

# CHEMOVATOR



## Chemowhat?

Introducing Chemovator and its  
opportunities to join us

A subsidiary of  
BASF – We create chemistry



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# Welcome



## Outline

- ✓ Setting the stage for Chemovator
- ✓ Summing up, further learnings

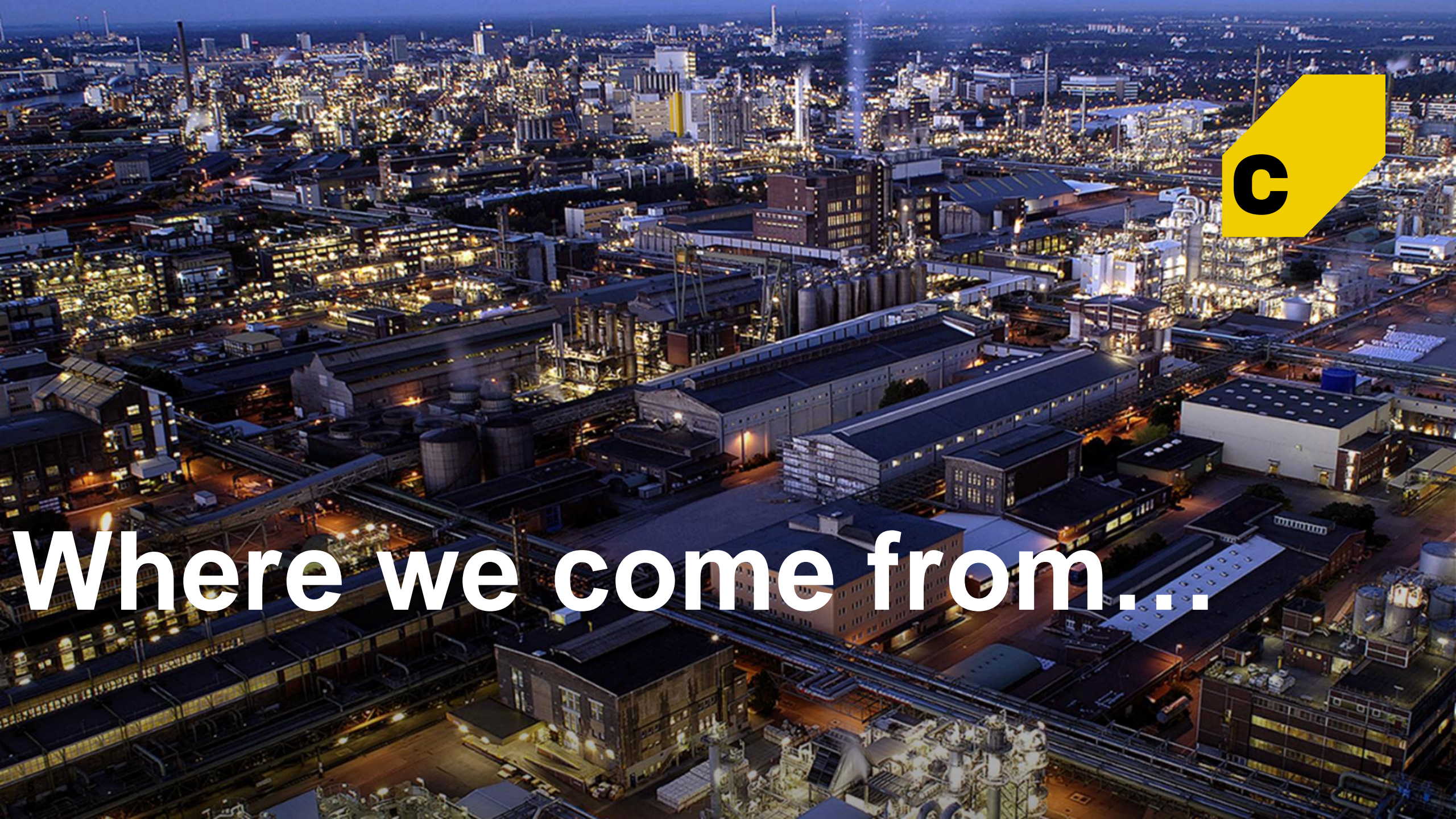
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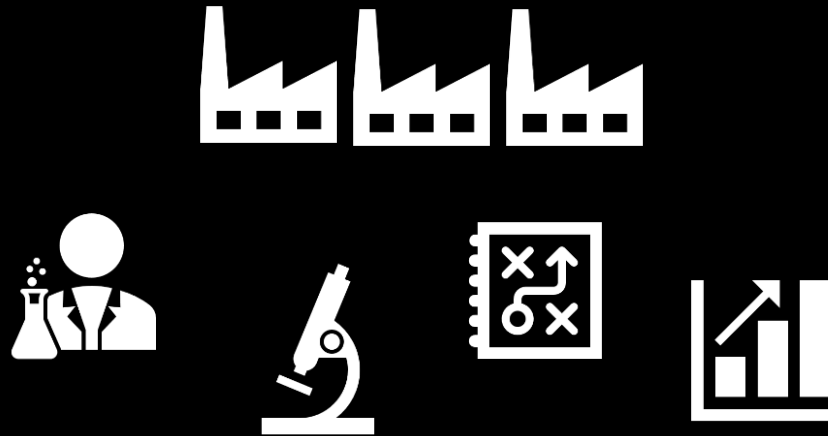
**Where we come from...**



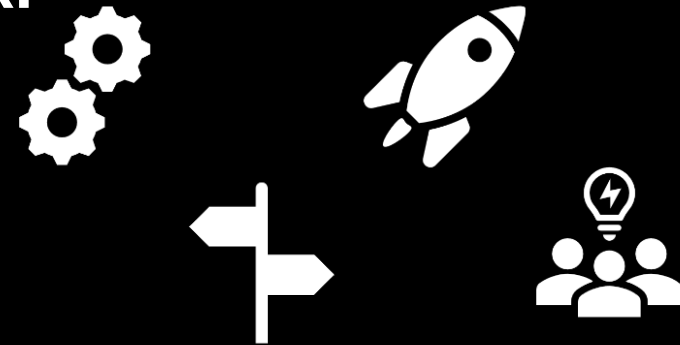
# Why Chemovator?



**BASF is good at:**



**BASF & other corporates lack:**



**CHEMOVATOR**

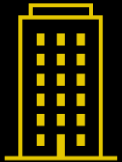
Chemovator GmbH

# CHEMOVATOR

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## Internal venture builder of BASF



**HQ:**  
Mannheim, Germany



**Venture Teams:**  
≤12  
Relevant ideas to BASF  
operations & businesses



**Timeline:**  
Full-time program  
3 phases: Validation,  
Incubation, Acceleration



**Seed funding:**  
Chemovator

**Outcome:**  
Investable & scalable  
business opportunities



**Spin-in**  
In prior alignment  
with BASF unit

**Spin-off**

**Our startup mindset and our support structure  
enable a lean and customer focused validation  
of new business opportunities.**

# Our values

The way we live & work @ Chemovator



## Ownership

We want you to take ownership of your project and take responsibility for your decisions.

## Willingness to take risk

We call on you to take brave commitments and we do not shy away from risk.

## Speed

Fast testing of assumptions and quick decisions are the base for our operations.

## Focus on the market

As a business incubator, we put the customer first and solve relevant problems.

## Learning culture

We accept mistakes as part of the game and share learnings to continuously improve us and others.



# Chemovator Journey



## Ideation, Exploration & Scouting

Chemovator Startup Bootcamp

Optimal preparation for your business idea



Open-Mic @ Chemovator

Get to know Chemovator

1.

## Entry Pitch

Idea owners pitch their venture idea

## Re – Pitch

Potential second round



## Validation Phase

(3 months)

Test & refine initial assumptions

Early market feedback

Build & test prototype

2.

3.

## End-of-validation Pitch

Venture Teams pitch their validated business idea and hand in an investment proposal with the use of proceeds of the planned investment



## Incubation Phase

(approx. 8-12 months)

Refine & validate assumptions

Write business case

Build team

Refine product / market test

Master the Entrepreneurship Program

Generate traction, scalability and revenue

Prepare exit

4.

5.

## Investor Readiness Meeting

(to trigger second tranche investment)

Check point for investor readiness

Kick-off fundraising process for future financing

# Exit Readiness Meeting

(3 months before exit)

Final check before spin-off & foundation of legal entity

6.

7.

## End of Chemovator Journey

Spin-off

Venture Team members return to BASF or found their own business

**Business build-up**





# The people supporting our Venture Teams



## Entrepreneurs in Residence

Act as coaches and mentors

Support Chemovator

Serial entrepreneurs

Startup-Experts & board members

VC & industry backgrounds



## Venture Teams

## Chemovator Core Team

Run and develop Chemovator

Support the Venture Teams from behind the scene



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# Learnings so far

4 years of venture building @ Chemovator (BASF)



- It's tough
- Other corporates have the same challenges dealing with company building
- No „one-size-fits-all“ for corporate incubators
- Engagement of EiR for venture coaching is refreshing
- Different target group – risk vs. security
- Corporate teams need more guidance & coaching prior to starting
- Team over idea
- KISS – keep it smart & simple
- Patience – it takes time

**Just do it!**



## Core Team

- Finance Accountant (m/w/d)

## Marketing & Business Development

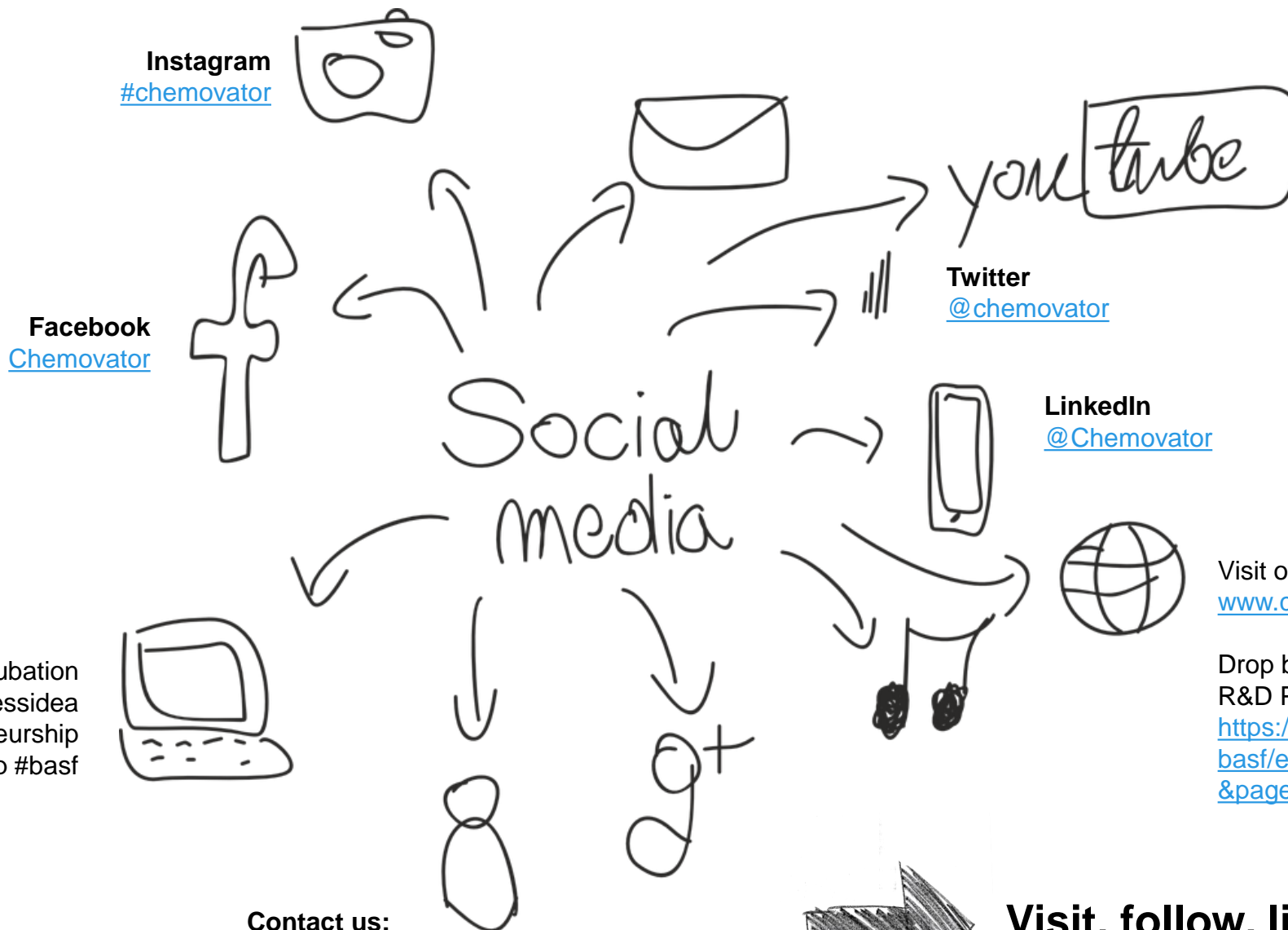
- Business Development Manager (m/w/d)
- Werkstudent / Praktikant - Marketing Content Specialist (w/m/d)

## IT

- Cloud Software Engineer / Backend Engineer (m/w/d)
- Frontend Engineer (m/w/d)
- Full-Stack Software Engineer (m/w/d)
- UI/UX Designer – Intern (m/w/d)







#chemovator #businessincubation  
#basfincubator #businessidea  
#ventureteams #intrapreneurship  
#entrepreneurship #basf

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