

Chemovator Vocabulary

Chemovator Journey



Chemovator Journey

- The Chemovator process description from Entry Pitch over validation and incubation to exit of a Venture Team

Validation Phase

- In the Validation Phase, Venture Teams test & refine initial assumptions, gather early market feedback, and build and test their prototype. At the end of the Validation Phase, the Venture Team should deliver a business concept together with deliverables as discussed in 1st CVB meeting.

Incubation Phase

- The goal of the Incubation Phase is the creation of an investable scalable business plan. In the meantime of the incubation Phase, each team must: refine & validate assumptions, write the business case, build the team, refine the product / market & prepare exit and future target structure.

Pitch arena

- Pitching room next to the entrance hall of the Chemovator building
- Here, the Entry Pitch, the End-of-validation Pitch and other Chemovator events take place

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Roles & instances



Venture Team (VT)

- BASF-employees that formed a team and take on the Chemovator Journey
- A potential Venture Team is interested in pitching at Chemovator

Chemovator Core Team (CCT)

- Chemovator staff consisting of:
 - Head of Chemovator (HoC)
 - Deputy Head of Chemovator (Deputy HoC)
 - Incubation Operations Manager (IOM)

Entrepreneurs in Residence (EiR)

- 9 external founders and business angels, who serve as support to Venture Teams and Chemovator Core Team
- Each Venture Team has one dedicated Entrepreneur in Residence (Lead EiR), but can seek advice and support from the entire pool
- Actively influence development and progress of Venture Teams

Chemovator Venture Board (CVB)

- The CVB is the venture steering tool of Chemovator and provides strategic guidance for the Venture Teams. Each team has an individual CVB.

Chemovator jury

- Decision body at Entry Pitch and End-of-validation Pitch
- Consists of Entrepreneurs in Residence and Chemovator Core Team members

Chemovator Community

- Chemovator Core Team
- Entrepreneurs in Residence
- Venture Teams
- Interested stakeholders

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Events for all BASF-employees



Chemovator Startup Bootcamp

- Purpose: Get to know Chemovator, learn about lean startup methods & prepare for Entry Pitch
- Participants: All potential Venture Teams, members of Chemovator Core Team & experienced external entrepreneurs as coaches
- Frequency: 4 times annually

Open-Mic @ Chemovator

- Purpose: Train idea pitches, foster culture of idea sharing and pitching
- Participants: Potential Venture Teams, BASF-employees, Chemovator Core Team & Entrepreneurs in Residence as form of jury
- Frequency: 3 times annually

Chemovator Thought Leader Series

- Purpose: Listen to spectacular individuals and their stories, learnings and challenges
- Participants: BASF-employees, Venture Teams & Chemovator Core Team
- Frequency: 3-4 times annually

Chemovator Demo Day

- Purpose: Benchmark portfolio & demonstrate impact
- Participants: Chemovator Core Team, Venture Teams, Entrepreneurs in Residence, investors, external incubator and accelerator programs, BASF management
- Frequency: Annually

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Events for (potential) Venture Teams



Entry Pitch

- Purpose: Idea owners pitch their venture idea – required to enter Chemovator & become a Venture Team
- Participants: Potential Venture Team & Chemovator jury
- Frequency: Takes place bi-annually, but each team has to pitch only once

Re-Pitch

- Purpose: In case the Chemovator jury has critical questions after the Entry Pitch, the VT gets the chance to participate in a Re-Pitch
- Participants: Potential Venture Team & Chemovator jury
- Frequency: Bi-annually (Re-Pitch takes place one week after Entry Pitch)

End-of-validation Pitch

- Purpose: Idea owners pitch their venture idea after three months of Validation Phase
- Participants: Venture Team & Chemovator jury
- Frequency: Takes place bi-annually, but each team has to pitch only once

Booster session

- Purpose: Focus on critical topics from Venture Teams & work together with external help towards a solution
- Participants: Venture Team and Entrepreneurs in Residence
- Frequency: Bi-annually per Venture Team

Chemovator Venture Summit

- Purpose: Re-calibrate Chemovator concept & assess development of portfolio ventures
- Participants: Chemovator Core Team, Venture Team & Entrepreneurs in Residence
- Frequency: Bi-annually

FOR OUR **VENTURE TEAMS,**

WE PROVIDE A **PROTECTED SPACE**

TO **DREAM BIG, TAKE RISK,**

AND **PURSUE** THEIR BUSINESS **IDEA**

WITH **ENTREPRENEURIAL** DRIVE



CHEMOVATOR

A subsidiary of
BASF – We create chemistry

