

INVEXEN Academy

Shaping the Future with Entrepreneurship

2025

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Who We Are

INVEXEN is an Istanbul-based international consulting firm that focuses on technology and entrepreneurship and enables companies to grow by transforming them with its strategic consultancy services and trainings. We continue our activities in Europe and Central Asia, especially in Turkey.

INVEXEN in Numbers

\$125M

Managed
Fund Size

25+

Full-time
Professionals

80+

Supported
Startups

210+

Managed
Investment Rounds

7+

Years of
Experience

85+

Experts &
Mentors

630+

Hours of
training

45+

Corporate
Companies

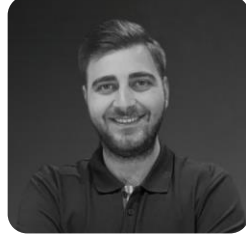
Our Team



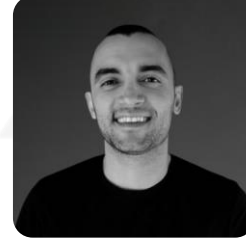
Mustafa KOPUK
Managing Partner



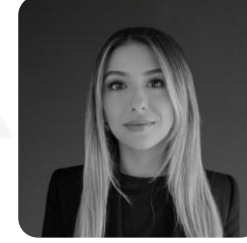
Yağız Karadeniz
Managing Partner



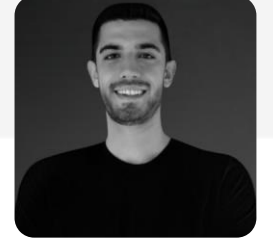
Burak YILMAZ
Managing Partner



Emre SEZGİN
Partner



Büşra YILMAZ
Partner



Eren AŞKIN
Partner



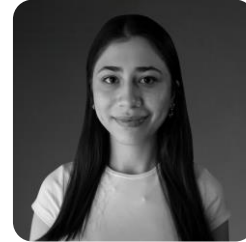
Buğra METİN
Associate



Hasan KESTİ
Associate



Gülsüm ÖNDER
Associate



Gamze DEMİR
Associate



Doğan ZENGİNER
Associate



Tahir ÖZÜSTÜN
Associate



Ezel ÇAYGARA
Community Leader



Burçin SAKMAR
Operations Executive



Çağrı BOZAY
Consultant



85+
Experts &
Mentors

Mentors & Experts



JAKUP REMIAR
Game Masters



MARIUSZ GASIEWSKI
GOOGLE



BENJAMIN WILKENING
EARLYBIRD VC



EBRU BAYRAM
Google



NATHAN SÖLBRANDT
XSolla



OLIVIER GEMAYEL
AWS



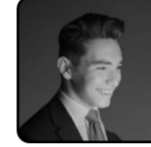
AZİZ DOSTGÜL
Vanora Ventures



JACQUELINE LIU
Women in Games



ARNOLDAS JONAITIS
AJ VENTURES



LUCAS JACOBELLI
Oxford Founders Global



BERRİN AVCIŁAR
New York University



AYŞE DAMLA PEĞÖZ
Women in Games



UYGUN BODUR
AIFusion3



MATEUZS BOCHENCZAK
AppsFlyer



SERKAN ÜNSAL
startups.watch



AHMET ARGUN
Lima Ventures



JULIA LEBEDEVA
WN Media



MARYNA BONDARENKO
Miniclip



MORGANE BASCLE
Oxford Founders Global



TUNÇ ÖZGÜL
Amazon



OGI BAYARMAGNAI
Max Group



KERİM ÇİLINGİR
Hiventures



MUSTAFA GÜLLÜ
Medialyzer



IRMAK MUTLU
Doğuş Otomotiv



BATU BALKIR
Lumian Energy



JOÃO OLIVERIA
EA Games



ERHAN ÇAĞŞIRLI
Cevherler Tax



DERYA KAVARNA
Digime3D



MICHAEL ORNAT
Rada Capital



AYLİN ŞAHİN
Heaventures VC



DENISE NOYAN
Wealt Capital



NİSA AKGÜN
Vestel VC



HÜSEYİN OĞUZ
Tangerine X



SALTUKHAN GÜLŞEN
Atlas Space



AYKUT BAŞTÜRK
Unity



ZIAD TALGE
Yayy



BURÇİN GÜRBÜZ
Atlas Space



DANIEL ABDYLDAEV
ADVentures



DONAT PAJER
Hiventures



ERCAN PİLCİOĞLU
WASK



ESRANUR KAYGIN
Hirize



YİĞİT ATAKAN
Adjust



SELMAN YALVAÇ
Yalvaç Law



EMRAH METE
Google



İBRAHİM ELBAŞI
BTM



UMUT ERSARAÇ
AccelByte



REŞAT VOLKAN GÜNEL
Amsterdam Tech Hub



KERİM KOTAN
Ventura Partners



RAJ CHAKRABORTY
Rishi Partners



OYA DERİNDERE
Van Campen Liem



ONUR BAYINDIR
Identif



PERSIA GEORGIADOU
Flashpoint VC



GÜRCAN DEMİRCİ
VRLab Academy



SAFA SHARIF
WSI Consulting



TALIFA ISGANDAR
Sabah.Hub



GUILLAUME THERIEN
Triptyq Capital



ARDA HELVACILAR
Sertifir



İRO TSAGAREISHVILI
Axel



CEKİ DALVA
Toros and Partners



MELEK YİĞİT
Tera Portföy



DALMA KOVACS
Ministry of Foreign Affairs
and Trade of Hungary



MURAT AKÇAY
McKay Consulting



TANAT USKEMBAYEV
Astana Hub



TUĞÇE ENGIN TABANLI
Doğuş Teknoloji



SEMİRAMİS KULAK
Sglobe

20+ More...

Our Partners & References

We support startups and provide spaces for cooperation, so that while each startup and organization achieves **excellence in its field**, we increase **synergy and success** as a network **with more than 100 local and global partners and references.**

<h3>Akademik</h3>	<h3>Kurumsal</h3>
<h3>Topluluk</h3>	<h3>İnovasyon Merkezi</h3>
<h3>Yatırımcı Partnerler</h3>	

Trainings & Workshops

We offer a comprehensive **innovation journey** tailored to the needs of your organization, aiming for success in the world of **innovation and entrepreneurship**, equipped with innovative and rich content. In this process, we strengthen the transformation journey of organizations with original content covering every aspect of the **entrepreneurship** world.

01
CORPORATE INNOVATION
Innovation & Entrepreneurship

02
CORPORATE ENTREPRENEURSHIP
Innovation & Entrepreneurship

03
VENTURE CAPITAL FOR CORPORATES
Investment & Entrepreneurship

04
ARTIFICIAL INTELLIGENCE FOR CORPORATES
AI & Entrepreneurship

Our Partners



INVEXEN - Our Corporate Innovation Programs

Focusing on entrepreneurship and innovation, we manage venture investment funds, bring an entrepreneurial culture to companies and lead innovation processes. In addition, we provide scaling support to startups and companies and contribute to their adoption of the entrepreneurship and investment ecosystem with comprehensive trainings.

Internal Innovation Consulting in Organizations

Entrepreneurship the building blocks of the ecosystem as end-to-end support to create and embrace entrepreneurship in the best way we provide.



Internal Entrepreneurship Services in Corporates

We support you in the productization and growth processes of ideas that are in line with the company strategy to create new sources of revenue in your company.



External Acceleration Programs

We evaluate the initiatives that can benefit your organization, help you collaborate with them and support them in their growth processes to scale.



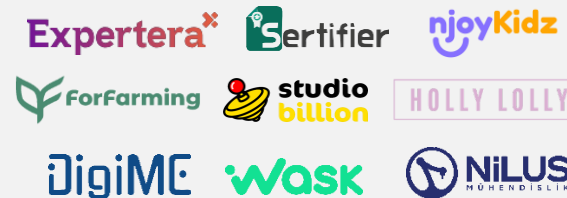
Venture Capital Fund Management

The structure that best suits your investment strategy determines for you and fund management end-to-end solutions for your business.



Venture Transformation and Acceleration Consulting

Identifying the needs of your startup to scale and go global we provide one-on-one support.



Corporate – Startup Collaboration Service

In addition to PoC and collaboration opportunities, we provide training and monthly newsletters to help you get to know the ecosystem better.



INVEXEN Academy

We offer an innovation journey based on design thinking, equipped with rich content that meets the needs of your company, aims for success in the world of entrepreneurship.

Trainings

With our modern trainings based on design thinking, we help organizations be successful in the entrepreneurship ecosystem by increasing their strategic thinking competencies.



Workshops

Our workshops provide participants with the opportunity to experience entrepreneurship processes with a design thinking approach, enabling participants to experience the processes in the world of entrepreneurship.



Seminars

With the transfer of knowledge and experience of successful founders, we provide content that covers every aspect of the entrepreneurship world, enabling you to learn about the strategies behind successful startups and learn about the challenges that may be encountered and the actions that can be taken.



TRAINING CATALOGUE

CONTENTS OF THE TRAININGS

Based on the needs of entrepreneurship and innovation-oriented companies; we provide comprehensive trainings in the fields of Corporate Innovation, Corporate Entrepreneurship, Venture Capital For Corporates and Artificial Intelligence for Corporates.

01 Corporate Innovation

Introduction to Innovation for Corporates: The Journey to Change

Entrepreneurial Culture for Corporates: The Innovation Journey

Understanding Startups for Corporates: The Investment Journey

02 Corporate Entrepreneurship

Corporate Entrepreneurship Guide: Idea, Strategy and Planning

Growth Strategies for Corporate Entrepreneurs

The Art of Getting Investment for Corporate Entrepreneurs

03 Venture Capital For Corporates

Strategy Guide for Corporate Venture Capital (CVC)

Mastery Guide to Corporate Venture Capital

Powerful Portfolio Management for Corporate Venture Capitals

04 Artificial Intelligence For Corporates

Business World and Future Vision with Artificial Intelligence

Artificial Intelligence For Business Leaders

Creating an Effective Artificial Intelligence Strategy for Corporates

Effective Use of Artificial Intelligence in Human Resources

Corporate Innovation

Training Bundle

With our Corporate Innovation trainings, we comprehensively explain how institutions can develop innovative solutions and transform innovation into a sustainable success tool, and support them to integrate innovation into their corporate culture.

Corporate Innovation Training Bundle

training

Workshop

Practice & Homework

Hours / Day



Free

Certificate

9 Trainings (3 Modules)

2 Workshops'

16 Practices & Homeworks

30 Hours / 5 Days

1 Introduction to Innovation for Corporates: The Journey of Change

This module enables organizations to understand the concept of innovation and the basic strategies in this field so that they can integrate innovative technologies into their corporate culture.

Training Topics

- ❑ A Guide to Creating Value Through Innovation for Corporates
- ❑ Next Generation Revenue Generation with Corporate Innovation
- ❑ Developing Innovative Ideas with Creative Thinking

2 Entrepreneurial Culture for Corporates: The Innovation Journey

This module focuses on strengthening employees' innovative thinking and solution development skills by integrating entrepreneurship culture into organizations.

Training Topics

- ❑ Entrepreneurship and Investment Ecosystem: From Turkey to the World
- ❑ Entrepreneurship 101: First Step to Corporate Entrepreneurship
- ❑ Corporate Venture Capital 101: Investment Structures and Processes

3 Understanding Startups for Corporates: The Investment Journey

This module aims to help corporates better understand the startup ecosystem, make a venture valuation and learn the necessary methods for a successful investment journey.

Training Topics

- ❑ Startup Evaluation Process for Corporates
- ❑ Follow-up Mechanisms and Practices in Startup Investment Management
- ❑ How to Build Strong Communication with Startups for Corporates

1

Introduction to Innovation for Corporates: The Journey of Change Training Module

- 1) A Guide to Creating Value Through Innovation for Organizations
- 2) Next Generation Revenue Generation with Corporate Innovation
- 3) Developing Innovative Ideas with Creative Thinking

A Guide to Creating Value Through Innovation for Organizations-Training Content

Corporate Innovation

This training is part of the [Introduction to Innovation for Corporates: The Journey to Change](#) module.

In this training

You will understand the importance of innovation for organizations and examine the effects of innovation strategies on corporate culture. In addition to understanding the role of innovation in providing organizations with competitive advantage, and learn what intrapreneurship is, how it can be promoted and integrated into processes within the organization.

Contents of the Training

- Definition of innovation and general concepts
- The place of innovation in corporate culture
- Innovation and competitive advantage
- What is intrapreneurship?
- Methods of promoting intrapreneurship
- Processes for implementing and managing innovation

Training Outcomes:

- Participants will understand the role of innovation strategies in innovative revenue generation
- Understand the methods of intrapreneurship to contribute to company value and the importance of cooperation with startups (institution-enterprise cooperation) to create new revenue models
- Gain the skills to create new generation revenue sources through corporate innovation.

**Number of
Applications: 2**

**Duration of
Training: 3 Hours**

Next Generation Revenue Generation with Corporate Innovation-Training Content

Corporate Innovation

This training is part of the **Introduction to Innovation for Corporates: The Journey to Change** module.

In this training

Ways to create additional sources of income for institutions through corporate innovation will be explored by discussing how to establish corporate-startup collaborations, the role of innovation strategies in creating innovative revenue models, and the contribution of intrapreneurship to company value.

Training Content

- The impact of innovation strategies on innovative revenue models
- Successful establishment of corporate-startup collaborations
- Intrapreneurship practices
- The use of innovation to discover new sources of income,
- Increasing the contribution of innovation to company value

Training Outcomes

- Participants will learn the basic steps of creating a corporate culture that supports innovation,
- Comprehend the skills that will enable innovative ideas to be implemented
- Learn the necessary knowledge and methods for the development of innovation strategies and their effective implementation in internal processes
- Gain practical experience in developing, projecting and making innovative ideas feasible

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Developing Innovative Ideas with Creative Thinking- Training Content

Corporate Innovation

This training is part of the **Introduction to Innovation for Corporates: The Journey to Change** module.

In this training

You will learn about the role of creative thinking in the creation of innovative ideas and how these ideas can be transformed into strategies that can be applied to business processes. In addition to understanding the basic methods for the development of creative thinking, you will have the opportunity to integrate these skills into real business scenarios and make practical applications with the workshop.

Workshop Contents

- Definition and importance of the concept of creative thinking,
- Development of creative thinking skills
- The role of creative thinking in the creation of innovative ideas.
- Transforming ideas into strategies that can be applied to business processes
- Implementation of creative ideas through practical methods

Workshop Outcomes

- Participants will learn the basic principles of creative thinking
- Comprehend the methods necessary to develop creative thinking skills
- Develop the ability to project innovative ideas and transform them into applicable strategies
- Gain the skills to gain experience in the integration of ideas into business processes through practical methods

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

2

Entrepreneurial Culture for Institutions: Innovation Journey Training Module

- 1) Entrepreneurship and Investment Ecosystem: From Turkey to the World
- 2) Entrepreneurship 101: First Step to Corporate Entrepreneurship
- 3) Corporate Venture Capital 101: Investment Structures and Processes

Entrepreneurship and Investment Ecosystem: From Turkey to the World - Training Content

Corporate Innovation

This training is part of the **Entrepreneurial Culture for Corporates: The Innovation Journey** module.

In this training

While learning the basic dynamics of the entrepreneurship and investment ecosystem, you will have the opportunity to compare the investment environment in Turkey with global trends. In addition, you will have the chance to gain comprehensive knowledge on this subject by exploring the growth strategies of local startups in international markets.

Content of Training

- The structure and basic dynamics of the entrepreneurship ecosystem
- The current state of the investment ecosystem in Turkey
- Global investment trends and comparison with Turkey
- Growth strategies of local Corporates in international markets
- Examples of successful startups and implementation studies.

Outcomes of the Training

- Participants will learn the basic building blocks of the entrepreneurship ecosystem and the dynamics of investment processes
- Acquire the ability to analyze the entrepreneurship ecosystem in Turkey by comparing it with global trends,
- Gain the growth and success strategies of local Corporates in international markets
- By combining global perspectives with local strategies, they will acquire implementation competencies.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Entrepreneurship 101: First Step to Corporate Entrepreneurship-Workshop Contents

Corporate Innovation

This training is part of the **Entrepreneurial Culture for Corporates: The Innovation Journey** module.

In this training

You will understand the processes of developing a business idea, creating a business model and the methods of coping with the difficulties encountered in these processes by learning the basic concepts of entrepreneurship, and experience the first steps that need to be taken in order to be successful in the entrepreneurial world and the strategies that make these steps more effective with practical applications.

Workshop Content

- Business idea development processes and implementation of creative ideas
- Business model creation methods and case studies,
- Difficulties encountered in the first entrepreneurship steps and solutions
- Experiencing entrepreneurial strategies through group work and practical applications

Outcomes of the Training

- Participants will gain in-depth knowledge of the basic concepts of entrepreneurship and the functioning in the entrepreneurial world
- Gain a strategic perspective on business idea development and business model creation processes,
- Learn the skills to cope with the difficulties encountered in the first entrepreneurial steps
- Within the scope of the workshop, they will gain experience in implementing and implementing creative ideas

Number of Applications: 2	Duration of Training: 4 Hours
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Corporate Venture Capital 101: Investment Structures and Processes – Training Contents

Corporate Innovation

This training is part of the **Entrepreneurial Culture for Corporates: The Innovation Journey** module.

In this training

You will explore the strategic importance, advantages and disadvantages of investment structures by learning the basic dynamics of corporate venture capital (CVC). In addition, you will have the opportunity to understand the basic strategies that CVCs can create, by examining successful examples and success stories of the Corporate VC ecosystem.

Contents of the Training

- Basic principles and functioning of corporate venture capital
- Strategic importance, advantages and disadvantages of investment structures
- Successful examples and case studies of the Corporate VC ecosystem
- CVC models and applications in different sectors,
- The main strategies that CVCs can create and future trends.

Outcomes of the Training

- Participants will gain an in-depth understanding of the corporate venture capital structure and dynamics
- You will learn to make the right decisions by evaluating the strategic aspects of investment structures
- Will be able to develop feasible ideas inspired by successful CVC examples
- Gain the competence to align CVC strategies with corporate goals and growth plans

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

3

Understanding Startups for Organizations: Investment Journey

Training Module

- 1) Startup Evaluation Process for Corporates
- 2) Follow-up Mechanisms and Practices in Startup Investment Management,
- 3) How to Build Strong Communication with Startups for Corporates

Startup Evaluation Process for Corporates - Training Contents

Corporate Innovation

This training is part of the module **Understanding Startups for Corporates: The Investment Journey**.

In this training

You will learn how to strategically evaluate and select startups. In addition, you'll discover how to build effective partnerships with the right startups for your organization. By gaining a comprehensive knowledge of analysis methods, evaluation criteria, and strategic collaboration opportunities.

Contents of the Training

- Methods of strategically selecting and evaluating startups,
- Determination of evaluation criteria (market potential, technology, team, etc.)
- Identification of strategic cooperation opportunities,
- Risk and opportunity analysis processes
- Case studies through successful examples

Outcomes of the Training

- Participants will develop a strategic perspective to be used when evaluating startups
- Learn to apply analysis methods and evaluation criteria effectively
- Acquire the ability to recognize and evaluate strategic cooperation opportunities
- Gain the competence to increase the innovative capacity of the corporate by partnering with appropriate startups

Number of Applications: 2	Duration of Training: 4 Hours
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Follow-up Mechanisms and Practices in Startup Investment Management – Training Content

Corporate Innovation

This training is part of the module **Understanding Startups for Corporates: The Investment Journey**.

In this training

You will learn the follow-up mechanisms that can be used to successfully manage startup investments and effective management methods of post-investment processes. As you explore the metrics required for performance tracking, you will understand how these processes can be optimized with application examples.

Contents of the Training

- Follow-up and reporting mechanisms in startup investments,
- Effective management of post-investment processes (team support, mentoring, etc.)
- Performance metric selection and measurement methods,
- Investment management practices with case studies
- Data analytics tools used in decision-making processes

Outcomes of the Training

- Participants will learn to master the processes of monitoring and evaluating startup investments
- Acquire the ability to choose and apply performance metrics correctly
- Become effective in post-investment relationship and process management
- Gain the competence to strengthen corporate decision mechanisms by gaining practical experience through application examples

**Number of
Applications: 1**

**Duration of
Training: 3 Hours**

How to Build Strong Communication with Startups for Corporates– Training Content

Corporate Innovation

This training is part of the module **Understanding Startups for Corporates: The Investment Journey**.

In this training

You will learn ways to build strong and effective relationships with startups. In addition, you will gain a comprehensive understanding of how to create effective dialogue, set common goals, and develop the communication skills necessary for successful collaborations.

Contents of the Training

- Dynamics of investor-entrepreneur relations,
- Methods of creating an effective dialogue and cooperation culture
- Strategic approach in setting common goals
- Communication barriers and reconciliation techniques
- Successful collaborations and case studies

Outcomes of the Training

- Participants will acquire the ability to establish sustainable and strong relationships with entrepreneurs
- Gain effective communication competence in dialogue and negotiation processes
- Learn how to create successful cooperation strategies by setting common goals
- Gain experience in increasing the potential of corporate value creation by communicating effectively with different stakeholders

**Number of
Applications: 1**

**Duration of
Training: 3 Hours**

Corporate Entrepreneurship

Training Package

With our Corporate Entrepreneurship trainings, we comprehensively explain how to develop an entrepreneurship culture within the organization, implement innovative business ideas, and support corporates to create strategic growth targets with innovative technologies and to obtain additional income sources.

Corporate Entrepreneurship Training Package

Training

12 Trainings (3 Modules) 3 Workshops

Workshop

Practice & Homework

24 Practices & Homework

Hours / Day

36 Hours / 6 Days



Free

Certificate

1 Corporate Entrepreneurship Guide: Idea, Strategy and Planning

This module provides organizations with a strong foundation by addressing all stages of corporate entrepreneurship, from idea generation to strategic planning.

Training Topics

- ❑ Innovation Strategies for Corporate Entrepreneurs
- ❑ A Guide to the Journey from Idea to Product in Corporate Entrepreneurship
- ❑ Business and Revenue Model Design for Corporate Entrepreneurs
- ❑ KPI Tracking and Financial Planning for Corporate Entrepreneurs

2 Growth Strategies for Corporate Entrepreneurs

This module focuses on effective strategies and methods that corporate entrepreneurs can use to achieve rapid and sustainable growth.

Training Topics

- ❑ Fast and Effective Growth Techniques for Corporate Entrepreneurs
- ❑ Determining the Right Target Audience for Corporate Entrepreneurs
- ❑ Customer and Revenue Growth Methods for Corporate Entrepreneurs

3 The Art of Getting Investment for Corporate Entrepreneurs

This module covers the preparation, financial management and effective communication techniques necessary for corporate startups to be successful in their investment processes.

Training Topics

- ❑ Investment Tour Preparation Guide for Corporate Entrepreneurs
- ❑ Financial Management Guide for Corporate Entrepreneurs
- ❑ Effective Presentation Techniques for Corporate Entrepreneurs
- ❑ Investor Persuasion Strategies for Corporate Entrepreneurs
- ❑ M&A and Exit Strategies for Corporate Entrepreneurs

1

Corporate Entrepreneurship Guide: Idea, Strategy and Planning Training Module

- 1) Innovation Strategies for Corporate Entrepreneurs
- 2) Guide to Journey from Idea to Product in Corporate Entrepreneurship
- 3) Business and Revenue Model Design for Corporate Entrepreneurs
- 4) KPI Tracking and Financial Planning for Corporate Entrepreneurs

Innovation Strategies for Corporate Entrepreneurs

Training Content

Corporate
Entrepreneurship

This training is part of the **Corporate Entrepreneurship Guide: Idea, Strategy and Planning** module.

In this training

You will learn how corporate entrepreneurs can turn innovation into a strategic advantage. In addition, you will gain the ability to effectively manage innovation processes, produce innovative solutions and develop strategic approaches to gain competitive advantage.

Contents of the Training

- Ways to turn innovation into strategic advantage,
- Management of innovation processes,
- Producing innovative solutions with innovation,
- Making business processes more efficient with innovation,
- Strategic approaches to gain competitive advantage.

Training Outcomes

- Participants will gain the ability to effectively manage innovation processes,
- You will learn to make business processes more efficient by producing innovative solutions,
- Discover the necessary methods to turn innovation into a strategic advantage,
- Develop innovation-oriented strategic approaches to provide competitive advantage,
- Comprehend the impact of innovation on business processes in the context of corporate entrepreneurship.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

Guide to Journey from Idea to Product in Corporate Entrepreneurship-Training Content

Corporate
Entrepreneurship

This training is part of the **Corporate Entrepreneurship Guide: Idea, Strategy and Planning** module.

In this training

You will learn how to successfully turn an idea into a product, within the scope of corporate entrepreneurship. In addition, you will discover ways to take effective steps in the corporate entrepreneurship journey by gaining a comprehensive understanding of the processes of developing, prototyping, testing, and implementing ideas.

Contents of the Training

- Developing effective strategies in corporate entrepreneurship,
- Idea development,
- Creating and prototyping the most basic product,
- Testing the most basic product with corporates,
- Processes of implementation of test results.

Training Outcomes

- Participants will gain the ability to successfully plan and implement corporate entrepreneurship processes,
- You will learn how to develop ideas, prototype and create the most basic product,
- Develop implementation strategies based on results by effectively managing test processes,
- Comprehend the analysis methods required to optimize the application processes of products and services,
- Participants will manage the transformation from idea to product with an innovative vision in the corporate entrepreneurship journey.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Business and Revenue Model Design for Corporate Entrepreneurs-Training Content

Corporate
Entrepreneurship

This training is part of the **Corporate Entrepreneurship Guide: Idea, Strategy and Planning** module.

In this training

You will learn ways to design sustainable business and revenue models for corporate entrepreneurs. From business model development processes to innovative revenue generation methods, you will gain comprehensive knowledge and discover how to integrate these models into organizations.

Contents of the Training

Designing sustainable business and income models in corporate entrepreneurship,
Innovative business model development,
Creating innovative sources of income,
Integration processes of innovative business models into corporates.

Training Outcomes

- Participants will learn the methods of designing sustainable business and income models in corporate entrepreneurship,
- Gain the ability to effectively implement innovative business model development processes,
- Explore ways to create innovative revenue sources and integrate these sources into organizations,
- Develop the necessary strategies for the integration of business and revenue models into corporate structures,
- It will contribute to corporate transformation with sustainable and innovative solutions.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Business and Revenue Model Design for Corporate Entrepreneurs- Training Content

Corporate
Entrepreneurship

This training is part of the **Corporate Entrepreneurship Guide: Idea, Strategy and Planning** module.

In this training

You'll learn what metrics corporate entrepreneurs should use to measure success and how to effectively plan financially. In addition you will gain the ability to financially strengthen your startups, by gaining comprehensive knowledge of KPI tracking, budget management, and financial sustainability strategies.

Contents of the Training

- Metrics that measure success,
- Financial planning,
- Follow-up of key performance indicators (KPIs),
- Budget and actual management,
- Financial sustainability strategies.

Training Outcomes

- Participants will gain the ability to use effective metrics to measure the success of corporate startups,
- Learn to make their startups more sustainable by managing financial planning processes,
- Explore methods to effectively track key performance indicators (KPIs),
- Acquire the competence to successfully implement budget management and actual analysis,
- Comprehend ways to strengthen their startups with financial sustainability strategies.

**Number of
Applications: 2**

**Duration of
Training: 3 Hours**

2

Growth Strategies for Corporate Entrepreneurs Training Module

- 1) Fast and Effective Growth Techniques for Corporate Entrepreneurs
- 2) Determining the Right Target Audience for Corporate Entrepreneurs
- 3) Customer and Revenue Growth Methods for Corporate Entrepreneurs

Fast and Effective Growth Techniques for Corporate Entrepreneurs - Training Content

Corporate
Entrepreneurship

This training is part of the **Growth Strategies for Corporate Entrepreneurs** module.

In this training

You will learn strategies and techniques that can be applied to achieve rapid and sustainable growth. In addition, you will gain extensive knowledge and skills in creating effective growth strategies using productivity-enhancing methods and guaranteeing long-term success.

Contents of the Training

- Strategies and techniques that ensure rapid growth,
- Strategies for developing sustainable growth models,
- Innovative business models and productivity-enhancing methods,
- Strategies for creating effective growth strategies and achieving long-term success.

Training Outcomes

- Participants will gain the ability to effectively apply strategies and techniques that enable rapid growth,
- Learn how to create and develop sustainable growth models,
- Explore ways to increase productivity by using innovative business models,
- Understand how to create effective growth strategies to achieve long-term success,
- Acquire the ability to create sustainable growth strategies with strategic planning.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Determining the Right Target Audience for Corporate Entrepreneurs - Training Content

Corporate
Entrepreneurship

This training is part of the **Growth Strategies for Corporate Entrepreneurs** module.

In this training

You will learn the strategies necessary for corporate entrepreneurs to identify the right target audience and reach this audience effectively. In addition, you will develop strategic methods to support the growth of your startups using market analysis, customer segmentation, and data-driven approaches.

Contents of the Training

- Identifying and reaching the right target audience,
- Market analysis and strategies required to choose the right market,
- Customer segmentation,
- Determining the target audience with data-driven approaches,
- Strategic methods to support the growth of startups.

Training Outcomes

- Participants will learn strategies to identify and reach the right target audience,
- Experience applying the necessary methods for market analysis and correct market selection,
- Develop data-driven approaches that will grow their startups by making customer segmentation,
- Acquire effective tools to support the growth of their startups with strategic methods,
- It will effectively manage data-driven decision-making processes for the target audience.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

Customer and Revenue Growth Methods for Corporate Entrepreneurs - Training Content

Corporate
Entrepreneurship

This training is part of the **Growth Strategies for Corporate Entrepreneurs** module.

In this training

You will learn the strategies that corporate entrepreneurs can implement to increase the number of customers and their revenue. Gaining extensive knowledge of customer acquisition, loyalty building, cross-selling, and innovative revenue growth methods, you will gain the ability to develop effective and actionable strategies.

Contents of the Training

- Strategies to increase the number of customers and revenue,
- Customer acquisition and customer loyalty,
- Innovative revenue growth methods,
- Cross sell,
- Upsell.

**Number of
Applications: 2**

**Duration of
Training: 3 Hours**

Training Outcomes

- Participants will gain the ability to develop strategic methods to increase the number of customers and grow their revenues,
- Learn to effectively manage customer acquisition and customer loyalty processes,
- Improve financial performance by implementing innovative revenue growth methods,
- Participants will learn how to increase sales by using cross-sell and upsell techniques,
- It will achieve long-term success by integrating revenue-enhancing strategies into its business processes.

3

The Art of Getting Investment for Corporate Entrepreneurs Training Module

- 1) Investment Tour Preparation Guide for Corporate Entrepreneurs
- 2) Financial Management Guide for Corporate Entrepreneurs
- 3) Effective Presentation Techniques for Corporate Entrepreneurs
- 4) Investor Persuasion Strategies for Corporate Entrepreneurs
- 5) M&A and Exit Strategies for Corporate Entrepreneurs

Investment Tour Preparation Guide for Corporate Entrepreneurs-Training Content

Corporate
Entrepreneurship

This training is part of *The Art of Getting Investment for Corporate Entrepreneurs* module.

In this training

You will learn how corporate entrepreneurs should prepare for investment rounds, discovering the strategic preparations that need to be made before the investment round and ways to effectively manage investor expectations.

Contents of the Training

- Strategic decisions to be taken before preparing for the investment round,
- Documents to be prepared for the investment tour,
- Strategic preparations to be made during the investment tour process,
- Investors' expectations from startups in the investment round.

Training Outcomes

- Participants will learn how to make strategic decisions before preparing for the investment round,
- Understand which documents they should prepare and how they should prepare for the investment tour,
- Experience the strategic preparations to be made during the investment tour process,
- Participants will manage an investment round that meets expectations by learning the expectations of investors from entrepreneurs.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

Financial Management Guide for Corporate Entrepreneurs-Training Content

Corporate
Entrepreneurship

This training is part of *The Art of Getting Investment for Corporate Entrepreneurs* module.

In this training

You will learn the essential skills necessary for corporate entrepreneurs to effectively manage their financial resources. In addition, you will develop tools and strategies to support the sustainable growth of startups, focusing on topics such as budgeting, cash flow management, financial analysis and reporting.

Contents of the Training

- Managing financial resources effectively,
- Budgeting and cash flow management for investment round preparation,
- Basic financial management skills such as financial analysis and reporting,
- Tools necessary to support the sustainable growth of startups.

Training Outcomes

- Participants will learn to manage their financial resources more effectively before and after the investment round,
- Experience budget and cash flow management for investment round preparation,
- Gain basic financial management skills such as financial analysis for their startups and reports that they will regularly communicate to investors,
- Participants will correctly manage the strategies and tools that will ensure the sustainable growth of his corporates.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Effective Presentation Techniques for Corporate Entrepreneurs -Training Content

Corporate
Entrepreneurship

This training is part of *The Art of Getting Investment for Corporate Entrepreneurs* module.

In this training

You will learn the techniques necessary for corporate entrepreneurs to prepare for effective presentations in investment rounds or sales processes. In addition, you will develop your success-oriented presentation skills, from the presentation preparation process to effective storytelling, from visual design tips to body language and oratory skills.

Contents of the Training

- Things that corporate entrepreneurs should pay attention to during the presentation preparation process,
- Effective storytelling from presentation preparation processes,
- Visual design tips in investment and sales presentations,
- Body language and oratory skills in investment and sales presentations.

Training Outcomes

- Participants will be able to make their presentations more effective and engaging,
- Participants will be able to prepare powerful presentations that can impress investors and customers,
- Gain flexible presentation skills that can appeal to different audiences,
- Participants will be able to create a more reliable image by using body language and oratory skills,
- Participants will be more prepared to answer any questions that may arise during the presentation.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

Investor Persuasion Strategies for Corporate Entrepreneurs - Training Content

Corporate
Entrepreneurship

This training is part of *The Art of Getting Investment for Corporate Entrepreneurs* module.

In this training

You will learn what methods corporate entrepreneurs should use to persuade investors and build long-term strategic relationships. In addition, you'll strengthen your ability to understand investor expectations, communicate effectively, build trust, and develop successful collaboration strategies.

Contents of the Training

- Methods to be used to persuade investors and establish long-term strategic relationships,
- Understanding investor expectations and communicating effectively,
- Building trust for the investor,
- Creating successful collaboration strategies with investors.

Training Outcomes

- Participants will better understand the expectations of investors and develop strategies accordingly,
- Establish stronger relationships with investors by learning effective communication strategies,
- Participants will be perceived as a reliable partner and gain the trust of investors, by learning investor expectations,
- Gain the strategic planning skills necessary for successful collaborations,
- It will create solid foundations for long-term and sustainable growth.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

M&A and Exit Strategies for Corporate Entrepreneurs - Training Content

Corporate
Entrepreneurship

This training is part of The Art of Getting Investment for Corporate Entrepreneurs module.

In this training

You will learn how corporate entrepreneurs can effectively manage mergers and acquisitions (M&A) processes and create a successful exit strategy. In addition you will gain extensive knowledge and practical skills in planning M&A processes, evaluating partnership opportunities and designing exit strategies.

Contents of the Training

- Management of mergers and acquisitions (M&A) processes
- Creating successful exit strategies
- Planning M&A processes,
- Evaluating partnership opportunities and designing exit strategies,
- Examples of successful exits and M&A.

Training Outcomes

- Participants will be able to determine the most appropriate exit strategy for their company,
- Specialize in evaluating and selecting target companies,
- Participants will be able to effectively manage negotiation and agreement processes,
- Participants will create their own strategies by evaluating successful examples.

Number of
Applications: 2

Duration of
Training: 2 Hours

Venture Capital For Corporates

Training Package

With our Venture Capital For Corporates trainings, we provide comprehensive trainings to organizations on establishing venture capital investment funds, creating investment strategies and investing in innovative business models, and support them in achieving strategic growth and competitive advantage.

Venture Capital For Corporates Training Package

Training

9 trainings (3 Modules)

Workshop

3 Workshops

Practice & Homework

16 Practices & Homework

Hour / Day

20 Hours / 3 Days



Free

Certificate

1 Strategy Guide for Corporate Venture Capital

This module provides basic knowledge to enable strategic planning of corporate venture capital structures and to enable organizations to make effective investment decisions in these areas.

Training Topics

- ❑ Venture Capital for Corporates Introduction to Processes
- ❑ Venture Capital Structures and Management for Corporates
- ❑ Venture Capital Investment Strategies For Corporate - Workshop

2 Mastery Guide to Corporate Venture Capital

This module provides in-depth knowledge of advanced startup analysis techniques, valuation methods and contract structures that can be used in investment processes.

Training Topics

- ❑ Advanced Startups for Organizations Analysis Techniques
- ❑ Startups Valuation Techniques for Corporates
- ❑ Contracts in Startup Investment Processes for Corporates

3 Powerful Portfolio Management for Corporate Venture Capital

This module covers strategies and mechanisms for corporate venture investors to effectively manage their portfolios and maximize value creation.

Training Topics

- ❑ Strategic Portfolio Management for Corporate Venture Investors
- ❑ Portfolio Tracking Mechanisms for Corporate Venture Investors
- ❑ Portfolio Tracking Mechanisms for Corporate Venture Investors -Workshop

1

Strategy Guide for Corporate Venture Capital Training Module

- 1) Introduction to Venture Capital Processes for Corporates
- 2) Venture Capital Structures and Management for Corporates
- 3) Investment Strategies for Corporate Venture Capital

Introduction to Venture Capital Processes for Corporates - Training Content

Venture Capital For Corporates

This training is part of the Strategy Guide for Corporate Venture Capital module.

In this training

You will learn which steps should be taken from start to finish in venture capital processes. In addition you will gain comprehensive knowledge and practical skills in venture evaluation, investment strategy formulation, management of the funding process and post-investment follow-up.

Training Content

- The startup investment process from start to finish,
- Approaches to startup evaluation,
- Investment strategies,
- Funding process management,
- Post-investment follow-up process.

Training Outcomes

- Participants will gain basic knowledge and skills covering the entire venture capital process,
- Apply startup evaluation approaches and analysis from an investor perspective at an introductory level,
- Gain basic practical experience in formulating investment strategies and managing funding processes.

**Number of
Applications: 1**

**Duration of
Training: 2 Hours**

Venture Capital Structures and Management for Corporates - Training Content

Venture Capital For Corporates

This training is part of the Strategy Guide for Corporate Venture Capital module.

In this training

You will explore the Corporate VC ecosystem by learning the strategic importance, advantages and disadvantages of investment structures. In addition you will be inspired by successful CVC examples and success stories and gain the ability to develop the basic strategies that CVCs can create.

Training Content

- Strategic importance, advantages and disadvantages of investment structures,
- Corporate VC ecosystem,
- CVC examples and success stories,
- Key strategies that CVCs can build.

Training Outcomes

- Participants will learn the strategic importance, advantages and disadvantages of investment structures,
- Explore the Corporate VC ecosystem and learn about the key strategies that CVCs can build,
- Gain the ability to develop their own investment strategies by taking inspiration from successful CVC examples and success stories,
- Gain the necessary knowledge and skills to understand the processes, advantages and challenges of strategy development for CVCs.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

Investment Strategies for Corporate Venture Capital - Training Content

Venture Capital For Corporates

This training is part of the Strategy Guide for Corporate Venture Capital module.

In this training

You will learn how to create fund strategies for corporate venture capital. You will gain the ability to develop effective investment strategies by examining the selection processes from which vertical and at which stage the fund will invest to how the resources will be allocated in percentage terms with plenty of examples. In addition, the information conveyed in this training will be reinforced with a workshop.

Training and Workshop Content

- Creating a fund strategy,
- Resource management and investment planning,
- Creating an investment thesis,
- Practical work on strategy formulation.

Training Outcomes

- Participants will recognize the elements of a mutual fund's strategy,
- Critical points in designing and implementing a mutual fund strategy will be conveyed to the participants,
- Learn how to design an investment strategy and formulate an investment thesis in a practical way.

Number of
Applications: 2

Duration of
Training: 3 Hours

2

Mastery Guide to Corporate Venture Capital Training Module

- 1) Advanced Startup Analysis Techniques for Corporates
- 2) Startup Valuation Techniques for Corporates
- 3) Contracts in Startup Investment Processes for Corporates

Advanced Startup Analysis Techniques for Corporates - Training Content

Venture Capital For Corporates

This training is part of the Mastery Guide to Corporate Venture Capital module.

In this training

You will learn the critical factors that need to be considered to achieve success in startup investing and make the right assessments. In addition, you will explore advanced analysis techniques such as factors that influence investment decisions, risk assessment methods, identifying opportunities in the startup ecosystem and effective portfolio management.

Training Content

- Startup evaluation approaches and factors,
- Investment decision-making processes and steps,
- Risk assessment methods and risk management,
- Effective portfolio management.

Training Outcomes

- Participants will discover what factors to consider and how to evaluate startups with different business models from different sectors when evaluating them for possible investment,
- Explore the risks of a potential investment based on the evaluation factors and learn how to mitigate these risks.

Number of
Applications: 2

Duration of
Training: 2 Hours

Startup Valuation Techniques for Corporates - Training Content

Venture Capital For Corporates

This training is part of the *Mastery Guide to Corporate Venture Capital* module.

In this training

You will learn how to determine the true valuation of startups and how to use this information in investment decisions. In addition, you will gain comprehensive knowledge and skills from basic methods used in startup valuation processes to classical valuation techniques, from financial metrics to market-oriented analysis. In addition, the information conveyed in this training will be reinforced with a workshop.

Training and Workshop Content

- Startup valuation methods,
- Ideal valuation methods for different startups,
- Financial metrics,
- Market comparison methods.

Training Outcomes

- Participants will explore different startup valuation methods and learn how to use them efficiently,
- Learn financial and non-financial metrics and how to evaluate them,
- Learn how to use the analyzed metrics in the valuation process and practice them in case studies.

Number of
Applications: 3

Duration of
Training: 3 Hours

Contracts in Startup Investment Processes for Corporates - Training Content

Venture Capital For Corporates

This training is part of the Mastery Guide to Corporate Venture Capital module.

In this training

You will learn how to draft contracts, which are critical in the startup investment process, and which elements should be considered. In addition, by gaining a comprehensive knowledge of legal processes, negotiation techniques and contract types, you will gain solid and effective contract management skills in the investment process.

Workshop Content

- Legal documents used in investment processes,
- Types of contracts,
- Content and drafting processes of contracts,
- Elements to be considered in contracts,
- Negotiation techniques.

Workshop Outcomes

- Participants will become familiar with the types of contracts used globally and locally in investment processes,
- The structure of the contracts used will be examined and the importance of critical parts and why they are important will be conveyed to the participants,
- Possible legal risks in the investment process will be explained and the investor and entrepreneur will gain skills on how these risks can be eliminated through contracts and clauses that can be added.

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

3

Powerful Portfolio Management for Corporate Venture Capital Training Module

- 1) Strategic Portfolio Management For Corporate Venture Capital
- 2) Portfolio Tracking Mechanisms For Corporate Venture Capital
- 3) Portfolio Tracking Mechanisms For Corporate Venture Capital - Workshop

Strategic Portfolio Management For Corporate Venture Capital - Training Content

Venture Capital For Corporates

This training is part of the Powerful Portfolio Management for Corporate Venture Capital module.

In this training

You will learn how to balance risk and return in portfolio management and develop effective portfolio management skills by gaining comprehensive knowledge on portfolio diversification, risk analysis, performance measurement and strategic investment decision making.

Workshop Content

- Risk and return balance in portfolio management,
- Portfolio diversification methods,
- Risk analysis,
- Investment performance measurement,
- Strategic investment decision making processes.

Workshop Outcomes

- Participants will learn how to balance risk and return in portfolio management and make strategic investment decisions effectively,
- Gain comprehensive knowledge on portfolio diversification methodologies and risk analysis,
- Gain skills to measure and evaluate investment performance,
- Develop portfolio management skills by gaining practical experience in strategic investment decision-making processes.

**Number of
Applications: 1**

**Duration of
Training: 2 Hours**

Portfolio Tracking Mechanisms For Corporate Venture Capital - Training Content

Venture Capital For Corporates

This training is part of the *Powerful Portfolio Management for Corporate Venture Capital* module.

In this training

You will discover the tracking mechanisms used for the successful management of startup investments and gain a strategic perspective on portfolio management with effective management of post-investment processes, metrics and application examples for performance monitoring.

Workshop Content

- Investment monitoring mechanisms,
- Post-investment process management,
- Metrics and performance tracking and application examples.

Workshop Outcomes

- Participants will gain strategic management skills by learning follow-up mechanisms for the successful management of venture investments,
- Will be able to effectively implement post-investment process management and understand the critical points in these processes,
- Understand the metrics required for performance monitoring and use them effectively in portfolio management with practical examples,
- Develop a strategic perspective on startup investments and have a comprehensive understanding of post-investment management processes.

**Number of
Applications: 2**

**Duration of
Training: 2 Hour**

Portfolio Tracking Mechanisms For Corporate Venture Capital – Workshop Content

Venture Capital For Corporates

This workshop is part of the Powerful Portfolio Management for Corporate Venture Capital module.

In this training

The training content on portfolio monitoring mechanisms will be continued and you will make in-depth examinations on real-life examples with the workshop. In addition, you will reinforce your theoretical knowledge with practical applications and learn how to make strategic decisions in portfolio management more effectively with case studies.

Workshop Content

- In-depth review of portfolio monitoring mechanisms,
- Analysis of real life examples and case studies,
- Reinforcement of knowledge with practical applications,
- Case-based case studies on post-investment process management and performance monitoring.

Workshop Outcomes

- Participants will learn portfolio tracking mechanisms in practice through real-life examples and case studies,
- Understand post-investment process management and performance monitoring in depth with case studies,
- Develop a strategic approach to investment management by reinforcing their knowledge and skills with real-world applications,
- Experience the necessary practices to make effective decisions in portfolio management and post-investment processes.

**Number of
Applications: 1**

**Duration of
Training: 2 Hours**

Artificial Intelligence for Corporates

Training Package

With our Artificial Intelligence for Corporates trainings, we comprehensively explain how organizations will integrate artificial intelligence technologies into their business processes and examples of artificial intelligence use, and we aim to provide organizations with efficiency, innovation and competitive advantage.

Artificial Intelligence For Corporates Training Package

Training

2 Trainings (4 Modules)

Workshop

3 Workshops

Practice & Homework

24 Practices & Homework

Hour / Day

36 Hours / 6 Days



Free
Certificate

1 Business World and Future Vision with Artificial Intelligence

This module explores the transformation of AI in business, its impact on the future and how organizations can turn this technology into a strategic advantage.

Training Topics

- ❑ Introduction to the World of Artificial Intelligence and Its Impact on the Future
- ❑ Opportunities and Risks Brought by Artificial Intelligence to the Business World
- ❑ Applications of Artificial Intelligence in the Business World: Startups and Future Perspectives

2 Artificial Intelligence for Business Leaders

This module provides guidance for leaders to lead transformation and stand out in the business world by integrating AI technologies into their organizations.

Training Topics

- ❑ Lead Your Company's Transformation with Artificial Intelligence
- ❑ Integration of Artificial Intelligence into the Business World and Trends
- ❑ Artificial Intelligence Use Cases in Business: Application Guide

3 Creating an Effective Artificial Intelligence Strategy for Corporates

This module examines in detail how AI can be used as a strategic tool for organizations and how it can be integrated into business processes.

Training Topics

- ❑ Methods of Increasing Efficiency with Artificial Intelligence in Business Processes
- ❑ Artificial Intelligence Integration and Trends for Corporates
- ❑ Artificial Intelligence Use Cases for Corporates: Application Guide

4 Effective Use of Artificial Intelligence in Human Resources

This module explores the potential of AI applications in human resources processes to drive efficiency and innovation, and aims to enable companies to use this technology effectively.

Training Topics

- ❑ Transformation in Human Resources with Artificial Intelligence
- ❑ Integration of Artificial Intelligence in Human Resources into Workflow
- ❑ Artificial Intelligence Use Scenarios in Human Resources

1

Business World and Future Vision with Artificial Intelligence Training Module

- 1) Introduction to the World of Artificial Intelligence and Its Impact on the Future
- 2) Opportunities and Risks Brought by Artificial Intelligence to the Business World
- 3) Applications of Artificial Intelligence in the Business World: Startups and Future Perspectives

Introduction to the World of Artificial Intelligence and Its Impact on the Future - Training Content

Artificial Intelligence for Corporates

This training is part of the **Business World and Future Vision with Artificial Intelligence** module.

In this training

You will learn to define the concepts of artificial intelligence (AI) and machine learning (ML), starting with the history of AI. In addition, you will explore the opportunities offered by these technologies and gain the ability to assess their impact for the future, by understanding the differences between AI and ML.

Workshop Content

- The history of artificial intelligence,
- Define the concepts of artificial intelligence (AI) and machine learning (ML),
- Applications in business and daily life,
- Potential future impacts of Artificial Intelligence and methods of assessing these impacts
- Practical uses of AI and ML technologies with real-world examples.

Number of Applications: 2

Duration of Training: 2 Hours

Workshop Outcomes

- Participants will be able to define artificial intelligence and machine learning technologies,
- Will be able to articulate the differences between AI and ML,
- Identify the opportunities that these technologies offer and learn how they can be integrated into work or everyday life,
- Gain the ability to analyze the long-term effects of artificial intelligence,
- They will have the opportunity to examine real-world applications of artificial intelligence and machine learning technologies through examples.

Opportunities and Risks Brought by Artificial Intelligence to the Business World - Training Content

Artificial Intelligence for Corporates

This training is part of the Business World and Future Vision with Artificial Intelligence module.

In this training

Companies will gain a better understanding of AI technologies and discover the capabilities that these technologies provide. At the same time, you will gain the ability to assess potential risks and manage this technology in an advantageous way by learning the strategic ways of using AI in the business world.

Workshop Content

- A general introduction to artificial intelligence technologies and their importance for companies,
- The competencies that artificial intelligence provides to the business world,
- The potential risks of technology and how to manage these risks,
- Fundamentals and applications for the strategic use of artificial intelligence,
- Methods on how to effectively integrate artificial intelligence in decision-making processes.

Number of Applications: 2	Duration of Training: 4 Hours
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Workshop Outcomes

- Participants will understand how AI technologies can be used in companies,
- Gain the ability to assess the benefits and potential risks of AI,
- They will have the knowledge to integrate AI into their business strategy and use this technology as a strategic advantage,
- Understand and make the most of the applications of AI in business,
- Learn how to use artificial intelligence as an effective tool in decision-making processes.

Applications of Artificial Intelligence in the Business World: Startup and Future Perspectives - Training Content

Artificial Intelligence for Corporates

This training is part of the **Business World and Future Vision with Artificial Intelligence** module.

In this training

Companies will examine the sectors and current applications that artificial intelligence is transforming in the business world. You will gain a strategic perspective by learning the focus areas of AI startups and how this technology will shape the future of business.

Workshop Content

- The main sectors that AI is transforming in the business world and examples of these transformations,
- Major areas of focus for AI startups and innovations in these areas,
- How to analyze how this technology will impact the business world in the future,
- Integration of artificial intelligence into business processes and the benefits of this integration.

Workshop Outcomes

- Participants will understand the transformation potential of AI in various sectors and examine these transformations through examples,
- Recognize the focus areas of AI startups and evaluate innovations in these areas,
- Analyze how artificial intelligence can shape the future of business from a strategic perspective,
- Understand the advantages of AI integration into business processes and learn how to apply this integration in their own business areas.

**Number of
Applications: 2**

**Duration of
Training: 3 Hours**

2

Artificial Intelligence for Business Leaders Training Module

- 1) Lead Your Company's Transformation with Artificial Intelligence
- 2) Integration of Artificial Intelligence into the Business World and Trends
- 3) Artificial Intelligence Use Cases in Business: Application Guide

Lead Your Company's Transformation with Artificial Intelligence - Training Content

Artificial Intelligence for Corporates

This training is part of the [Artificial Intelligence for Business Leaders](#) module.

In this training

You will discover the scalability advantages of digital platforms and how to create investment opportunities in digital technologies that accelerate growth. You will also learn strategic competitor and market analysis methods and gain the ability to effectively use artificial intelligence in your company's transformation process.

Workshop Content

- The role of AI in digital platforms and scalability advantages,
- Digital technologies accelerating growth and the contribution of artificial intelligence in this process,
- Strategic use of artificial intelligence tools to understand market dynamics
- Integration of artificial intelligence in company transformation processes and effective management strategies.

**Number of
Applications: 2**

**Duration of
Training: 3 Hours**

Workshop Outcomes

- Participants will understand the scalability benefits of AI in digital platforms and its role in accelerating growth,
- Identify investment opportunities in digital technologies and evaluate these opportunities with artificial intelligence,
- They will strengthen their analysis by learning how to use artificial intelligence in strategic competitor and market analysis,
- Gain competence in planning and managing strategic transformation processes supported by artificial intelligence,
- Develop strategies to use artificial intelligence as a competitive advantage in digital transformation processes.

Integration of Artificial Intelligence into Business and Trends - Training Content

Artificial Intelligence for Corporates

This training is part of the [Artificial Intelligence for Business Leaders](#) module.

In this training

You will learn how to keep up with emerging technology trends in business and develop effective strategies for the integration of AI. In addition, you will gain a comprehensive understanding of the integration of AI applications into business processes with strategies and examples.

Workshop Content

- Analyzing and tracking emerging technology trends in the business world,
- Integration of artificial intelligence into current and future business processes,
- Developing effective artificial intelligence integration strategies,
- Successful examples and case studies of AI applications in business processes,
- Optimizing business processes with artificial intelligence and process improvement methods..

Workshop Outcomes

- Participants will gain knowledge on monitoring and evaluating technology trends,
- Learn effective strategies that can be used in the integration of artificial intelligence into business processes and develop application skills,
- Gain the ability to analyze artificial intelligence applications with examples from different sectors and to produce solutions suitable for their own sectors,
- Understand ways to optimize business processes with AI and increase the efficiency of these processes,
- Gain knowledge and experience in creating competitive advantage by using artificial intelligence as a strategic tool.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

Artificial Intelligence Use Cases in Business: Application Guide- Workshop Content

Artificial Intelligence for Corporates

This training is part of the [Artificial Intelligence for Business Leaders](#) module.

In this training

You will discover best practices for successful integration of AI in the enterprise. In addition, you will learn how to integrate AI technologies into workflows and gain practical skills for strategic transformation processes.

Workshop Content

- Definition of artificial intelligence and its role in corporate business processes,
- Basic approaches for AI integration,
- Advantages and opportunities of AI-based solutions,
- The importance of data management and analytics in AI,
- Using AI for strategic transformation.

Workshop Outcomes

- Participants will recognize best practices for AI integration,
- Develop skills to apply artificial intelligence technologies to business processes,
- Will be able to analyze the efficiency and competitive advantages of artificial intelligence integration,
- Gain the knowledge and experience to plan and implement the use of artificial intelligence in strategic transformation projects.

**Number of
Applications: 2**

**Duration of
Training: 4 Hours**

3

Creating an Effective Artificial Intelligence Strategy for Corporates Training Module

- 1) Methods of Increasing Efficiency with Artificial Intelligence in Business Processes
- 2) Artificial Intelligence Integration and Trends for Corporates
- 3) Artificial Intelligence Use Cases for Institutions: Application Guide

Methods of Increasing Efficiency with Artificial Intelligence in Business Processes- Training Content

Artificial Intelligence for Corporates

This training is part of the *Creating an Effective Artificial Intelligence Strategy for Corporates* module.

In this training

You will discover the uses of artificial intelligence from daily life to business life and its productivity-enhancing effects on business processes. By examining practical use cases of artificial intelligence, and have the opportunity to learn ways and strategies to increase productivity.

Workshop Content

- Uses of artificial intelligence in daily life and business,
- Efficiency-enhancing effects of artificial intelligence in business processes,
- Examples of AI-based productivity tools,
- Applied usage methods of artificial intelligence in business processes,
- The opportunities and challenges AI presents for businesses,

Workshop Outcomes

- Participants will understand the applications of artificial intelligence in business processes and meet practical examples,
- Develop skills to use AI tools to increase productivity,
- Will be able to learn and apply strategies to increase productivity in business processes,
- Will have knowledge about integrating innovative solutions offered by artificial intelligence into business life.

Number of Applications: 2	Duration of Training: 2 Hours
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Artificial Intelligence Integration and Trends for Corporates- Training Content

Artificial Intelligence for Corporates

This training is part of the [Creating an Effective Artificial Intelligence Strategy for Corporates](#) module.

In this training

You will examine examples of successful applications of AI integration in the enterprise and learn hands-on how to integrate these technologies into workflows. You will explore the potential of AI in business processes by developing a strategic approach.

Workshop Content

- Current trends and strategic importance of AI for organizations,
- Integration of artificial intelligence technologies into corporate business processes,
- Common challenges and solutions to AI integration,
- Data management and ethical use of artificial intelligence,
- AI trends shaping the future of work.

Workshop Outcomes

- Participants will recognize the potential and trends of artificial intelligence in corporate business processes,
- Gain the ability to plan the necessary steps for AI integration,
- Develop competence to analyze the strategic advantages of artificial intelligence in businesses,
- Will have knowledge about data management, ethical use and technological trends..

**Number of
Applications: 2**

**Duration of
Training: 2 Hours**

Artificial Intelligence Use Cases for Corporates: Application Guide- Workshop Content

Artificial Intelligence for
Corporates

This training is part of the [Creating an Effective Artificial Intelligence Strategy for Corporates](#) module.

In this training

You will examine examples of successful applications of AI integration in the enterprise and learn hands-on how to integrate these technologies into workflows. You will explore the potential of AI in business processes by developing a strategic approach.

Workshop Content

- Basic steps for the integration of AI in enterprise business processes,
- Successful AI integration examples and analysis,
- Applying artificial intelligence technologies to workflows,
- The effects of artificial intelligence on productivity and transformation in business processes,
- Applied artificial intelligence integration studies.

Workshop Outcomes

- Attendees will be inspired by examining successful practices in the integration of AI into the enterprise,
- Develop the ability to integrate artificial intelligence into business processes,
- Evaluate the potential of artificial intelligence in business processes from a strategic perspective,
- Students will gain practical experience in business processes through applied studies.

**Number of
Applications: 2**

**Duration of
Training: 3 Hours**

4

Effective Use of Artificial Intelligence in Human Resources Training Module

- 1) Transformation in Human Resources with Artificial Intelligence
- 2) Integration of Artificial Intelligence in Human Resources into Workflow
- 3) Artificial Intelligence Use Scenarios in Human Resources

Transformation in Human Resources with Artificial Intelligence - Training Content

Artificial Intelligence for Corporates

This training is part of the *Effective Use of Artificial Intelligence in Human Resources* module.

In this training

You will discover the applications and successful use cases of artificial intelligence ranging from general sectors to human resources processes. In addition, you will learn the advantages of digital transformation in human resources and learn ways to make your processes more efficient with artificial intelligence.

Workshop Content

- Digital transformation and the role of artificial intelligence in human resources,
- Uses of artificial intelligence in sectors,
- Workforce planning and performance management with artificial intelligence,
- The impact of artificial intelligence on employee experience and recruitment processes.

Workshop Outcomes

- Participants will recognize the applications of artificial intelligence in human resources and other sectors,
- Gain digital transformation skills by learning how to make human resources processes more efficient with artificial intelligence,
- Will have knowledge about AI-supported workforce planning and employee management,
- Will be able to develop innovative solutions in human resources processes.

Number of Applications: 2	Duration of Training: 4 Hours
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Integration of Artificial Intelligence in Human Resources into Workflow- Training Content

Artificial Intelligence for Corporates

This training is part of the *Effective Use of Artificial Intelligence in Human Resources* module.

In this training

You will explore the impact of AI technologies on recruitment, CV review, learning and development processes in human resources. In addition, you will explore the impact of AI technologies on recruitment, CV review, learning and development processes in human resources, by learning how AI can be integrated into workflows, you will gain the ability to assess the potential of AI to transform human resources processes.

Workshop Content

- The role and uses of artificial intelligence in human resources processes,
- Advantages of artificial intelligence technologies in recruitment and CV review processes,
- Artificial intelligence applications to optimize workflows,
- AI-enabled workforce analytics and decision support systems.

Workshop Outcomes

- Participants will understand the impact of AI technologies on recruitment, CV review and learning processes,
- Develop a strategic perspective by learning how artificial intelligence can be integrated into human resources processes,
- Gain the ability to transform processes with artificial intelligence in human resources,
- Will have knowledge about methods that will provide efficiency in workforce management with artificial intelligence applications.

Number of Applications: 2	Duration of Training: 2 Hours
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Artificial Intelligence Use Scenarios in Human Resources- Workshop Content

Artificial Intelligence for Corporates

This training is part of the [Effective Use of Artificial Intelligence in Human Resources](#) module.

In this training

You will discover sample applications for the successful integration of artificial intelligence in human resources processes. In addition, you will have the opportunity to develop a strategic approach, by learning how to integrate these technologies into workflows with practical methods.

Workshop Content

- Usage areas and benefits of artificial intelligence in human resources processes,
- AI-enabled recruitment, employee management and performance evaluation processes,
- Successful AI integration examples and analysis,

Workshop Outcomes

- Participants will recognize successful applications of AI integration in human resources processes,
- Gain the ability to integrate artificial intelligence technologies into workflows with practical methods,
- Develop strategic approaches for the use of artificial intelligence in human resources,
- Will be able to produce innovative solutions by evaluating the transformation potential of artificial intelligence in processes.

Number of Applications: 2	Duration of Training: 3 Hours
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CORPORATE INNOVATION PROGRAMS

Between 2 & 12 Month
Entrepreneurship and Innovation Programs

INVEXEN - Corporate Innovation Programs

With a focus on entrepreneurship and innovation, we manage startup investment funds, foster an entrepreneurial culture in companies and lead their innovation processes. We also provide scaling support to startups and companies and help them embrace the entrepreneurship and investment ecosystem through comprehensive trainings.

Internal Innovation Consulting

*The building blocks of the entrepreneurship ecosystem
We provide end-to-end support to create and embrace entrepreneurship in the best possible way.*



Intrapreneurship Program Consulting

We support you in the productization and growth processes of ideas that are in line with the company strategy to create new sources of revenue in your company.



Startup Acceleration Program Consulting

We evaluate the startups that can benefit your organization, help you collaborate with them and support them in their growth processes to scale.



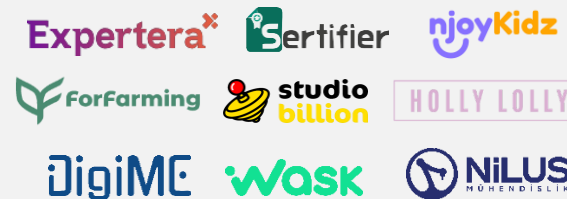
Venture Capital Fund Management Consulting

The structure that best suits your investment strategy determines for you and fund management end-to-end solutions for your business.



Startup Transformation and Acceleration Consulting

Identifying the needs of your startup to scale and go global we provide one-on-one support.



Corporate - Startup Collaboration Service

We provide training and monthly newsletters to help you get to know the ecosystem better with PoC and collaboration opportunities.



1- Internal Innovation Consulting

This program aims to help companies build an internal entrepreneurial culture, develop this culture through training and seminars for employees, and ensure that managers adopt and spread this culture to stakeholders.

Program Outcomes, Knowledge, and Skills

Innovation Ambassadors

Innovation ambassadors are individuals who manage innovative processes within the organization and are open to change. They monitor innovations and ensure their dissemination.

Innovation Strategy Plans

Detailed innovation strategies and implementation plans are developed in alignment with the organization's goals.

In-house Innovation Projects

By instilling an entrepreneurial spirit in teams, it contributes to the successful implementation of internal innovation projects.

Innovative Thinking Competencies

Training and workshops are provided to teams to equip them with the competencies to develop innovative ideas and implement these ideas.

Integration of Current Information

The latest trends and developments in the ecosystem are integrated into strategic decisions.

Project Transformation

Through the provided training, workshops, and mentorship, the creation of processes, business models, and the development of prototypes from ideas is facilitated.

Who Should Participate

This training program should be attended by employees who aim to enhance the company's innovation capacity and develop their innovative thinking skills. In particular, employees actively involved in problem-solving, project management, and strategic decision-making processes will greatly benefit from this training.

Program Content

Strategy Planning & Reporting

Newsletter

Online Training & Webinar

Workshop

Panel

Program Duration:
6 Months

2- Intrapreneurship Program Consulting

The development of an entrepreneurial culture for companies is supported by the design thinking model. The goal is for employees to generate innovative ideas and transform these ideas into successful projects, thereby creating additional revenue streams for the companies.

Program Outcomes, Knowledge, and Skills

Entrepreneurial Culture

Employees within the organization adopt an entrepreneurial mindset and enhance their innovative thinking skills.

New Product and Revenue Stream

At the end of the program, companies will develop commercialized innovative products that will generate new revenue streams.

Project Management and Implementation

Participants gain experience in the management and implementation of their projects, enhancing their project management skills.

Transformation from Idea to Product

Participants learn how to turn their business ideas into products and take their ideas to the MVP (Minimum Viable Product) stage.

Training and Mentorship

Participants receive support on their entrepreneurial journey with the guidance of expert trainers and mentors, while also enhancing their personal development.

Corporate Strategy and Alignment

By aligning the developed projects with the institution's strategic goals, an infrastructure is created to ensure the success of entrepreneurial projects within the organization.

Who Should Participate

All organizations aiming to establish an internal entrepreneurial culture, as well as employees from departments who embrace or wish to embrace an entrepreneurial culture, should participate.

Program Content

Ideathon

Ideation

Acceleration

Productization

Commercialization

**Program Duration: Minimum
6 Months**

3- Startup Acceleration Program Consulting

Within the framework of an acceleration program tailored to the needs and strategies of companies, the selection of startups for collaboration is facilitated. Strategic support is provided to help the selected startups scale, enabling them to establish the right connections within the entrepreneurial ecosystem and closely follow innovative technology trends.

Program Outcomes, Knowledge, and Skills

Strategic Partnerships

We facilitate the establishment of strategic business partnerships that accelerate innovation by matching your company with startups aligned with your strategic goals and technological focus.

Investment Opportunities

We enable you to evaluate investment opportunities in rapidly growing and promising startups.

Network Building

We support you in building your own innovation network by connecting with entrepreneurs, investors, and other ecosystem stakeholders.

Trend Monitoring

We support you in closely monitoring technological innovations and trends in the entrepreneurial ecosystem to help you maintain your competitive advantage.

Who Should Participate

Organizations aiming to develop strategic partnerships by closely following technology trends and innovative approaches, as well as startups seeking to test and enhance their solutions by forming partnerships with large corporations.

Program Content

Acceleration Program

Trainings

Mentorship Sessions

Panels

Demo Day

Program Duration:
3 Months

4- Venture Capital Fund Management Consulting

Investment funds aligned with corporate strategies are established, and all operational processes are managed end-to-end. A strong portfolio is built, and its progress is monitored to support its development.

Program Outcomes, Knowledge, and Skills

Making Strategic Investment Decisions

Participants gain the ability to make strategic investment decisions and implement them effectively.

Risk and Portfolio Management

Participants gain the ability to minimize risks and optimize their portfolios, ensuring more sustainable and profitable investment outcomes.

Startup Evaluation and Selection

The program provides in-depth knowledge on evaluating startups, identifying potential investment opportunities, and selecting the best startups.

Management of Investment Processes

Participants develop the ability to manage every stage of the investment process, gaining expertise in scouting, evaluation, negotiation, and deal-making.

Investor-Entrepreneur

The program teaches the essential strategies for investors to communicate effectively with entrepreneurs and build successful partnerships.

Financial Reporting and Analysis

The program provides participants with in-depth knowledge and practical skills in monitoring the financial performance of the fund and its portfolio, managing budgets, and overseeing cash flow.

Who Should Participate

Corporates in need of operational management support in venture capital fund management, as well as investors, fund managers, institutional investors, and professionals in the entrepreneurial ecosystem looking to enhance their strategic knowledge and skills in investment, can benefit from this service.

Program Content

Fund Establishment Phase

Fund Management Phase

Investor Training Programs

Program Duration:
Min 6 Months

5- Startup Transformation and Acceleration Consulting

To accelerate companies' scaling processes and enhance their presence in the global market, strategies are developed not only for product development but also for finance, sales, marketing, and growth. Solutions aimed at increasing revenue are also provided.

Program Outcomes, Knowledge, and Skills

Strategic Business Development

By analyzing your products and services, the right strategies are implemented to make your business more professional and efficient. This ensures competitive and sustainable growth.

Product Development

New product ideas are developed, and existing products are improved based on market needs and customer feedback.

Data-Driven Decision Making

Financial analysis and reporting systems are strengthened, while risk management and compliance processes are optimized.

Marketing and Brand Management

Creative sales and marketing strategies are developed to enhance brand awareness and expand market share.

Business Model and Strategic Partnerships

You are supported in developing new business models and establishing potential strategic partnerships. Throughout this process, the goal is to ensure that your business adopts a sustainable and innovative structure.

Financial Planning and Budget Management

Financial planning and budget management are optimized through the management of processes such as cash flow control, OPEX, and CAPEX oversight.

Who Should Participate

Suitable for those looking to scale their company in the global market, increase revenues, establish the right team structure, and develop financial, sales, marketing, and growth strategies.

Program Content

Weekly Regular Meetings and Business Model Analysis

Product/Service Positioning and Marketing Strategy

Organizational Structure and Process Improvement

Financial Management and Reporting

Strategic Partnerships and Customer Development

Program Duration
Min 3 Months

6- Corporate - Startup Collaboration Service

In addition to identifying and evaluating startups with which companies can collaborate, training programs are provided, panels are organized, and periodically prepared newsletters ensure the tracking of trends to foster an entrepreneurial culture throughout the entire company.

Program Outcomes, Knowledge, and Skills

Strategic Partnerships

Scouted startups establish strategic partnerships through PoC (Proof of Concept) startups, enhancing the company's revenue and innovation capacity.

Insights and Strategies

Companies monitor current insights in their focus sectors and develop effective strategies based on these insights.

Corporate Innovation Projects

By fostering an entrepreneurial mindset within teams, successful implementation of internal innovation projects is facilitated.

Innovative Thinking Competencies

Teams are provided with training and workshops that equip them with the competencies to develop and implement innovative ideas.

Integration of Current Knowledge

The latest trends and developments in the ecosystem are integrated into strategic decision-making.

Project Transformation

Through training programs, workshops, and mentorship, ideas are supported in the development of processes, business models, and prototypes.

Who Should Participate

This program is designed for employees who aim to enhance the company's innovation capacity and develop their innovative thinking skills. In particular, employees actively involved in problem-solving, project management, and strategic decision-making processes will greatly benefit from this program.

Program Content

Developing Corporate Innovation

Strategic Innovation Management

Scouting

Sectoral Reporting

Training, Panel, and Workshop

Newsletter

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If this offer is accepted, the parties will sign a service agreement.

Thanks!

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