



# Corporate Incubator: A Managerial Innovation for Value Creation

*Pascal Latouche*

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During the last few years, we have observed that many big companies have launched their corporate incubator for start-ups. What are the core motivations? Could we consider that expectations are related to value creation?

This book will be structured around the emergence of the phenomenon “Corporate Incubator” as a managerial innovation, an exploration of the core motivations from both actors (big companies + start-ups), sharing perceptions about the value creation from “corporate Incubator” for both actors. The examples are focused primarily on the French experience.

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