

RREADY



DESCRIPTION

rready offers a digital platform that enables decentralized innovation in corporates. The solution provides employees across the organization with tools and the methodology to independently develop innovative ideas.

FOUNDED

2017

EMPLOYEES

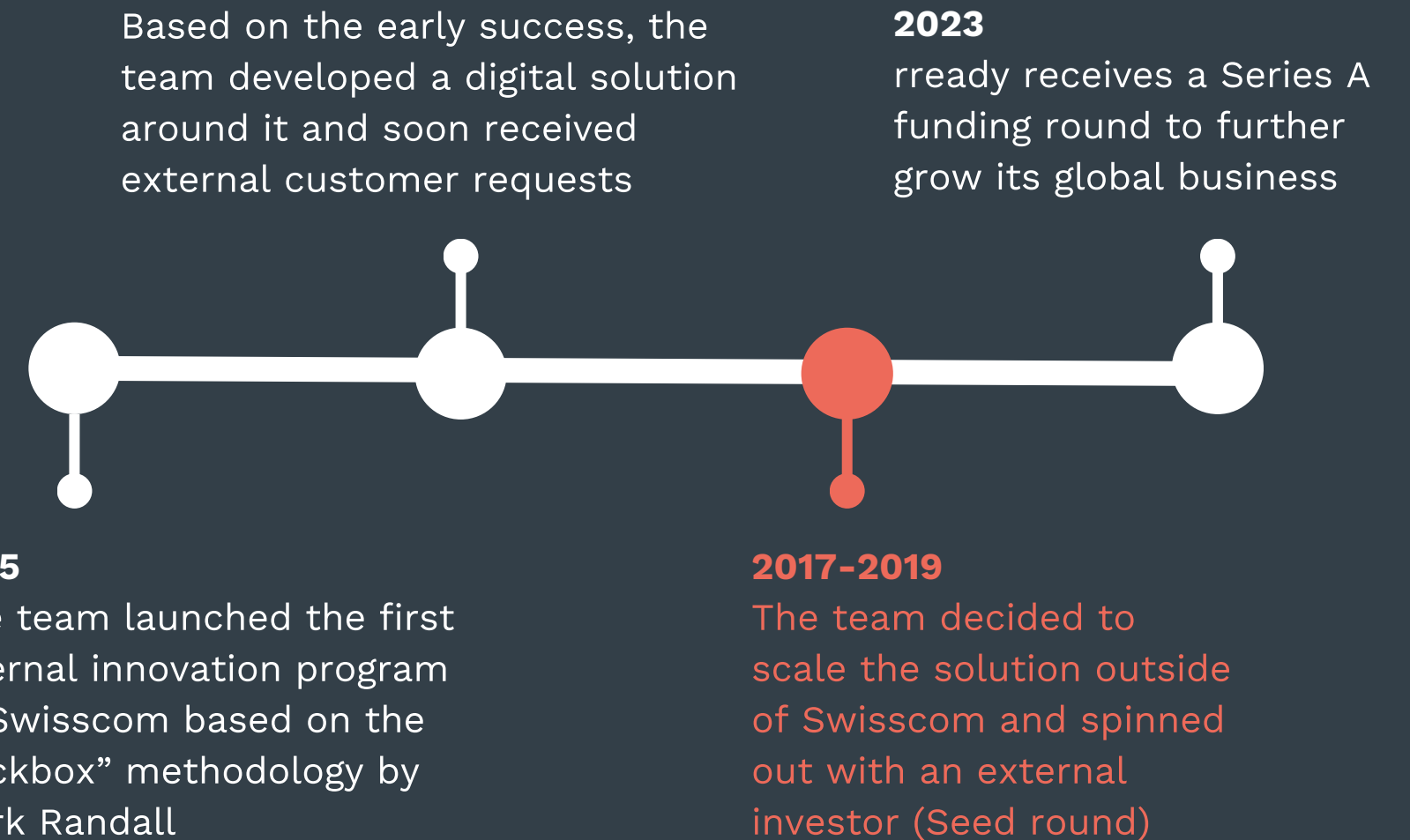
20+

LOCATION

Zurich

WEBSITE LINK

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



“rready would not exist without the support we experienced by Swisscom during the pre-seed phase”

Ralph Hartmeier, Co-founder and Chief Commercial Officer, rready

4 KEY LEARNINGS

rready



1.

TRUST IS KEY IN THE SPIN-OUT PROCESS

Due to many conflicts of interest, especially when it comes to the valuation of a corporate venture, full trust between the venture team and top management is needed throughout the whole process.

2.

FINDING CO-INVESTORS IS DIFFICULT

Many investors see corporate co-investors as a red flag and are not open for a meeting. You need to find an investor that understands the growth potential of the specific business.

3.

DOCUMENTATION FOR VALUATION

In order to reach a first valuation for an external investor, it is wise to document all internal efforts until the spin out. These can be used to evaluate the corporate's share after the investment.

4.

AS A FOUNDER, YOU NEED STAMINA

rready's spin-out process took nearly two years despite the support of lawyers and an experienced team. Don't expect a quick agreement, but be persistent to reach a mutually successful spin-out.