

PIONEERS

TOP 50 CORPORATE VENTURES

AN ANALYSIS OF THE
2022 DACH LANDSCAPE



Paper outlook

During our 170+ innovation projects with industry leaders all around the world, we have been part of many pioneering innovation projects and initiatives. In the last years, a new innovation stream has gained importance among corporates that goes beyond developing innovative offerings. It is the strive to build and scale own corporate ventures (c-ventures) or corporate startups.

While the first large players have already set up vehicles for corporate venture building (e.g. Airbus Scale, Oetker Digital, Körber Digital, Lufthansa Innovation Lab, fnx from Fressnapf), many companies are currently launching their first initiatives in this field.

As talking about something and doing it successfully are two pairs of shoes, we as Pioneers set out to understand the current status of corporate venture building. Starting in our core market – the DACH region – **we analyzed the corporate venture landscape to answer three main questions:**

- 1)** What is the status quo of corporate venture building in the DACH region?
- 2)** In which industry can we find the majority of the top 50 corporate ventures?
- 3)** Can we identify any patterns or trends in the innovation paths that c-ventures follow?

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5 key learnings of the paper



- 1** The majority of the top 50 DACH corporate ventures have been founded in 2019 or later, which suggests an **emerging trend** in the last years.
- 2** Building corporate ventures is a successful approach for expanding the business into new areas. Almost **two thirds** of the top 50 corporate ventures operate **in industries new or adjacent** to their core parent company's industry.
- 3** We can see that most corporate ventures follow the **innovation paths** of developing new products, services and business model while few engaged in forward, backward integration or innovating processes.
- 4** Corporate venture building is a **promising vehicle** if corporates seek to explore **horizon 2 or 3 innovations** (see page 6). 92% of the top 50 DACH corporate ventures develop innovation outside the core business.
- 5** Companies are well advised to **invest proactively into innovation activities** and the right innovation environment. 48% of ventures are created bottom-up through intrapreneurs or dedicated innovation formats, programs and projects.

1 DEFINITION

of a corporate venture

What is a corporate venture?

The term “corporate venture” (c-venture) has emerged about five to six years ago. Today, it is widely used in corporate innovation jargon describing different types of corporate endeavors – depending on whom you ask. To arrive at our list of 50 c-ventures in DACH, we have defined clear aspects and criteria, which we have summarized in a short definition:

CORPORATE VENTURE DEFINITION

Corporate ventures are **internally launched** ideas or projects that are **developed into separate units, divisions or companies** with a **dedicated team**, **positioning** (brand, logo etc.) and a **distinct offering** from the company’s core products and services.

For us, there is no real difference between this definition and the term “corporate startup”. Some companies don't consider corporate ventures to be corporate startups until they have a different legal form. For us, however, the characteristics are the same: internally launched, own team and positioning, and distinct offering.



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While “corporate venture” and “corporate startup” describe the same characteristics to us, we see major differences to many other terms. The main innovation types or streams from which we want to distinguish “corporate venture” can be found below:

Difference to startup collaboration

Touching on the first part of our definition “*internally launched*”, in our view, corporate ventures are kick-started within the company. Therefore, we would not consider the collaboration of a corporate with an existing startup as a corporate venture unless both parties start working on a new idea together.

If a company uses or acquires an existing solution from a startup, we would categorize it as a “corporate-startup collaboration”.

Difference to new products and services

When it comes to positioning, corporate ventures are not just another service added to the company’s portfolio with a new name (e.g. a loyalty program by a retail company). For us, a corporate venture needs to go further and offer a distinct branding and positioning with innovative solutions that exceed the core offerings. While some c-ventures enter into completely new business fields (horizon 3 innovation = new customers and offering), others only target a new customer group or offer complete new services to existing customers (horizon 2 innovation).

Difference to innovation projects

We aim to distinguish corporate ventures from internal innovation projects. Corporate ventures have their own dedicated team (often including specific hires from outside) and operate highly independent from the core company. Many times, c-ventures are separate legal entities with a managing director hired for the purpose of driving the venture. Internal innovation projects, on the other hand, are usually strongly linked to the core business. Project team members also work on other projects and are not employed by and for the project.

Difference to corporate venture capital (CVC)

There is a clear distinction of a “corporate venture” to the term CVC - Corporate Venture Capital. Operating a CVC unit or “doing CVC” is the practice of investing corporate capital into external, innovative companies. There are a few cases (e.g. Rready from Swisscom in Switzerland) where CVC is invested into own corporate ventures. In most cases, however, CVC is invested in external startups or scale-ups founded and grown independently from the company.

2 METHOD

**of compiling the top 50
corporate ventures**

How we established the top 50 list

Our research led to a comprehensive list of the **top 50 corporate** ventures headquartered in the **DACH region**. Our research methods comprised:



'Corporate ventures',
'corporate startups'
'corporate spin-offs'
on LinkedIn, Google
& trending media



Analysis of the
biggest **DACH venture
builders** & corporate
**startup-focused
platforms**



Research on **corporate
innovation labs**
and departments &
corporates' **news
publications**

We selected the top 50 corporate ventures based on a Pioneers Scoring Model including criteria such as size, stage and revenue, amongst others. All top DACH c-ventures were founded in the last **10 years** (2012 or later) and are **actively operating in the market**. The listed c-ventures have at least **10+ full-time employees** and an **active online presence** in terms of news and social media posts; hence, all top 50 ventures have **active business operations**. In order to ensure **reliability**, all information gathered was checked for several sources or derived from official websites, press releases, official LinkedIn accounts or reliable media articles.



© Steven Wright

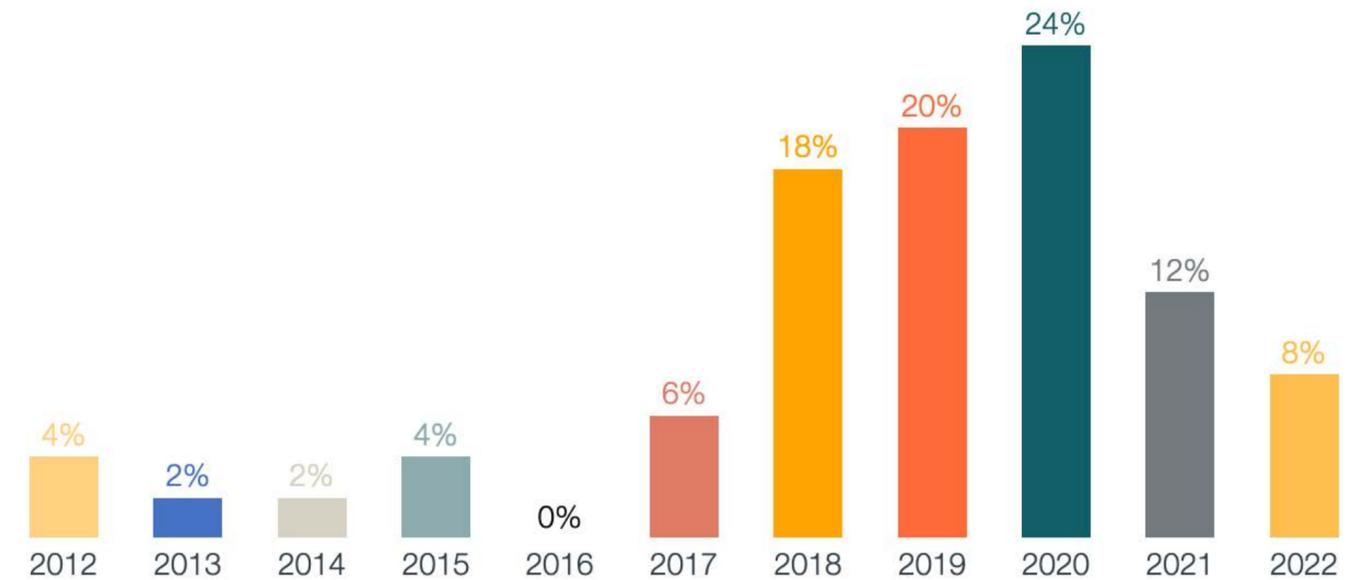
3 ANALYSIS

**of the top 50
corporate ventures**

Analysis by founding year and country

The majority of the top 50 corporate ventures – 37 – were established between 2018 and 2021, which shows **a clear rise** in the launch of c-ventures in the DACH region in recent years. The **trend is still continuing** as four corporate ventures on our list were founded only recently in the first half of 2022.

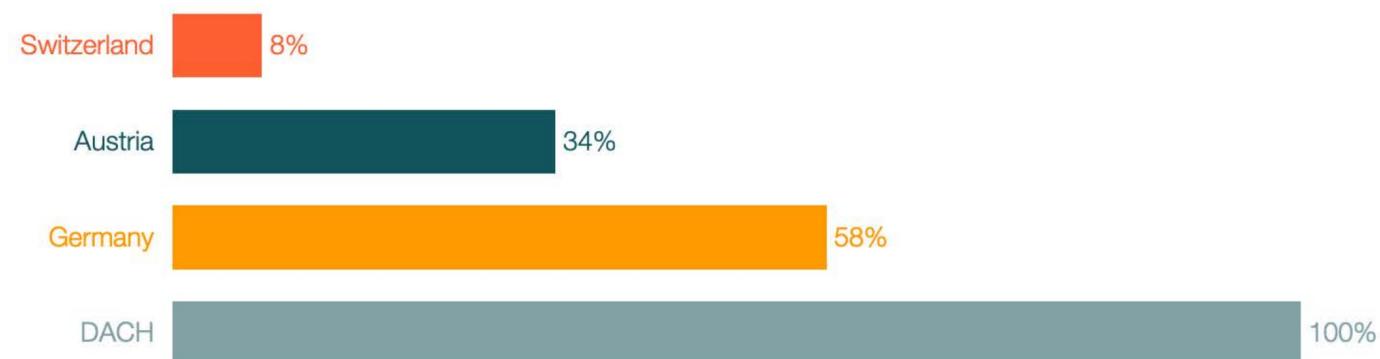
Of the top 50 corporate ventures, **29** (around 58%) are located in **Germany**. The finding that the majority of the corporate ventures originate from Germany is not surprising given the country’s size. However, it is interesting to note that **Germany’s predominance** in the DACH region with regard to GDP or population size is **not equally reflected** in its share of the DACH corporate ventures. This suggests that there is still a lot of **potential** for **corporate venturing** activities in Germany.



Distribution per founding year

Austria’s share of the DACH corporate ventures amounts to 34%, or **17** out of 50 ventures in the landscape. This **high number** is quite surprising, as it indicates that Austrian corporations are comparably **very active in corporate venture building** and more so than its relative economic size would suggest.

In **Switzerland**, on the other hand, our research found only **four** corporate ventures, constituting 8% of the top 50. This indicates that **other corporate innovation initiatives** such as investing in startups are **more common** among Swiss corporates.



Distribution per country

Analysis by industries: Energy and mobility

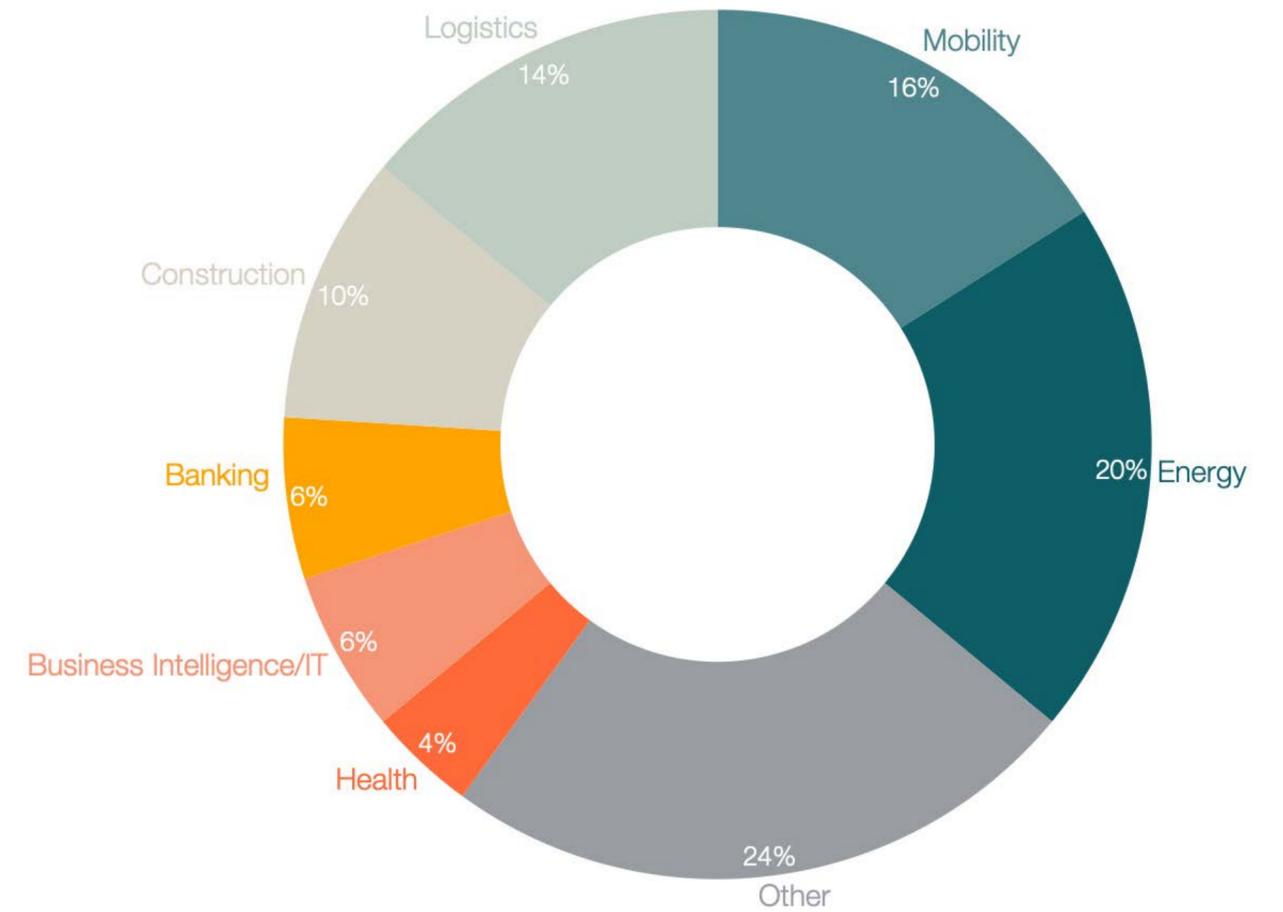
We divided the top 50 corporate ventures into **eight** different **industry categories**. Seven correspond to specific industries with several c-venture examples. One category named 'Other' comprises all other industries where only one or few c-ventures fit in. Of all industries, **three industries** contain **half** of the DACH corporate ventures: **energy (20%), mobility (16%) and logistics (14%)**. Another important sector is the **construction** industry, which accounts for **10%** of the total top 50 DACH corporate ventures.

Analysis of the energy sector

Germany and **Austria** are both strongly represented in the energy sector, with the former holding **half** of all energy c-ventures and the latter a share of **40%**. Inspiring examples in this area are for instance **MOON POWER** by Porsche Holding Salzburg in Austria or **chargeBIG** by MAHLE in Germany. The only corporate venture in this sector originating from a **Swiss** corporate is **Panion** from ABB, an EV fleet transition and charging operations software provider.

Analysis of the mobility sector

Taking a closer look at the mobility industry, **all c-ventures** originate from **Germany**. This finding correlates with the strong German automotive industry. **One in four** of the top 50 corporate ventures stems from large German **automotive corporations**, like **Moovel** by BMW & Daimler as well as **MOBIKO** by Audi & Mantra. However, the biggest German contributor in this industry is Lufthansa, with three c-ventures created via the **Lufthansa Innovation Hub**, such as **RYDES** and **Yilu**.



Distribution per industry

Analysis by industries: Logistics and construction

Analysis of the logistics sector

The **third most represented sector** is the logistics industry out of which more than half or almost **60%** of ventures are **Austrian-based**. **Transant**, for instance, is a joint venture between ÖBB Railcargo and Voestalpine in the area of modular freight cars. Another interesting example of a horizon-3 outside-the-core venture is the smart locker network **Myflexbox** by Salzburg AG. The remaining c-ventures are German logistics companies. Examples that originate from **German automotive conglomerates** are **IDEALworks** by BMW or **Cito** by Volkswagen.

Analysis of the construction sector

This sector represents **10%** of the top 50 DACH corporate ventures. Interestingly, **all five** of these were established in **Austria**, which suggests strong corporate venture activities by the Austrian construction players. **WoodRocks** by Rhomberg, for instance, introduced a new module wood construction system in order to revolutionize the current way of constructing residential buildings.

GERMANY

Germany's **largest number** of corporate ventures can be found in the **mobility sector (28%)**. An example in this sector is **Ben Fleet Services**, a fleet service provider launched by the energy supplier EnBW. In **second place** lies the **energy sector** with a share of approximately **17%**. Notable German examples in this area are **Globe Fuel Cell Systems** by Mercedes Benz and **chargeBIG** by Mahle.

Germany also accounts for **three of the seven logistics c-ventures**, with one example being **Angelbringts**, a delivery service by Fiege Logistik. The rest of the German corporate ventures are more or less equally distributed among the other industries.

Analysis by industry and country

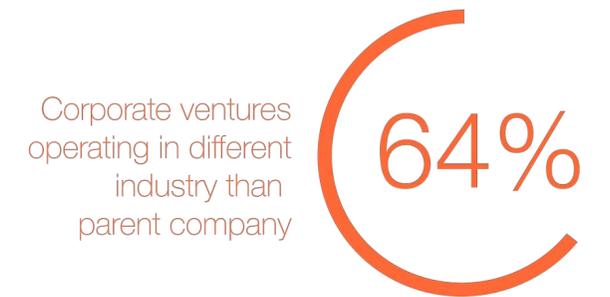
AUSTRIA

Our research showed that most of the Austrian top corporate ventures operate in only three industries, namely **construction, energy, and logistics**. The construction sector is the most represented industry constituting almost a **third** of all Austrian c-ventures. **Wood_Space** and **WoodRocks**, for instance, are two Austrian corporate ventures that focus on modular wood construction.

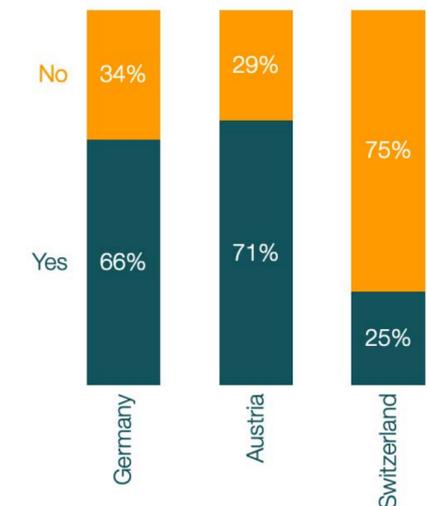
With a share of approximately **24% each**, the energy and logistics sectors are the two most represented industries after construction. One established venture in this area is the e-mobility provider **Smatrics**, already founded in 2012. Nevertheless, there are also new promising ventures emerging like for instance **MOON POWER** by Porsche Holding Salzburg. Two of the Austrian energy c-ventures were founded only in the **last two years**, namely **one2zero** by Salzburg AG and **HalloSonne** by VERBUND. An interesting example in the logistics industry is **Sequello** by Porr, Umdasch and Wacker Neuson, a digital solution for construction logistics.

SWITZERLAND

Switzerland's **four** corporate ventures are distributed over three different industries. **Half** of them operate in the area of **banking**, whereas the other two are in **business intelligence/IT** as well as the **energy** sector. A well-known c-venture is Switzerland's leading mobile payment system **TWINT**, formerly Monexio, by Postfinance.



Share of corporate ventures with industry change from parent company to corporate venture

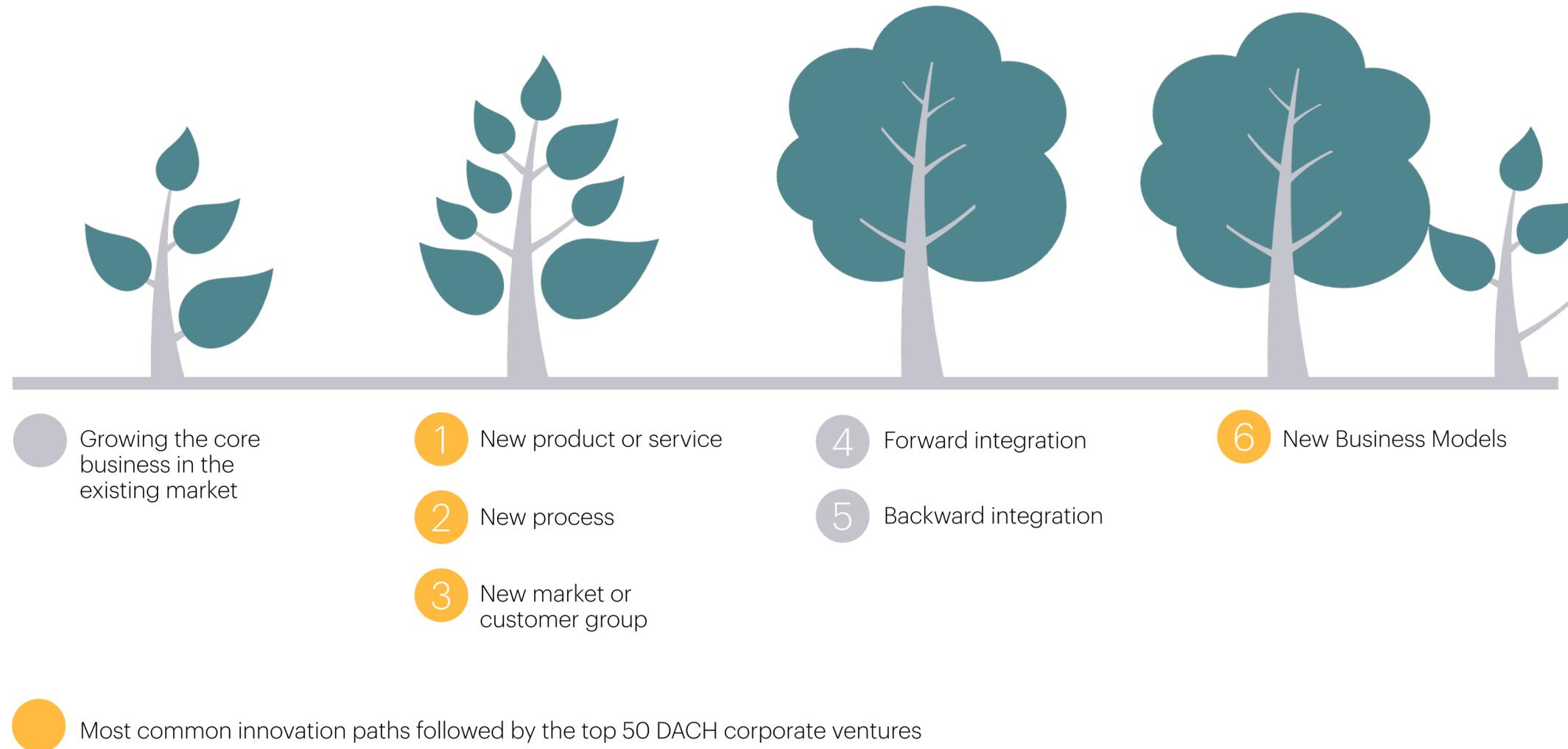


Industry change from parent company to corporate venture per country

Analysis by innovation paths

The core business of large companies is usually focused on delivering the created value to more customers in the existing market. An innovation path, on the other hand, is a way for companies to bring **new value** to **people, planet** and its own company's **profits**.

At Pioneers we differentiate between **six different innovation paths** (see next page). Analyzing the top 50 corporate ventures, we saw that most of them focus on developing new products/services or processes, entering into new market/customer segments and developing radically new business models.

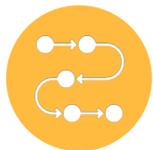


Overview of innovation paths



Developing new products/services

Introducing new products or services to the market to meet the changing needs and preferences of customers.



Developing a new process

Implementing new processes or systems to improve operations and efficiency in the business.



Entering into new market/customer segments

Expanding the target market by reaching out to new groups of customers with different needs and preferences.



Forward integration

Expanding the business by building ventures to take over activities of players down the the supply chain, such as distributors or retailers.



Backward integration

Expanding the business by building ventures that take over processes that are upstream in the supply chain, such as suppliers or manufacturers.



Developing a radically new business model

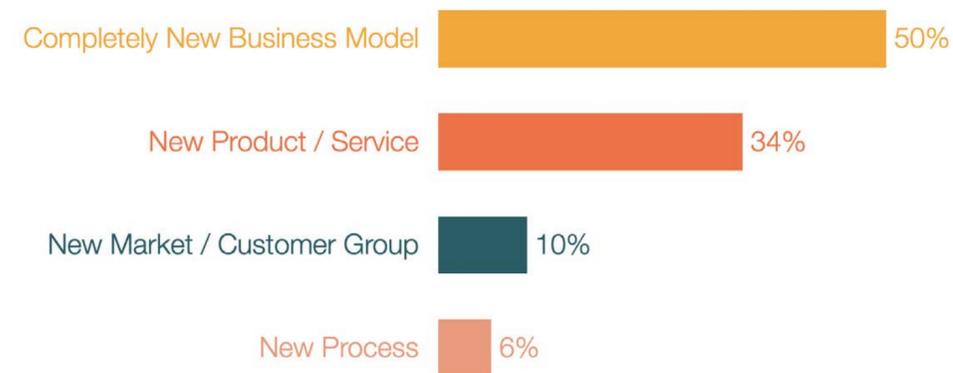
Redesigning the entire business model to create new revenue streams and increase the competitiveness in the market.

Analysis by innovation paths

Analysis of the chosen innovation paths

Examining the top 50 corporate ventures, **half** of them are following the path of **creating a completely new business model**. **34%** of c-ventures launched a **new product/service**, meaning that the large majority follows these two innovation paths. In comparison, only 10% of c-ventures entered into new markets and customer segments.

We have not found corporate ventures that could be clearly classified as following the innovation path of forward or backward integration. It can be assumed that companies rather invest in startups or acquire businesses when it comes to moving along the value chain.



Distribution per innovation path

AUSTRIA

Nearly **53%** of Austrian corporate ventures have established a completely **new business model** and 23% are offering a new product/service.

GERMANY

Similar percentages with regard to these two innovation paths can be found in Germany. With 13 ventures developing a completely **new business model** and 11 a **new product/service**, these two paths **account for 82%**.

Four German ventures target new markets/consumer groups and only Intersport with their venture INTERSPORT Marketing focuses on developing a new process.

SWITZERLAND

In Switzerland, a very similar trend can be observed. Of the four corporate ventures we have identified, **three** developed a completely **new business model** and only TWINT AG (formerly Monexio) by Postfinance can be classified as following the new product/service path.

Looking at the overall numbers, it can be concluded that **most ventures strive** to develop **new products, services** or radically **new business models**. Developing **new markets**, focusing on **forward** and **backward integration** as well as developing new processes are paths which are followed considerably **less often**.

The 3 innovation horizons

Horizon 1

Short-term, incremental innovations that build on existing technology and aim to improve current products or services. These innovations are usually low-risk and have a short payback period.

Horizon 2

Medium-term, disruptive innovations that represent a significant departure from current technology and business models. These innovations may require significant investment and have a longer payback period but can lead to new growth opportunities.

Horizon 3

Long-term, transformational innovations that aim to create entirely new markets and industries. These innovations are highly speculative and may not pay off for several years, if at all. They require significant investment and have a very long payback period, but they have the potential to lead to game-changing breakthroughs.



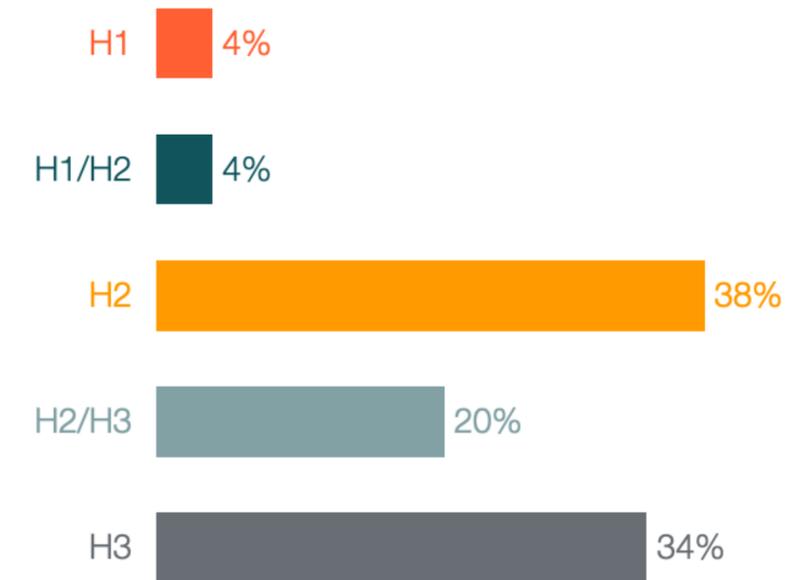
© Jess Loiterton

Analysis by innovation horizon

Another characteristic we used to categorize the c-ventures is the new venture's proximity to the core business of the parent company. This categorization, of course, also correlates strongly with the innovation path of the corporate ventures as described before. We allocated the 50 ventures to five categories: **H1, H2, H3, H1/H2, and H2/3**. The latter in-between steps were introduced as some corporate ventures cannot be easily assigned to only one of the three categories.

Of all corporate ventures, two ventures from Germany can be classified as **H1** innovations. One is **Stihl Direkt by Stihl**, which created a whole new sales and customer interaction channel and has its own online website and services, but still offers similar services to the parent. The other is **Green Petfood by Erbacher**, providing sustainable/green and healthy pet food as an addition to their core pet food offering.

38% of corporate ventures can be categorized as horizon two innovations. Another large number of ventures (**34%**) developed a completely new business model and can be categorized as **horizon three innovation. Between H2 and H3** we found around **20%** of all corporate ventures. Only **4%** of ventures were allocated **between horizons one and two.**



Distribution per innovation horizon

C-ventures classified as **H3 innovations** provide offerings furthest away from the core business. As a pioneering example, we can name the German venture **IONIQ skincare**. Launched by WAGNER, a corporate in the mechanical engineering sector, the team uses the parent's coating technology for industrial products for a new use case: applying skincare products with their spraying technology. With the c-venture, WAGNER expanded with a new product into a completely new skincare market.

Another example is the Austrian venture **myflexbox** by Salzburg AG. The energy, telecommunications and infrastructure company developed a smart locker network in Austria getting a foothold in the logistics industry.

Out of the DACH top 50 c-ventures, most H3 innovations are from Germany.

Purely digital vs. non-digital and hardware

Another interesting topic that is worth taking a closer look at is the product or service offering of each corporate venture. Here, we have distinguished between ventures which provide a **purely digital offering** and products or services with a hardware component.

Surprisingly, out of all the top 50 c-ventures in the DACH region **less than half (48%)** can be classified as **purely software/digital platform ventures**. Out of these, over **58%** are found in **Germany**, **25%** in **Austria** and the remaining **17%** in **Switzerland**.

It is notable that **all Swiss c-ventures** have a **purely digital** offering. In contrast to this stand **48% of German ventures** and a mere **35% of Austrian** ventures offering purely software products or services.



Share of purely digital c-ventures



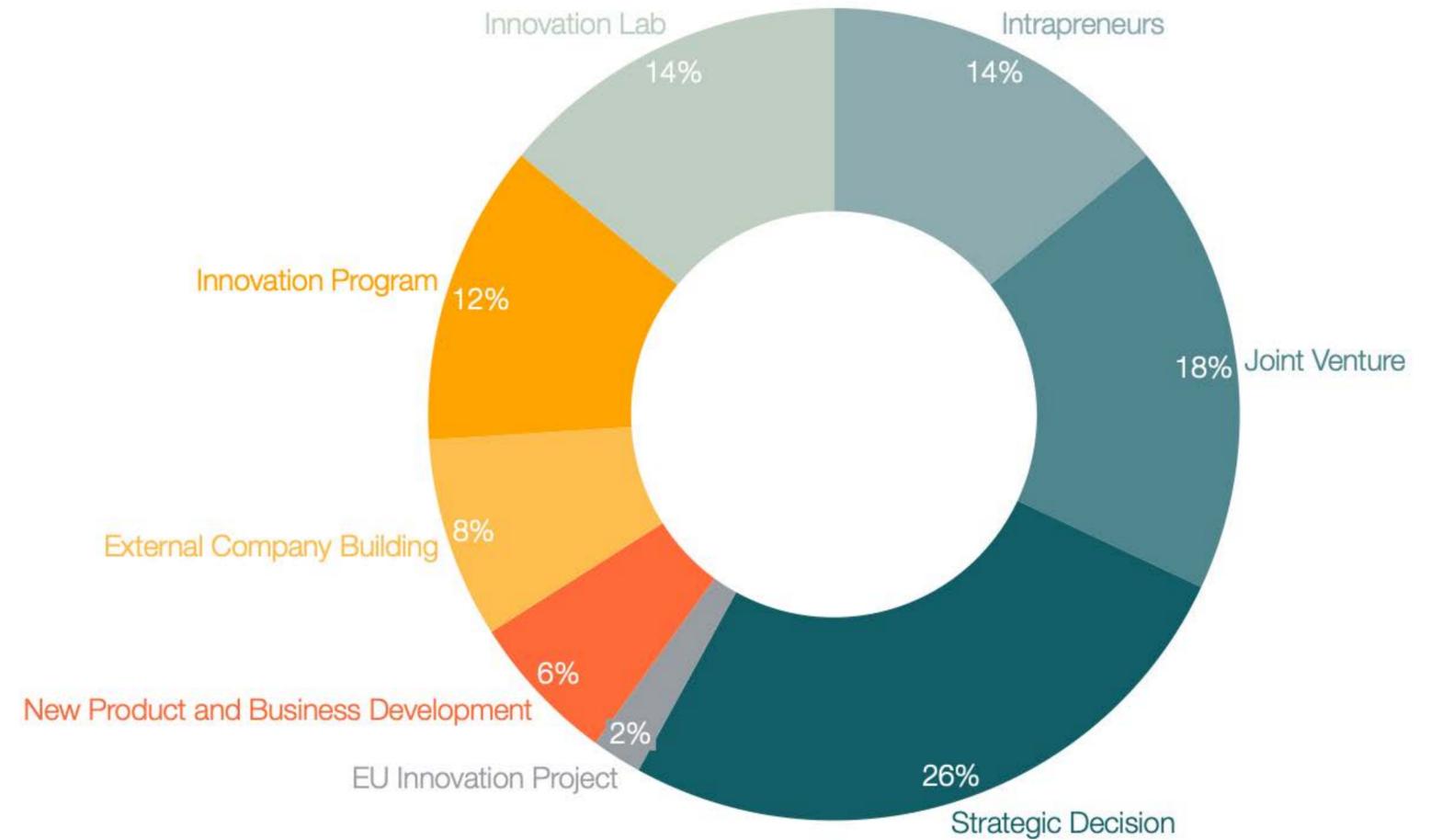
© Tima Miroshnichenko

Analysis by innovation origin

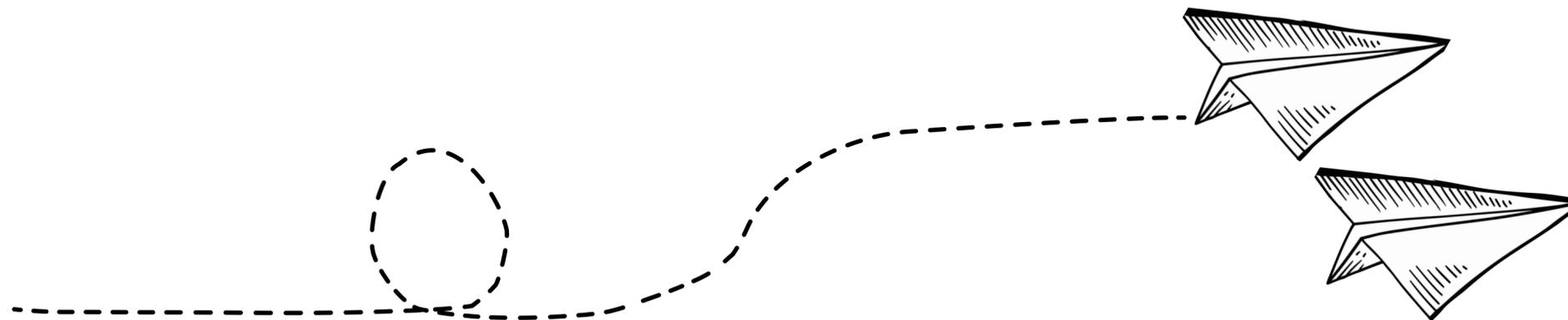
We can see in the table to the right that there are many different starting points for the **development of corporate ventures**:

While around **44%** of the corporate ventures have originated in **deliberate “top-down” management decisions** (strategic decision, joint venture), another **34%** started as **“bottom-up” ideas** developed through dedicated innovation activities (innovation lab, innovation program, company building).

Interestingly, there is also a high percentage (**14%**) of corporate ventures that resulted from the deliberate efforts of **individual intrapreneurs** who pushed for topics outside of their daily jobs. Thus, we can argue that a strong innovation culture and freedom for employees to drive innovation in their work time strongly increases the chance of a company to get the right starting ideas for corporate ventures.

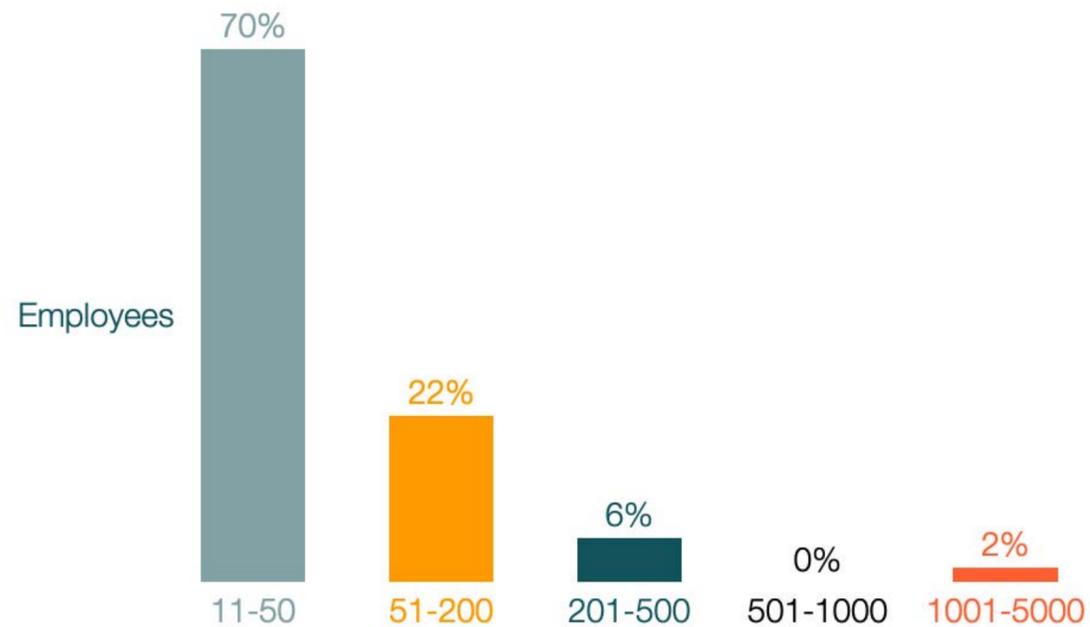


Distribution per starting point of the corporate venture



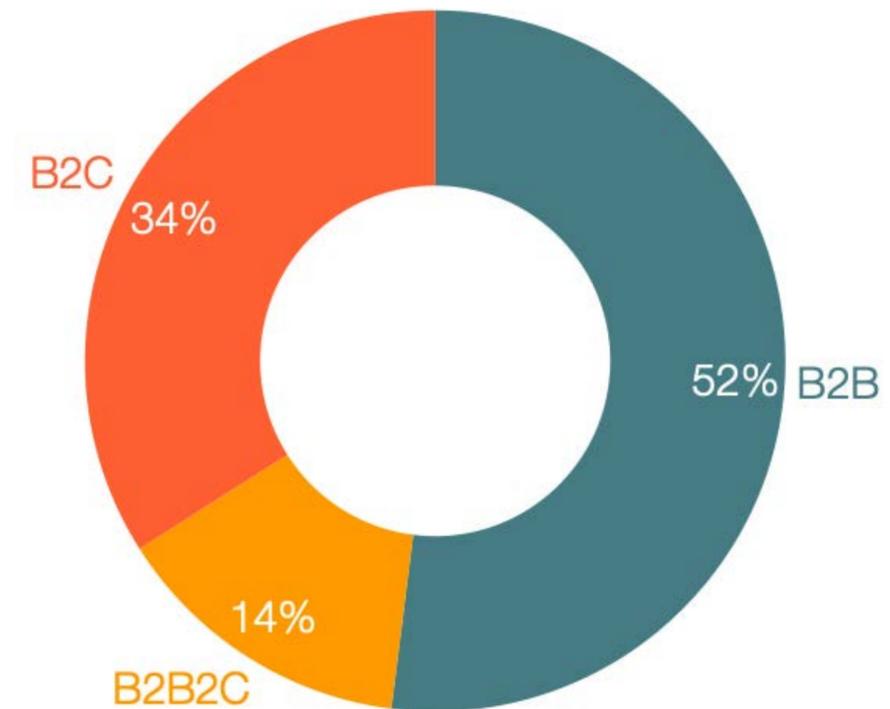
Analysis by size and target market

The **majority (70%)** of the top 50 DACH corporate ventures count **between 11 and 50 employees** and are hence still considerably small in comparison to their parent companies. Only one venture (About You) has already more than 500 employees.



Distribution of top 50 DACH c-ventures per number of employees

Around half (52%) of the featured corporate ventures are targeting **business customers**. By contrast, **34%** of the c-ventures are serving directly to **end-customers**. Hence, corporate ventures are built to address different types of target customers.



Distribution of top 50 DACH c-ventures per target group focus

4 HIGHLIGHT FACTS

**summary of the
key findings**

Highlight facts

Founding year and country

- Clear upward trend in DACH corporate venturing activities starting in 2018
- 58% of top 50 c-ventures are from Germany
- With 34%, Austria has a high share, indicating that Austrian corporations are comparably very active in corporate venture building
- Swiss c-ventures only constitute a share of 8%, suggesting that other corporate innovation initiatives are more common among Swiss corporates

Proximity to core

- Most corporate ventures focus on H2 and H3 innovations
- Germany has the largest share of H3 c-ventures (38%)

Industry

- The energy, mobility and logistics industries account for half of the top 50 DACH corporate ventures
- Germany's c-venturing activities have a clear focus on innovating the mobility sector
- Austria leads in c-venturing activities in the construction sector
- Half of the Swiss c-ventures are in the banking sector

Innovation path

- Most corporate ventures follow the path of developing a new business model or creating new products and services
- None of the corporate ventures follow the path of forward or backward integration, suggesting that corporates choose other strategic directions to implement such endeavors

Purely digital vs. non-digital

- Most ventures are not purely digital (52%)
- All Swiss c-ventures provide purely digital offerings, whereas 48% of German and a mere 35% of Austrian c-ventures offer digital solutions
- 26% of the c-ventures offer mainly physical solutions

Innovation origin

- Different strategies can lead to the development of corporate ventures
- Our analysis showed that 44% result from deliberate top-down management decisions, while 56% originate from dedicated innovation activities and formats

5 DACH TOP 50

**the corporate venture
map and full list**

PIONEERS

TOP 50 CORPORATE VENTURES DACH LANDSCAPE



Energy

chargeBIG
powered by MAHLE

Elli

Globe | Fuel Cell Systems

HalloSONNE

LAPP MOBILITY

MOON

one2zero

PANION

SMATRICS

&Charge

Mobility

aboDeinauto

Ben
FLEET SERVICES

MOBIKO

Mobimeo

moovel

RYDES

SQUAKE

yilu

Logistics

ANGEL
bringt's

Cito

idealworks

MYFLEXBOX

SEQUELLO

TRANSANT
LESS WEIGHT. MORE FREIGHT.

VEROO

Banking

bank 99

TWINT

yuh

Health

alley

sanusx

Others

ABOUTYOU

BOSCH
(Quantum Sensing)

CheMondis

FAIA
PLACE

GREEN
PETFOOD

IMS

IONIQ

MakerVerse

Rebro
motion.com

shöpping.at

STIHL
(Direkt)

TEMPRVENT

Construction & Infrastructure

CONTACT
SYNC EVERYONE

DIGU
digital unlimited

STRUCINSPECT
Infrastructure Lifecycle Hub

WOOD_SPACE

WOOD
ROCKS
BY RHOMBERG

Business Intelligence/IT

BiFINGER
(Digital Next)

FoxInsights

rready

*Selection based on Pioneers Scoring Model including criteria such as size, stage, revenue, FTEs, etc.

Top ventures energy (1/2)



&Charge

Company
Porsche Digital

Founding Year
2019

Website
<https://and-charge.com/#/>

Country Germany

Description
App to share about & improve e-mobility charging



chargeBIG

powered by MAHLE

Company
Mahle

Founding Year
2022

Website
<https://chargebig.com/en/>

Country Germany

Description
Centralized and scalable charging infrastructure solutions



Elli

Company
Volkswagen

Founding Year
2018

Website
<https://www.elli.eco/de/startseite>

Country Germany

Description
Provider of EV-charging solutions & energy infrastructure



Globe Fuel Cell Systems

Company
Mercedes Benz

Founding Year
2020

Website
<https://www.globefuelcell.com/>

Country Germany

Description
Digitally, networked hydrogen-based fuel cell systems



HalloSonne

Company
VERBUND

Founding Year
2022

Website
<https://www.hallosonne.com/>

Country Austria

Description
Photovoltaic rental services

Top ventures energy (2/2)



Lapp Mobility

Company
Lapp Group

Founding Year
2019

Website
<https://lappmobility.lappgroup.com/en/>

Country Germany

Description
Manufacturer of EV products & charging docks

MOON Power

Company
Porsche Holding Salzburg

Founding Year
2019

Website
<https://www.moon-power.at/>

Country Austria

Description
One-stop shop for EV & energy management solutions

one2zero

Company
Salzburg AG

Founding Year
2021

Website
<https://one2zero.at/>

Country Austria

Description
CO2 reduction / net zero consulting services



Panion

Company
ABB Energy

Founding Year
2020

Website
<https://www.panion.org/>

Country Switzerland

Description
EV transition, charge planning & fleet management tool

SMATRICS Smatrics

Company
VERBUND, EnBW

Founding Year
2012

Website
<https://smatrics.com/>

Country Austria

Description
Provider of e-charging & e-mobility solutions

Top ventures mobility

 **aboDeinauto**

Company
Mercedes Benz

Founding Year
2020

Website
<https://abodeinauto.de/>

Country Germany

Description
Car subscription solution and service

 **Ben Fleet Services**

Company
EnBW

Founding Year
2019

Website
<https://www.benfleetservices.com/>

Country Germany

Description
Full care and maintenance provider of your transport fleet

MOBIKO **Mobiko**

Company
AUDI & Mantra

Founding Year
2017

Website
<https://mobiko.net/>

Country Germany

Description
Employee mobility & sustainable travel management tool

 **Mobimeo**

Company
Deutsche Bahn

Founding Year
2018

Website
<https://mobimeo.com/en/home/>

Country Germany

Description
Mobility-as-a-service platform for different forms of transport

 **Moovel**

Company
BMW & Daimler

Founding Year
2015

Website
<https://www.moovelus.com/>

Country Germany

Description
Transit mobility engagement platform

RYDES **RYDES**

Company
Lufthansa

Founding Year
2020

Website
<https://www.rydes.com/>

Country Germany

Description
Sustainable travel platform for companies & employees

SQUAKE **Squake**

Company
Lufthansa

Founding Year
2021

Website
<https://www.squake.earth/>

Country Germany

Description
CO2 Calculation & offsetting solutions for travel companies

yilu **Yilu**

Company
Lufthansa

Founding Year
2018

Website
<https://yiluhub.com/>

Country Germany

Description
Standardized interface for travel & mobility information

Top ventures logistics

ANGEL bringt's **Angelbringts**

Company
Fiege Logistik

Founding Year
2018

Website
<https://angelbringts.de/>

Country Germany

Description
Premium service for same-day or preferred-time delivery

Cito **Cito**

Company
Volkswagen

Founding Year
2021

Website
<https://www.cito.ai/>

Country Germany

Description
B2B time-critical delivery services

idealworks **IDEALworks**

Company
BMW

Founding Year
2020

Website
<https://idealworks.com/>

Country Germany

Description
Robots for optimization of intra-logistics services

MYFLEXBOX **Myflexbox**

Company
Salzburg AG

Founding Year
2018

Website
<https://www.myflexbox.at/>

Country Austria

Description
Smart-locker network in Austria and beyond

SEQUELLO **Sequello**

Company
PORR, Umdasch, Wacker Neuson

Founding Year
2021

Website
<https://sequello.com/>

Country Austria

Description
Digital construction logistics platform

TRANSANT **Transant**

Company
Voestalpine & Rail Cargo ÖBB

Founding Year
2020

Website
<https://www.transant.com/>

Country Austria

Description
Innovative and cost efficient cargo transport solutions

VEROO **VEROO**

Company
LKW Walter

Founding Year
2019

Website
<https://www.veroo.io/>

Country Austria

Description
AI software for predictive transport management

Top ventures banking



Bank99

Company
Post

Founding Year
2020

Website
<https://bank99.at/>

Country Austria

Description
Provider of online banking services



TWINT

Company
Postfinance

Founding Year
2015

Website
<https://www.twint.ch/>

Country Switzerland

Description
Leading mobile app and payment solution in Switzerland



yuh

Company
Postfinance & Swissquote

Founding Year
2021

Website
<https://www.yuh.com/en>

Country Switzerland

Description
Mobile app with payment, saving and investment services

Top ventures health



Alley Health

Company
Gothaer Group

Founding Year
2019

Website
<https://alley.de/>

Country Germany

Description
Smart companion for people with knee or hip problems



Sanus X

Company
UNIQA

Founding Year
2020

Website
<https://www.sanusx.com/de/>

Country Austria

Description
Lab to ideate, test & scale new healthcare solutions

Top ventures business intelligence/IT

 **Digital Next by Bilfinger**

Company
Bilfinger

Founding Year
2018

Website
<https://digitalnext.bilfinger.com>

Country Germany

Description
Digitalization services for the process industry

 **FoxInsights**

Company
EnBW

Founding Year
2017

Website
<https://foxinsights.ai/>

Country Germany

Description
Smart remote tank monitoring & data analytics software

 **rready**

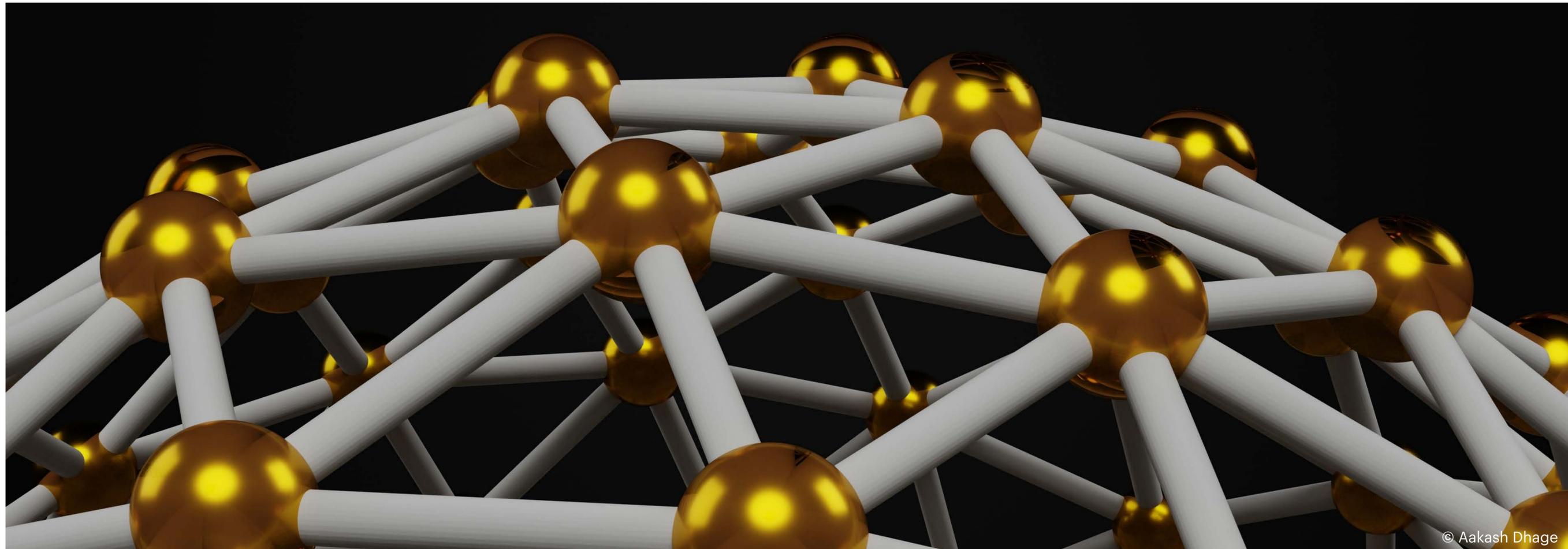
Company
Swisscom

Founding Year
2021

Website
<https://www.rready.com/>

Country Switzerland

Description
Innovation management platform for companies



Top ventures construction and infrastructure

CONTACT
CONTACT

Company
Umdasch

Founding Year
2019

Website
<https://www.kontakt.com/en>

Country
Austria

Description
Construction site management software

DIGU
digu | digital unlimited

Company
hfw group

Founding Year
2020

Website
<https://www.digu.at/en/home/>

Country
Austria

Description
Digital construction site & project documentation software

Strucinspect

Company
Palfinger, VCE, Angst Group

Founding Year
2012

Website
<https://strucinspect.com/>

Country
Austria

Description
Digital inspection and lifecycle management

WOOD ROCKS
WoodRocks

Company
Rhomberg

Founding Year
2020

Website
<https://www.wood-rocks.com/>

Country
Austria

Description
Module-based wood construction

WOOD_SPACE
Wood_Space

Company
Rubner Gruppe & WhatAVenture

Founding Year
2019

Website
<https://www.woodspace.com/>

Country
Austria

Description
Wood-based products based on modular construction design

Top ventures other (1/2)

ABOUT YOU About You

Company
OTTO **Founding Year**
2014

Website
<https://www.aboutyou.de/>

Country Germany

Description
Innovative fashion online store

BOSCH Bosch Quantum Sensing
(Quantum Sensing)

Company
Bosch **Founding Year**
2022

Website
<https://www.bosch-quantumsensing.com/>

Country Germany

Description
Quantum sensors for different applications

CheMondis

Company
Lanxess **Founding Year**
2018

Website
<https://chemondis.com/>

Country Germany

Description
Chemicals platform with +70,000 products

FAIA Faia Place
PLACE

Company
ÖkoFEN **Founding Year**
2019

Website
<https://www.faia-place.com/>

Country Austria

Description
CO2 neutral outdoor fire place for B2C

GREEN Green Petfood
PETFOOD

Company
Erbacher **Founding Year**
2013

Website
<https://www.green-petfood.de/>

Country Germany

Description
Producer of sustainable/green and healthy cat & dog food

IMS INTERSPORT Marketing Services

Company
Intersport **Founding Year**
2019

Website
<https://www.ims.intersport.de/>

Country Germany

Description
Marketing services for 600+ partners of Intersport

Top ventures other (2/2)

IONIQ IONIQ Skincare

Company WAGNER Group **Founding Year** 2018

Website <https://ioniqskin.com/>

Country Germany

Description Sunscreen sprayer based on coating technology

MakerVerse Makerverse

Company Siemens Energy & ZEISS **Founding Year** 2022

Website <https://www.makerverse.ai/>

Country Germany

Description Platform for on-demand industrial manufacturing services

Retromotion

Company Mahle **Founding Year** 2018

Website <https://retromotion.com/>

Country Germany

Description Platform for automotive spare parts allocation & production

shöpping.at Shöpping.at

Company Post **Founding Year** 2017

Website <https://www.shoepping.at/>

Country Austria

Description Online shopping platform for regional products

STIHL® Stihl Direct
(Direct)

Company Stihl **Founding Year** 2020

Website <https://www.stihldirect.io/>

Country Germany

Description Online shop & services for all Stihl products and customers

Tempravent

Company Mahle **Founding Year** 2020

Website <https://tempravent.com/en/>

Country Germany

Description Air-conditioning module for motorcycle helmets

Did we miss a venture you know?

As the selection and analysis of the featured corporate ventures are based on our personal perspective and the Pioneers network, we do not guarantee that the list includes all relevant corporate ventures that meet the determined criteria of the analysis.

If you know a corporate venture that should be on the list, **we are happy to get in touch!**

Our approach - the corporate venture studio

To ensure the right environment for corporate ventures to grow, we help corporates design a corporate venture studio and grow their own ventures. A corporate venture studio is a unit outside the core business that focuses on creating and investing in new startup ventures. It involves a dedicated team of experts who work together to identify new business opportunities, incubate new ideas, and launch new ventures together with external founders and talent. The goal of a corporate venture studio is to drive innovation and growth opportunities for the parent company by leveraging its resources, network and expertise to create new businesses.

Benefits of a corporate venture studio



Entrepreneurial environment

Flexible environment to test, build, finance and scale new businesses outside the core.



High speed to scale

The combination of a strong founding team and vast corporate resources result in high speed to scale.



Innovation portfolio building

Due to its permanent character and continuous venture building, the company creates a large innovation portfolio.

Get in touch to learn more.

a joint offer by



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About Pioneers

Pioneers designs, develops, and co-creates innovation with entrepreneurs and corporate innovators.

We guide companies through their transformation towards becoming a sustainable innovation leader and develop new ventures scaling them to success.

We believe innovation needs a strategic anchor and a strong focus on sustainability in order to deliver sustainable value for people, planet and profits.

inspire.empower.create.

**Be bold.
Be a Pioneer.**

