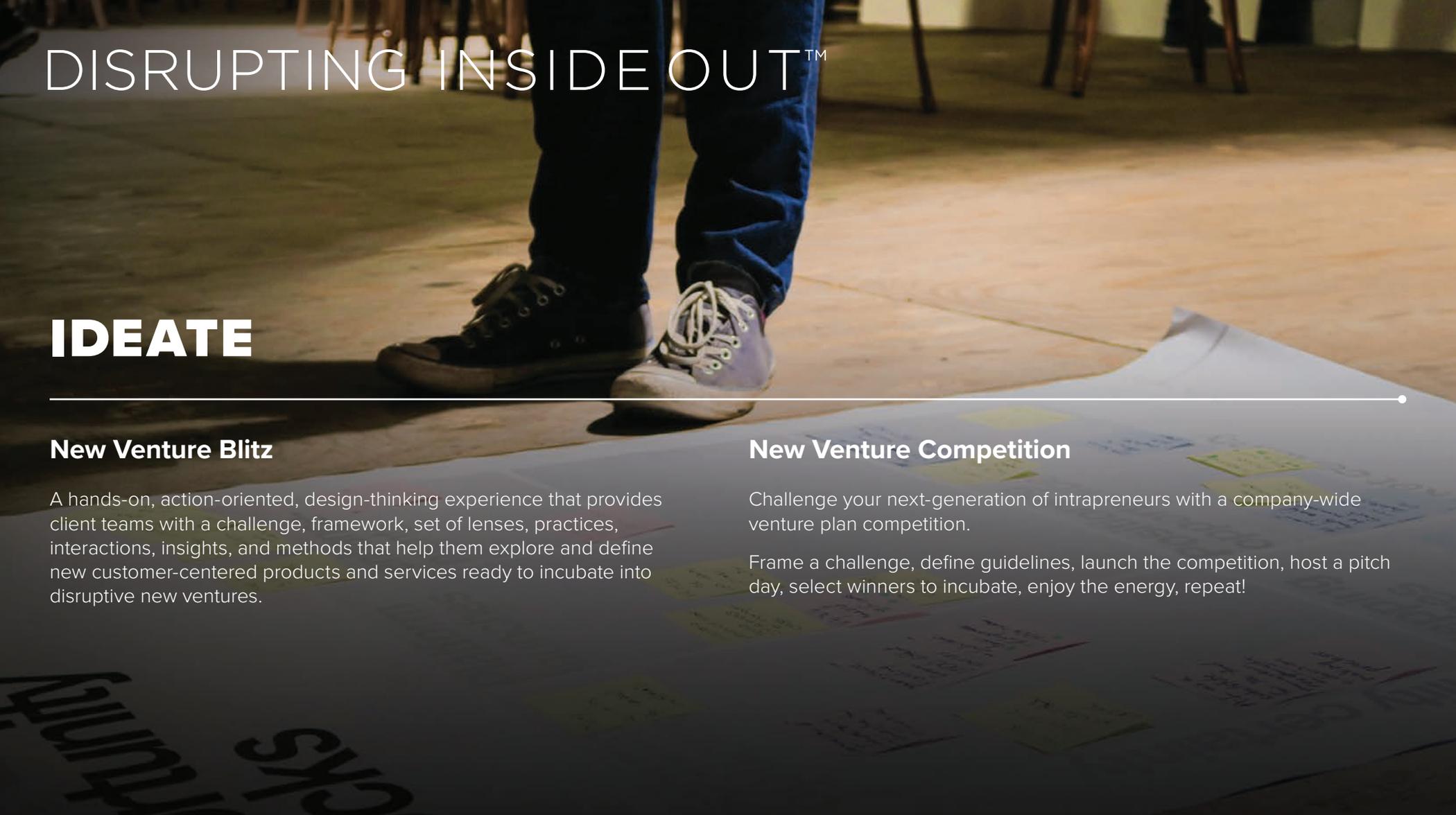
**PROTOTYPE. PILOT. RINSE. REPEAT.**

**DE-RISK. DE-RISK. DE-RISK.**

**MANAGE THE MOTHERSHIP**

**REACH ESCAPE VELOCITY**

# DISRUPTING INSIDE OUT™



## IDEATE

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### **New Venture Blitz**

A hands-on, action-oriented, design-thinking experience that provides client teams with a challenge, framework, set of lenses, practices, interactions, insights, and methods that help them explore and define new customer-centered products and services ready to incubate into disruptive new ventures.

### **New Venture Competition**

Challenge your next-generation of intrapreneurs with a company-wide venture plan competition.

Frame a challenge, define guidelines, launch the competition, host a pitch day, select winners to incubate, enjoy the energy, repeat!

# DISRUPTING INSIDE OUT™

## INCUBATE

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### @Mach49

Bring your team of intrapreneurs to Silicon Valley, Boston, or San Francisco to create, build, and launch new ventures in 12 weeks using lean startup and customer development methods to validate customer pain, understand the product vision, identify the MVP, build the business model, and prepare a go-forward execution plan.

Active mothership management by Mach49 and your own New Venture Board ensures startups reach escape velocity.

### @Home

Incubate at home or at a location, time zone, or geography relevant to the customer base of the new venture.

Teams start in a Mach49 office of their choosing for training, planning, and inspiration with Mach49 and experts in the Mach49 innovation ecosystem. Teams then return to their “home base” with remote coaching and support from our team, making return visits to the Mach49 office for product design and feasibility, and business and execution planning.

# DISRUPTING INSIDE OUT™

## ACCELERATE

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### Grow Your Venture

Mach49 will provide continued support and mentoring to launch your ventures. The ultimate goal of accelerate is to create a scalable product and repeatable GTM, operating and business models. Accelerate has three phases. In the “Build to Learn” phase we run product pilots to narrow down the critical feature set to understand, test and measure the value delivered to customers. In the “Build to Automate/Standardize” phase we find product/market fit, build out product delivery and go-to-market infrastructure, and achieve first revenue. Finally, in the “Build to Scale” phase we develop a repeatable revenue model, move towards positive unit economics, a scalable sales, delivery and support engine, and a team with the talent and experience to scale the venture.

### Develop Venture Advocates Inside the Mothership

We'll make sure the mothership is prepared to act with the sense of urgency and agility required to ensure your new ventures reach escape velocity. The goal is to build out your internal innovation ecosystem to keep your initiatives operating at the speed of a startup. We'll identify and empower at least one individual in each department who understands startups' needs and can make exceptions to the standard rules and procedures, when needed, becoming the go-to person for your new ventures inside the mothership.



# DISRUPTING INSIDE OUT™

## DO IT YOURSELF

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### Digital Playbook

A browser-based, online playbook and “how-to” guide that equips your intrapreneurs and other key stakeholders with the skills, methods, tools, and exercises to develop new disruptive ventures.

### Build Your Own Incubator

Mach49 can help you design, launch, and manage your own incubator in Silicon Valley or back home.

Develop the internal talent and tools to ideate, incubate, and accelerate on your own. We also provide access to the Silicon Valley and global Mach49 innovation ecosystem, expert network, programs, and events.

# DISRUPTING OUTSIDE IN™

## CORPORATE VENTURING

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### Design a World-Class CVC Fund

Mach49 will help you design, launch, and manage a world-class corporate venture unit — augmenting the capabilities of your existing talent and providing our experience, expertise, real-time knowledge, network, and deep ecosystem access to raise your visibility, build credibility, and bring you inside Silicon Valley’s “walled garden” to ensure success.

### Launch and Operate the Fund

Once ready to launch, Mach49 moves into execution mode, pairing your corporate venture leader with a real VC who will act as your team’s shadow partner for a year, providing unique access to Silicon Valley and helping the group operate as a Silicon Valley VC.

#### Operational support includes:

Silicon Valley immersion and networking, including providing timely and relevant introductions to key players in the Silicon Valley ecosystem

Ongoing mothership investment board support

Recruiting your new venture fund team

Pre-Investment activities, for example, sourcing/reviewing prospective investments, assessing financial vs. strategic value, determining product/market fit

Investment activities including due diligence, term sheets, subsequent rounds of funding, pricing negotiations

Post-Investment activities such as board member coaching, access to relevant resources, exits: M&A, IPO, spin-in, wind down

# DEVELOPING MORE DISRUPTORS™

## MASTERCLASSES

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### Incubation Simulation

For Internal Entrepreneurs and Innovation Leaders — those tasked with creating, building, and launching new ventures.

Bring your new venture ideas to a 5-day, hands-on, action-oriented simulation of the 12-week incubation process to develop disruptive ventures — covering the customer, product, and business development methods, and tools needed to create, build, and launch a successful new venture.

### Build Your Innovation Ecosystem

For Department Disruptors — those inside each department tasked with building the mothership's innovation ecosystem — advocating for and supporting new ventures.

Provide them with the insights, tools, and network to fully embrace digital disruption and become leading corporate innovators. These newly-minted advocates head home with a set of tools, a sense of urgency, and a plan to support new ventures as they incubate, launch, accelerate, and scale.

## DISRUPTOUR

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### Silicon Valley Disruptour

An intense, four-day sprint of Silicon Valley innovation and ingenuity that starts with visits to venture capital firms, startups, peers, and domain experts. It ends with a New Venture Blitz, focused on synthesizing insights and generating actionable plans.

## What We Believe

Mach49 exists to inspire Global 1000 organizations to create, build, and launch new ventures generated from within their organizations.

Our ultimate goal is to help our clients build the internal capability, capacity, and culture to create valuable new ventures that can solve some of the world's biggest problems.

We work with clients that strive to be aspirational, catalytic, and committed to a sustainable future.

Our projects develop intrapreneurs that feel unleashed, optimistic, and part of something consequential. The transformation of their skills and ambition is an important and meaningful outcome of our work.

## How We're Different

We're a unique, world-class cadre of Silicon Valley natives with deep entrepreneurial experience and a long history working with G1000 CEOs on strategy and innovation.

We bring a broad set of expertise to your team — entrepreneurs in residence, growth experts, product developers and technology architects, customer development specialists, UX/UI/Prototyping junkies, C-suite whisperers, VCs in residence, and marketers that love storytelling and design.

We act as co-founders in the ventures you launch with us and are driven by a shared passion to solve customer pain. It's fun, intense, full of joy, uncertainty, hard work, long days — with beautiful moments of clarity and a shared mission.

Most of all, being in the trenches together, we form amazing lifelong bonds and friendships that carry us forward.