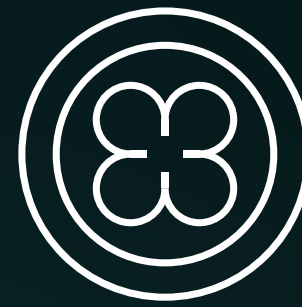


2024



2025

INTRAPRENEURSHIP

Human Venturing

Launch of a new startup that is the result
of an a ingtrapreneurship process

4

Intrapreneurship Human Venturing

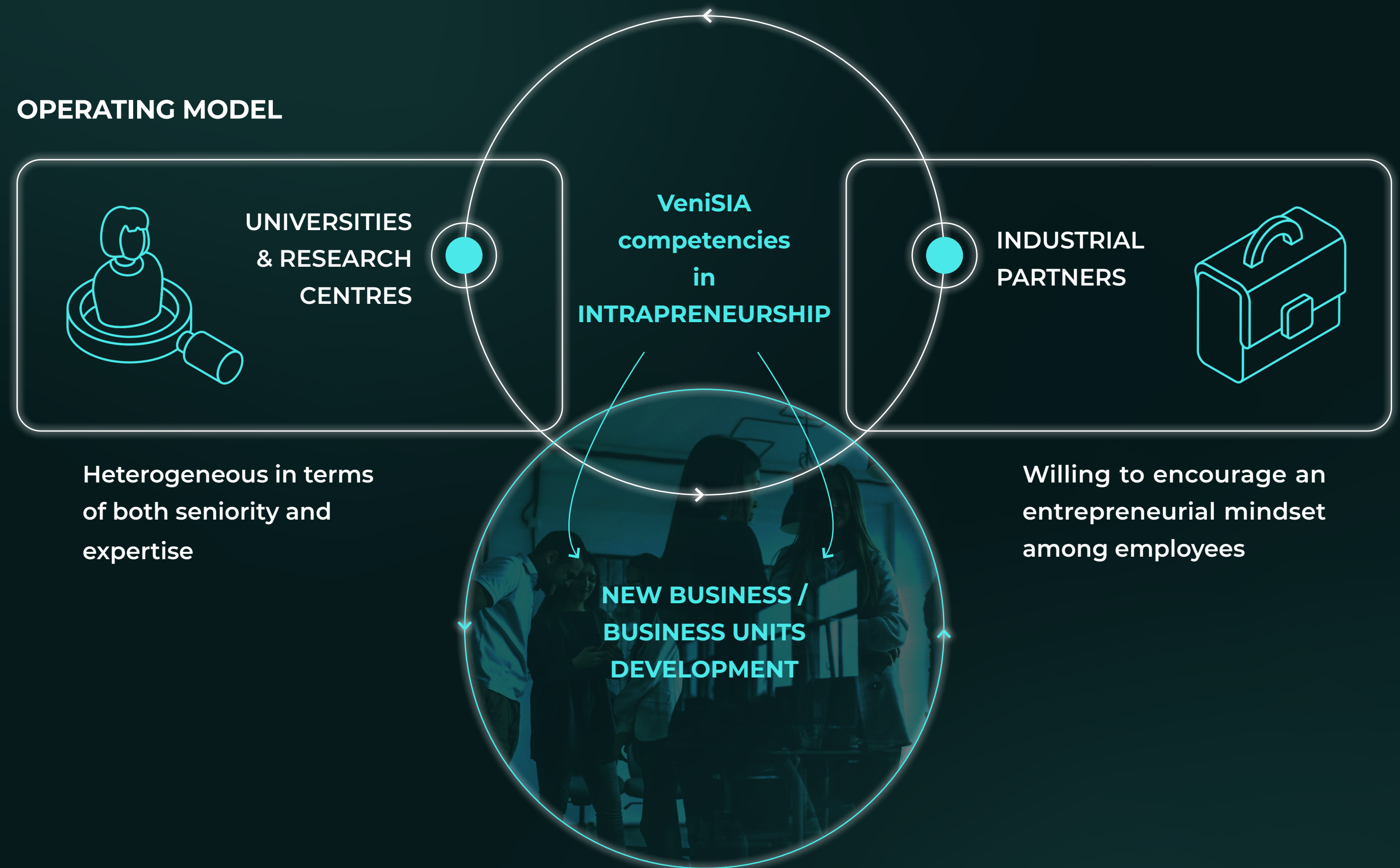
OVERVIEW

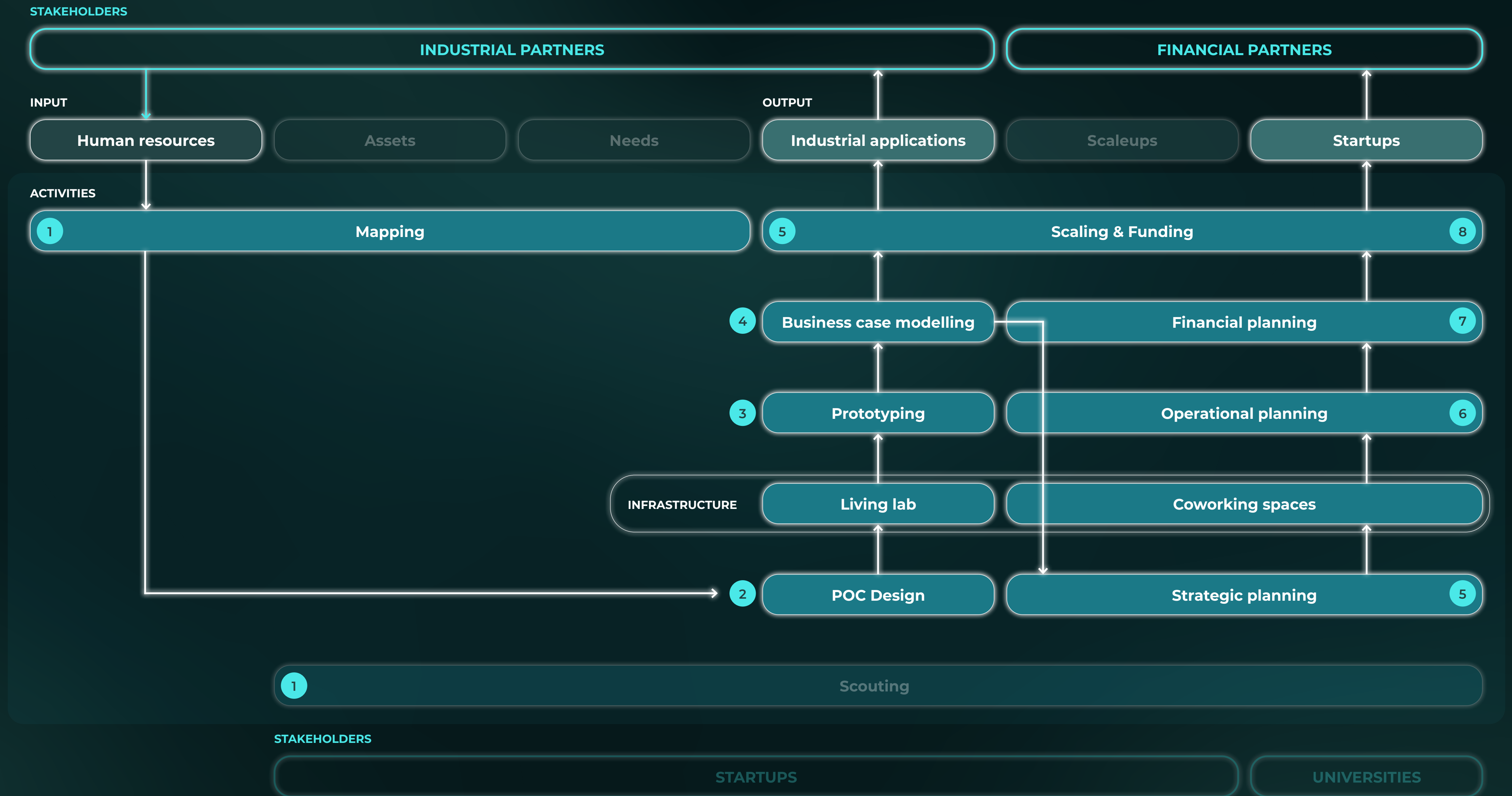
VeniSIA Human Venturing Program enables the human resources of an organization to turn disruptive ideas into new businesses or business units, with the aim of fostering innovation. This way of fostering intrapreneurship is, in the afterwards, financially supported by the corporate.

CORPORATE BENEFITS

- Valorization of human capital
- Improvement of the culture of innovation
- Strengthen talent retention
- Enhancement of the employer branding
- Launch of new products

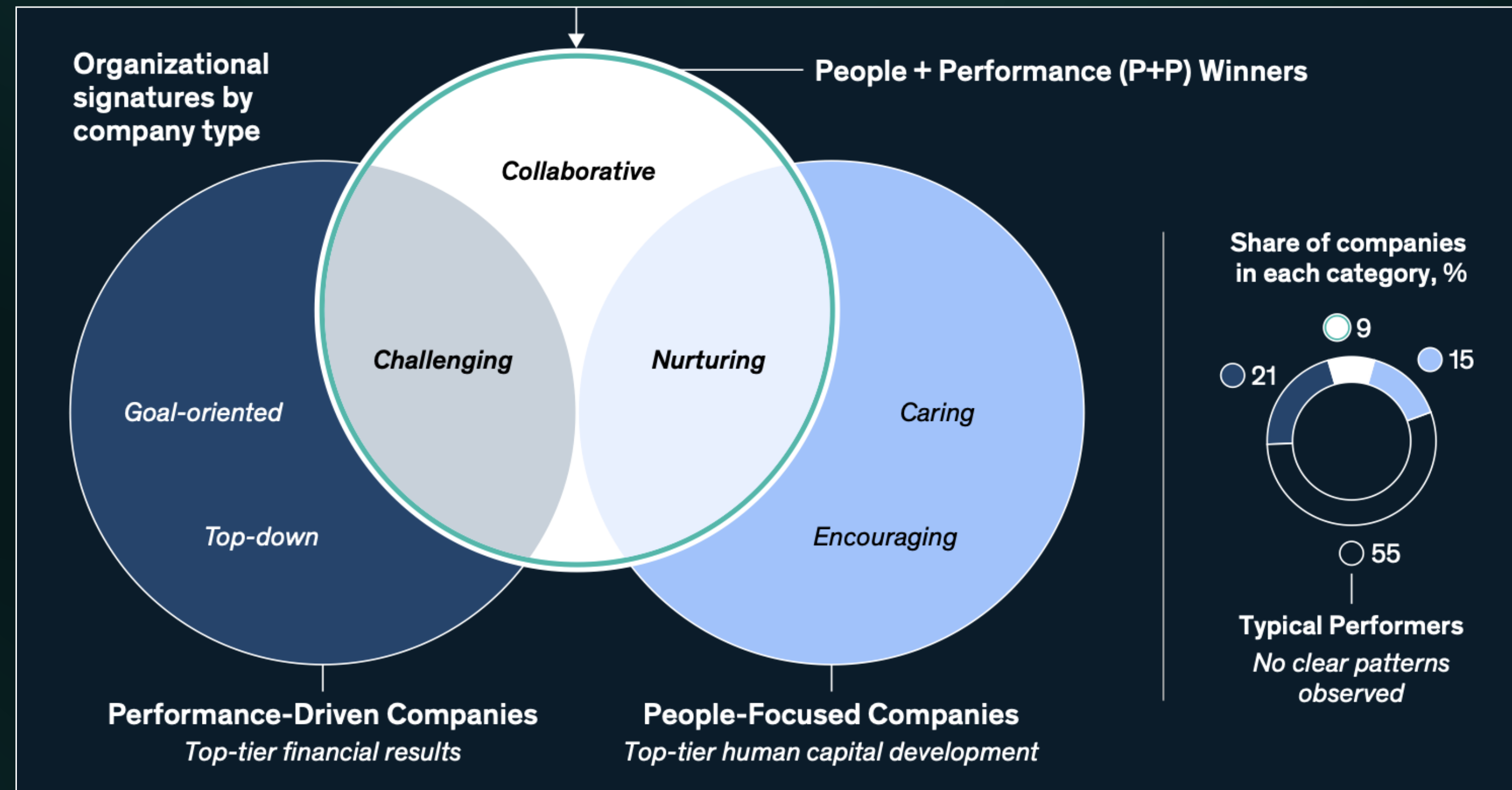
OPERATING MODEL





Human Venturing

Companies can gain a competitive edge with a dual focus on people and performance



Source:
[Performance through people,](#)
[McKinsey Global Institute](#)



Human Venturing Programme phases

KICK-OFF

Setup

Industrial Partners select participants and define the challenge, supported by VeniSIA. Activities are launched with an online kick-off.

PHASE

1

4 HOURS

Training

VeniSIA provides participants with an understanding of intra-preneurship and venture building tools. Participants are then introduced to the challenge and inspired through the introduction of case studies. The participants are divided into groups.

2

4 HOURS

Divergence

Groups work on the assigned challenge, using design thinking tools to generate ideas and solutions. After voting on the most promising solutions, each group deepens its selected solution by identifying the target and the value proposition.

3

5 HOURS

Convergence

The selected ideas are then implemented through the use of planning tools and presented to the corporate committee.

4

Human Venturing Benefits for Industrial Partners

Valorization of human capital

Maximise the potential and talent of your people.

Improvement of the culture of innovation

Spread the culture of innovation within the company.

Strengthen talent retention

Strengthen the bond between human resources and the company.

Enhancement of the employer branding

Promote a positive corporate image to attract top talent.

Launch of new products

Find new products and services to be launched on the market.

Venice is at the origin of all futures
Be in the know,
join us today

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