

# Annual Memberships 2022

*corporate  
innovation -  
reinvented*

# About CAF

Helping corporates unlock open innovation since 2017

We deliver the tools, practices, stories and relationships corporates need to unlock open innovation. If you're working with startups or thinking about it, join us!

CAF experiences are fully interactive and focused on maximizing insight and learning, with themes developed by members, for members. Learning Scientist Dr Diana Joseph, leads the way.

- ANNUAL MEETING
- WORKSHOPS
- ECOSYSTEM ACCELERATION

Startup partnership is a crucial component of the corporate innovation toolkit, but it's not easy. Large firms are designed for alignment and efficiency, not for exploring outside the walls of the organization. At the Forum, you learn directly from the experience of pioneers in this work, alongside your peers.

Learn. Partner. Grow.





# Annual Meeting

Our intimate gathering is curated to focus on corporate innovators who work with startups. Most attendees are on the journey of corporate-startup collaboration: considering, starting, operating or winding down a startup partnership program. We are industry-agnostic. In addition to active practitioners, you'll also meet key experts from the innovation ecosystem. We keep the numbers low so you're certain to make a real connection with everyone.

Our annual meeting is interactive and participation-based. Industry experts and leaders host rich discussions that reveal powerful, actionable insights. We build in plenty of social time so you can create relationships that carry you forward. Our online setting is unique and allows you to choose exactly which conversation to be in, just like you would in the real world.

## Sample sessions from 2021

- Strategy From Country to Regional Healthcare Ecosystem and Beyond
- Value-Chain Strategy for a Big Idea
- Ecosystem Activation
- Innovation and the C-Suite
- Purpose and Innovation
- The Innovator's Impact on Strategy
- Choosing a Partner to Take us Beyond What we Do Today
- How to be a Good Partner while Managing Internal and External Priorities
- Experiments in Corporate-Startup Innovation

- **30-50 PARTICIPANTS**
- **UP TO 14 HOURS**
- **POWERFUL ACTIVITIES AND DISCUSSIONS**
- **IMPACTFUL INSIGHT DECK**

Build relationships. Ride the news cycle together. Stay informed.





# Ecosystem Acceleration

In addition to our Annual Meeting and our bi-weekly members-only sessions, CAF develops experiences around major challenges in ecosystems, including regional, industry, and thematic ecosystems. Prior examples include the LA Innovation Forum, Bridging the Gap: Materials Giants & Startups and the Circular Economy.

CAF also provides regular opportunities for serendipitous encounters through our monthly Water Cooler events, open to all.

Connect across  
industries, regions  
and roles.  
Meet other  
innovators.  
Build ecosystems.

- 9 HOUR PROGRAM
- UP TO 50 PARTICIPANTS
- CUSTOMIZED DESIGN BY INDUSTRY
- EXPERT CURATION
- CRAFTED TO PRODUCE ACTIONABLE INSIGHTS AND REAL OUTCOMES



# Workshops

CAF workshops are carefully designed and tuned to the specific needs of our community. Our library of live workshops includes:

- **Signal-finding and Forecasting** to help you navigate the future.
- **Innovation Strategy and Stakeholder Communications** to guide your efforts to influence and partner with internal stakeholders.
- **Metrics and Storytelling** to help you make sense of your work and share it with the outside world.
- **Experiment Design and Execution** to help you press on the existing system in a disciplined fashion, and maximize your learning.

- 7 STRATEGIC TOPICS
- 2 HOURS PER WORKSHOP
- PEER LEARNING
- EXPERT ADVICE AND GUIDANCE
- PRACTICAL RESULTS FROM EVERY SESSION

Learn in partnership. Navigate the future.  
Test in the real world.



# Innovation Consulting

Dr. Diana Joseph offers expert consulting, drawing on expertise in corporate innovation strategy, toolkits such as lean startup, design thinking, and instructional design.

Call on her to facilitate key decision meetings, bring stakeholders together to address critical conversations, curate startups and other open innovation partners, or for executive coaching. CAF has an extensive network of experts.

Limited consulting hours are available to CAF sponsors at no additional charge. CAF members may request discounted hours based on membership level.

Challenge your  
organization.  
Grow.  
Get access to  
unique know-how.

- **THREE HOURS PER QUARTER INCLUDED FOR SPONSORS**
- **DISCOUNTS AVAILABLE TO MEMBERS**
- **TAILORED OFFERINGS BASED ON SPECIFIC, TIMELY REQUIREMENTS**

# Memberships

When you join as a member, you become part of an intimate group of colleagues doing the thorny work of bridging between corporates and startups. You access our bi-weekly members-only gathering to help you think through specific opportunities and challenges, as well as the external news cycle. You receive a ticket to our Annual Meeting. Workshop series' are included. And your access to ecosystem events is discounted.

Each year we add to our offerings: Insight decks, podcasts, whitepapers, research studies, and more.

MEMBERSHIP TYPE	ATTENDEE	INDIVIDUAL MEMBER	CORPORATE MEMBER
<ul style="list-style-type: none"> <li>• Annual cost</li> <li>• Cost to attend CAF experience</li> <li>• Private CAF LinkedIn and Whatsapp Groups</li> <li>• Exclusive CAF content (e.g., event insights, white papers, reading recommendations, podcasts)</li> <li>• Bi-Weekly Members Gathering</li> <li>• Bi-Weekly Water Cooler</li> <li>• Discounted consulting hours (10%, 25%)</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> <li>• Various, from 1-2K</li> <li>• N/A</li> <li>• N/A</li> <li>• N/A</li> <li>• Complimentary</li> <li>• N/A</li> </ul>	<ul style="list-style-type: none"> <li>• \$2500 US (1 person)</li> <li>• Three experiences included, discount</li> <li>• Included</li> <li>• Included</li> <li>• Included</li> <li>• Included</li> <li>• 10%</li> </ul>	<ul style="list-style-type: none"> <li>• \$6000 US (3 people)</li> <li>• Three experiences included, discount</li> <li>• Included</li> <li>• Included</li> <li>• Included</li> <li>• Included</li> <li>• 25%</li> </ul>

Memberships offered at individual and corporate (3 seats) rates. Each year, members are invited to at least three major CAF experiences including the Annual Meeting.

# How can you play a bigger role?

CAF welcomes sponsorship from corporates who work with startups, and from service providers. Sponsors serve on leadership teams, receive free membership benefits, and help to design our offerings. Sponsors are recognized through logos and personal bios on our website and all materials. Sponsorship is offered at the Annual level and by event.

We are grateful to our Founding Sponsors: Bayer CoLaborator and Illumina Accelerator. Contact us to learn more.

- **JOIN THE CAF LEADERSHIP TEAM**
- **CO-DESIGN CAF OFFERINGS**
- **GUIDE CAF CURATION**
- **FUND CAF'S EXPERTLY DESIGNED EXPERIENCES**

Show up. Lead the field. Make an Impact.



# What our Members and Participants are saying

*Most of what we're doing came from the work at CAF*

*At these meetings, talk leads to action.*

*We have so much in common and so much to offer each other!*

*We were thrilled to discover that something like this existed.*

*Best online meeting of 2020!*



Show up. Lead the field. Make an impact.

# Join Us

*corporate  
innovation -  
reinvented*

**DR. DIANA JOSEPH**

CEO and founder

[diana@corporateacceleratorforum.com](mailto:diana@corporateacceleratorforum.com)



CAMPBELL, CALIFORNIA  
[CORPORATEACCELERATORFORUM.COM](http://CORPORATEACCELERATORFORUM.COM)

