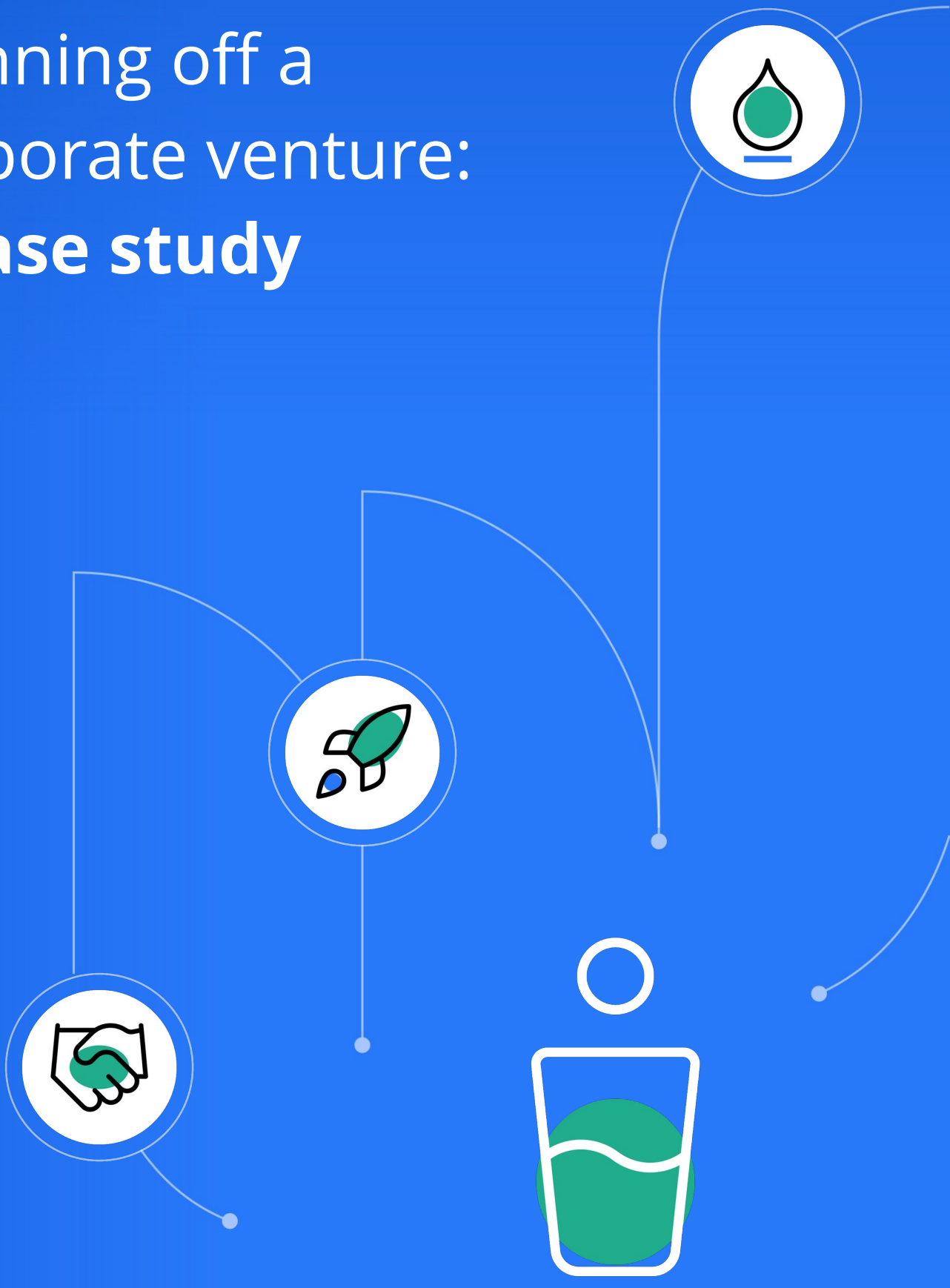
Stryber

Spinning off a corporate venture: **A case study**



Stryber

A corporate venture goes independent

Strategic expertise, practical experience and end-to-end spin-off services set a healthy-water business up for success

Our client, a global food and beverage giant, invested significant resources developing a next-generation smart water dispenser system: think personalized flavor combinations with health enhancers and no more single-use waste.

With state-of-the-art hardware and software already in place, our client sought the right commercialization path and business model to secure long-term success, operating independently from the core business.

5 months
until the spin-off was successfully in motion

100+
investors approached

Project at a glance

CLIENT
Global food and beverage giant (name confidential)

INDUSTRY
Food and beverage

VENTURE
Healthy-water business

PROJECT TYPE
Spin-off as a service (excubation)

OBJECTIVE
Find the right commercialization path and business model, operating independently from the core business

PROJECT TIMELINE
Three phases; spin-off in motion in five months

METHODS & TOOLS
Strategic due diligence · Market engagement · KPI-gated roadmap · Investor engagement

OUTCOME
Funding in the USD single-million range secured; venture set up for independent success

The headline results: a successful excubation

Obtaining the much-needed external funding in just a few months, the new business model could operate independently and successfully scale – slowly but steadily. With a robust plan for future expansion and the right governance structures in place, the client now has a basis to build a blueprint for potential future projects.

- ✓ **Validated scaling potential with real market traction**
- ✓ **Designed venture cap table and defined governance**
- ✓ **Set foundation for founding team and operational setup**

Stryber

Finding the market, winning investors

After multiple years of research and investment in cutting-edge hardware, software, and a mobile application, our client was struggling to gain traction for its pioneering water dispenser product. Having trialed a B2C and a B2B approach, with both encountering significant hurdles, there were three core challenges to address:

Assessing market viability

With the client experiencing distinct challenges in developing traction for its dispenser system, the question of whether there was a potential market for it hadn't been answered. A thorough market and capability analysis was required.

Crafting a plan to scale

The exact value proposition and subsequently the go-to-market approach were yet to be defined. With multiple ideas on the table, the client needed support to identify the right market opportunity and define a strategic approach to expand.

Defining governance

Building a governance structure and scalable business model to successfully launch and grow this new venture was an entirely new concept. The client needed clarity on how to drive spin-off projects of this magnitude forward.

Our 6-step process for success

1 Due diligence

Rapid due diligence to assess scalability and identify the governance solution – an independent (excubation) model was preferred.

2 Market engagement

Direct market engagement with prospects to prove demand, generate traction, and inform business model design.

3 Operating model

Defined the operational model, closed key distribution partnerships, and built the leadership team.

4 Roadmap

Developed a roadmap (complete with KPI-focused gates) and an itemized checklist for external fundraising.

5 Exit preparation

Prepared the venture for a potential exit.

6 Investor engagement

Approached 100+ investors with comprehensive supporting materials.

Stryber

From due diligence to market traction

PHASE 1
Strategic due diligence

PHASE 2A
Generating market traction

PHASE 2B
Building a fundable venture

PHASE 3
Creating an operational business venture

PHASE 1: STRATEGIC DUE DILIGENCE

Rapid viability assessment and charting a path forward

Running a series of workshops with stakeholders, analyzing the product in detail, and examining potential routes to market, we assessed the viability of the proposed venture. Factoring in market conditions, team structure, product roadmap, value proposition, and potential business models, we presented a series of high-level options to take it to market – all backed by data.

Our assessment showed a B2B model offered a path forward with huge growth potential and a significant chance for the venture to be operational and independent within six months. Targeting a high-end office audience, we presented the dispenser system as a means for offices to eradicate (or significantly limit) plastic bottles while affording workers more healthy choices.

With strategic alignment agreed, we began architecting the venture from the ground up and engaging the prospective market.

PHASE 2A: GENERATING MARKET TRACTION

Engaging prospects, partners, and investors

With a go-to-market proposition defined, our team conducted deep discovery and market analysis to surface potential distribution partners and construct a target list of priority prospects. The next step was to pick up the phone and speak to potential buyers and establish relationships with all facets of the supply chain.

Over the course of 12 weeks, our team obtained distribution partnerships in key regions and uncovered multiple active opportunities for the venture's business development teams to pick up when ready to enter the market.

Bringing venture capital logic to the process, we conducted further market analysis, ran multiple surveys and focus groups, and compiled a robust business case for potential investors. In total, we approached more than 100 investors.

B2B model for a high-end office audience

6 months
to be operational and independent

12 weeks
to distribution partnerships in key regions

100+
investors approached

Stryber

Building a fundable, operational venture

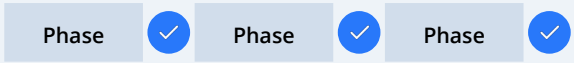
PHASE 2B: BUILDING A FUNDABLE VENTURE

Developing the strategy, team, and ready-to-launch operations to attract investors

Alongside our efforts to gain traction and build key partnerships, we worked with the client to define in granular detail how the venture would operate. Reviewing commercials, capital structure, management setup, legal frameworks, and regulatory requirements, we devised a robust governance model ready to hit the ground running.

Rather than producing a five-year plan based on arbitrary targets, we worked in collaboration with our client to chart a comprehensive roadmap with agreed KPIs for each phase. Factoring in funding gateways and drawing on our deep experience in taking ventures to market, we developed an actionable plan with clear step-by-step instructions for the venture team to follow.

THE ROADMAP LOGIC



Agreed KPIs for each phase
Funding gateways factored in; clear step-by-step instructions for the venture team

PHASE 3: CREATING AN OPERATIONAL BUSINESS VENTURE

Springing into action with our spin-off as a service

With investor interest secured, market traction, and a roadmap for the venture to follow, our teams began building the business complete with leadership, product teams, technology ecosystem, marketing strategy, financial models, and necessary structures to facilitate growth.

Leveraging our discovery work and market data, we pursued the goal of attracting seed funding in as short a time as possible. To that end, we:

- ✓ Designed the structure to launch based on the new model and value proposition
- ✓ Secured Letters of Intent from two key investors
- ✓ Crafted a detailed three-year scaling plan aligned to venture capital-grade funding logic, setting the path for sustainable growth
- ✓ Hired a talented founding team capable of executing the strategy
- ✓ Closed a key distribution partnership to guarantee a seamless start to operations, setting the stage for positive market entry
- ✓ Prepared “done for you” pitch decks, financial models, and legal documents to present the venture to potential investors

Rather than a five-year plan based on arbitrary targets: a comprehensive roadmap with agreed KPIs for each phase.

Stryber

From exit readiness to secured funding

This is how we collaborated to assist the client in demonstrating the viability of their healthy-water business, gaining market traction, securing investment, and successfully excubating the venture.

1. **Conducted an exit readiness evaluation**
   We analyzed the venture's ability to initiate independent operations and find a potential product-market fit through workshops, product assessments, and market research.
2. **Built traction in the market**
   Established relationships with distribution and supply chain partners and connected with potential sales targets. During this phase we closed a key partnership and found over a dozen sales opportunities.
3. **Created a fundraising strategy**
   With a lean setup phase and a high-level plan for future rounds, the venture had a clear strategy to procure vital funds.
4. **Developed roadmap for external fundraising**
   Drawing on our experience working with investors and our knowledge of the venture, we produced a detailed guide and actionable plan for the venture to get further funding.
5. **Prepared the venture for exit**
   We built the new venture from the ground up, including leadership, financial models, operational governance, marketing strategy, and the necessary structures to ensure a successful launch into the market.
6. **Engaged investors and secured funding**
   Approaching more than 100 investors and providing comprehensive supporting materials for the venture, we helped secure funding in the USD single-million range and set the venture up for independent success.

Selected Stryber methods & tools

- Strategic due diligence
- Stakeholder workshops
- Market analysis, surveys and focus groups
- Roadmap with KPI-focused gates
- Venture capital logic
- Spin-off as a service

Stryber

Outcomes & impact: funded, set to scale

Funding secured in record time and new business venture positioned to scale

In only five months, the spin-off was successfully in motion. The venture secured USD single-million-range funding from selected investors, and the visionary co-founder/CEO we scouted took the helm to drive expansion, team capabilities, and future investment rounds.

The client is now benefiting from diversified revenues and has a clear framework and roadmap to explore new commercialization opportunities with future research endeavors.

5 months
until the spin-off was successfully in motion

100+
investors approached

12 weeks
to obtain distribution partnerships in key regions

2
Letters of Intent from key investors

What the project delivered

For the venture

- ✓ USD single-million-range funding from selected investors
- ✓ Co-founder/CEO scouted by Stryber at the helm
- ✓ Robust plan for future expansion and the right governance structures

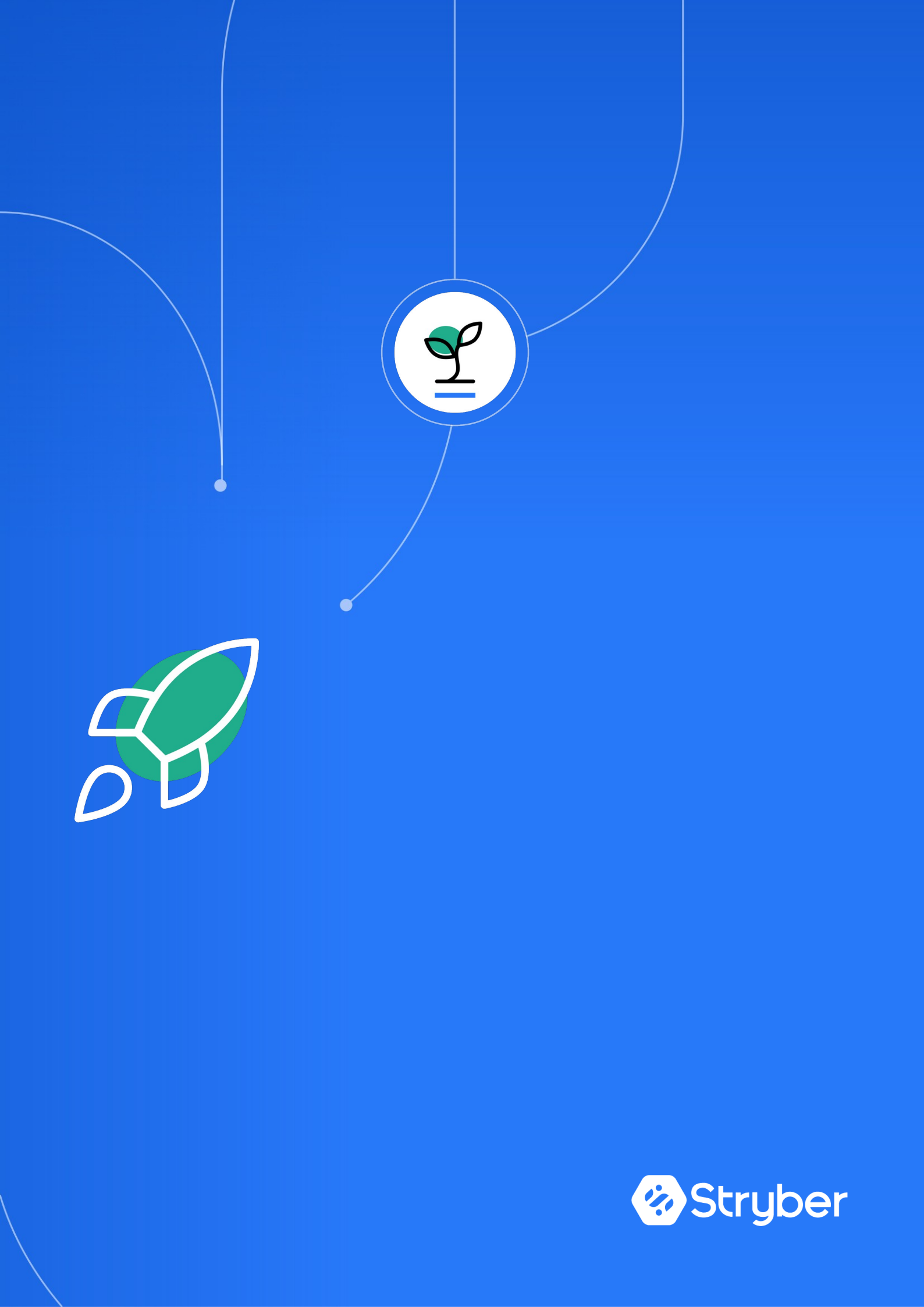
For the client

- ✓ Diversified revenues
- ✓ Clear framework and roadmap to explore new commercialization opportunities
- ✓ A basis to build a blueprint for potential future projects

About Stryber

Stryber builds and executes high-impact programs that create credible equity stories and scalable new businesses.

Ready to evaluate the commercialization potential of your innovation? Reach out to Stryber: www.stryber.com


Stryber