

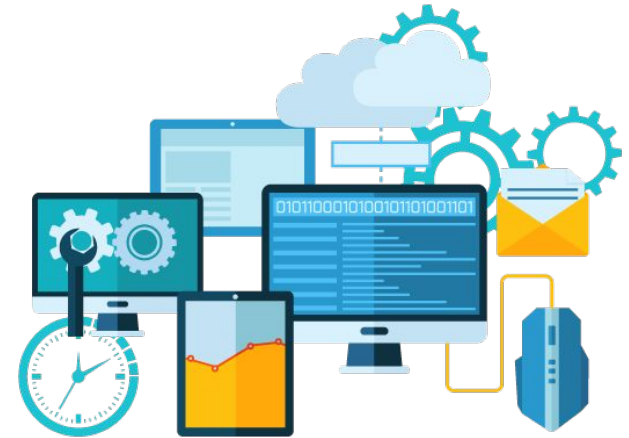
Corporate Startup Program



Building startups & digital products inside big enterprises

We build startups with emerging technology for big corporates.

From launching 1 product towards a 'startup engine'.



Corporates have everything to launch new (digital) products; cash, resources, clients.

We have developed a method that uses those resources to create the missing ingredient: entrepreneurship.

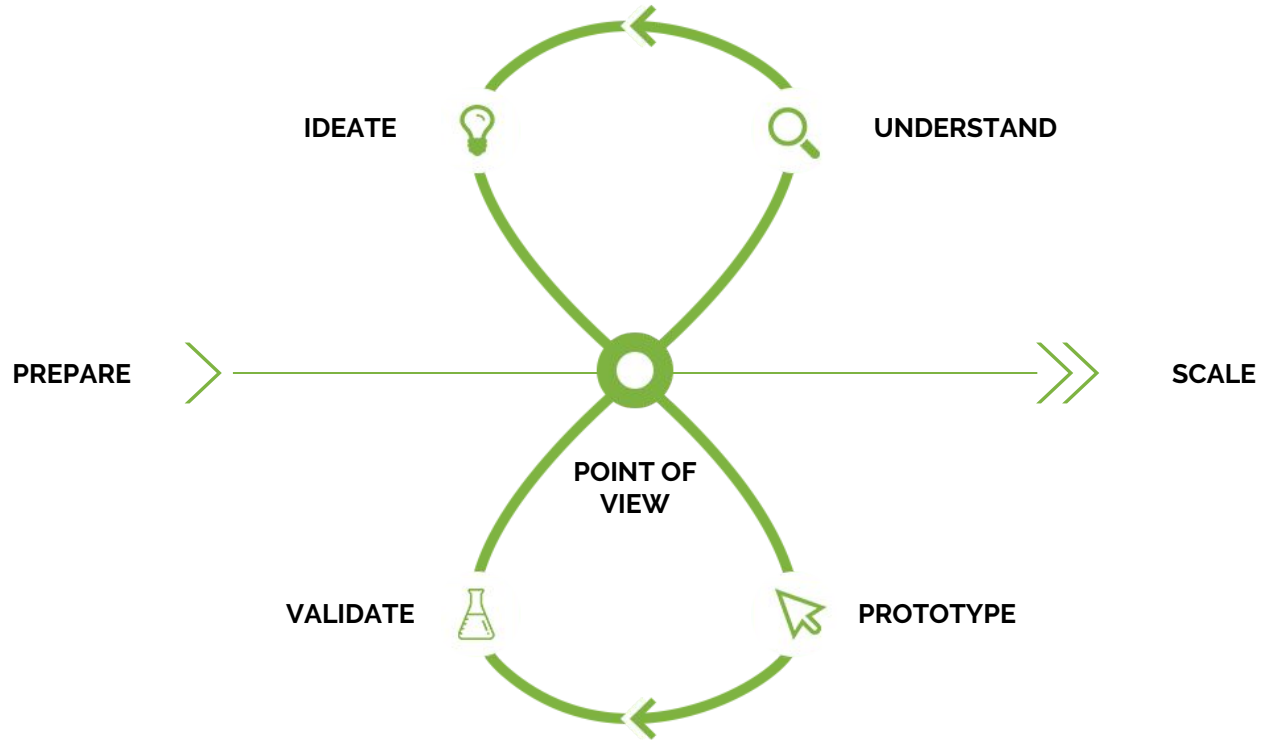


ONE TRACK

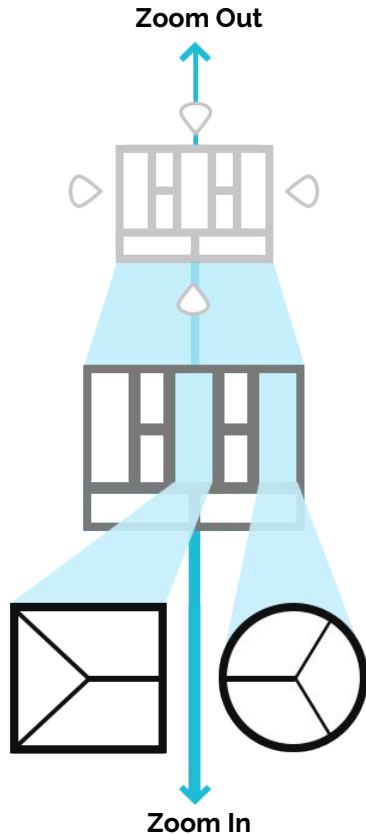
THREE CORE INNOVATION TOOLS

FIVE ENTREPRENEURSHIP PRINCIPLES

SIX AGILE INNOVATION DEVELOPMENT STAGES



THREE CORE INNOVATION TOOLS



The

Environment Map

*Helps you understand the context
In which you create.*

The

Business Model Canvas

*Helps you
Create value for your business.*

The

Value Proposition Canvas

*Helps you
Create value for your customer.*

FIVE ENTREPRENEURSHIP PRINCIPLES



THE 'BIRD IN THE HAND' PRINCIPLE:

Start with your means. Don't wait for the perfect opportunity. Start taking action, based on what you have readily available: who you are what you know, and who you know.



THE 'AFFORDABLE LOSS' PRINCIPLE:

Evaluate opportunities based on whether the downside is acceptable rather than on the attractiveness of the predicted upside.



THE 'CRAZY QUILT' PRINCIPLE:

From partnership with people and organizations willing to make a real commitment to jointly creating the future – product, firm, market – with you.



THE 'LEMONADE' PRINCIPLE:

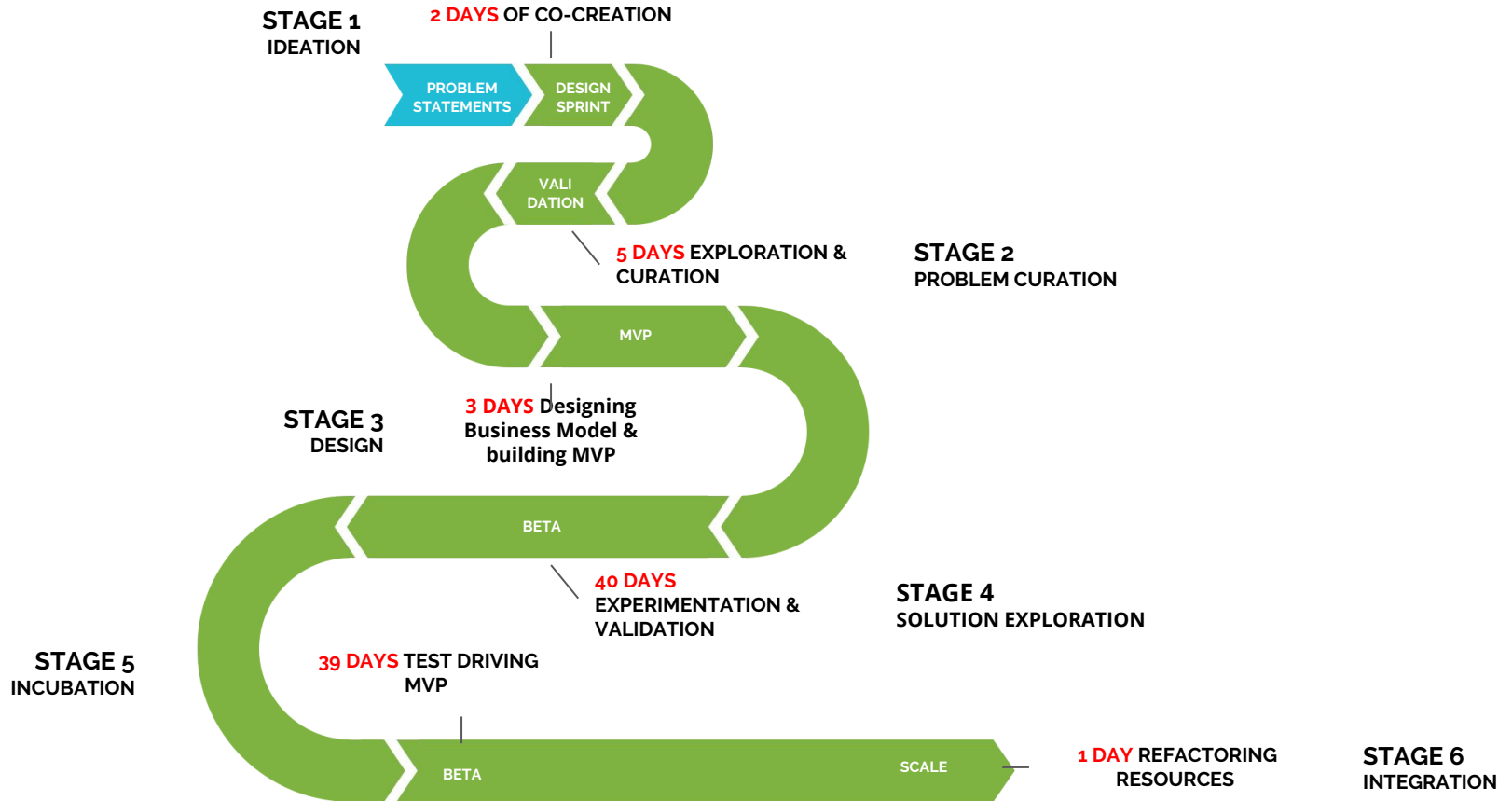
Embrace surprises that arise from uncertain situations, remaining flexible rather than tethered to existing goals.



THE 'PILOT IN THE PLANE' PRINCIPLE:

By focussing on activates within their control, entrepreneurial people know their actions will result in the desired outcomes.

SIX AGILE INNOVATION DEVELOPMENT STAGES



We bring a change program to develop the startup mindset in your own teams. We complement your teams with our experienced engineers, designers and growth hackers.

We start with 1 team. This innovation team goes through our six stages. Based on the outcomes, we develop a bigger innovation program to create a 'startup engine'.



Innovation sourcing: Over a period of days, a group generates a list of problems, ideas, and technologies that might be worth investing in. Using **design thinking**, we organize several workshops to generate and prioritize ideas.

The ideas come from various sources: your employees, management, (online) research, your customers.

All ideas are prioritized, so we have 1-2 ideas that go into the next stage.



Ekipa: facilitator

Customer: stakeholders, managers, product owners and other entrepreneurial souls

Duration: 2 days

Outcome: prioritized list of ideas, 1-2 for next stage



Curation/selection: For 5 days, the Innovation Team get out of their own offices and talk to colleagues and customers.

At the end of the 5 days, we have all the information to select the 1# idea.



Ekipa: facilitator

Customer: stakeholders, managers, product owners, marketing and sales

Duration: 5 days Exploration & Curation

Outcome: Selecting the #1 best Idea



In a period of 3 days, we nurture the idea using design tools like the **Value Proposition Canvas** and the **Business Model Canvas**.

In this stage, we build a **minimum viable product**: a 'working' product that is enough for us to learn what works and doesn't work; what the user needs or doesn't.



Ekipa: facilitator

Customer: product owners, marketing and sales, developers, designers, C-level sponsor

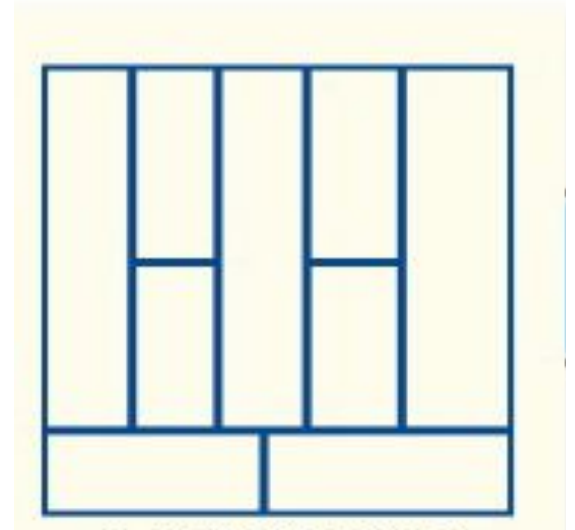
Duration: 3 days

Outcome: Value Proposition Canvas,
Business Model Canvas & MVP



The learning happens '**outside the building**'; we speak to users, customers, stakeholders, to generate learning.

We go through several '**build-measure-learn**' loops using the **one track**: gathering data, we validate our assumptions and learn what we need to change in the Business Model Canvas.



Ekipa: facilitator

Customer: product owners,
marketing and sales, developers,
designers, C-level sponsor

Duration: 40 days

Outcome: Validated Business Model
Canvas



In this stage we will launch the mvp and **test drive** all the different aspects of the value proposition with real customers end to end.



Ekipa: facilitator

Customer: product owners, marketing and sales, developers, designers, C-level sponsor

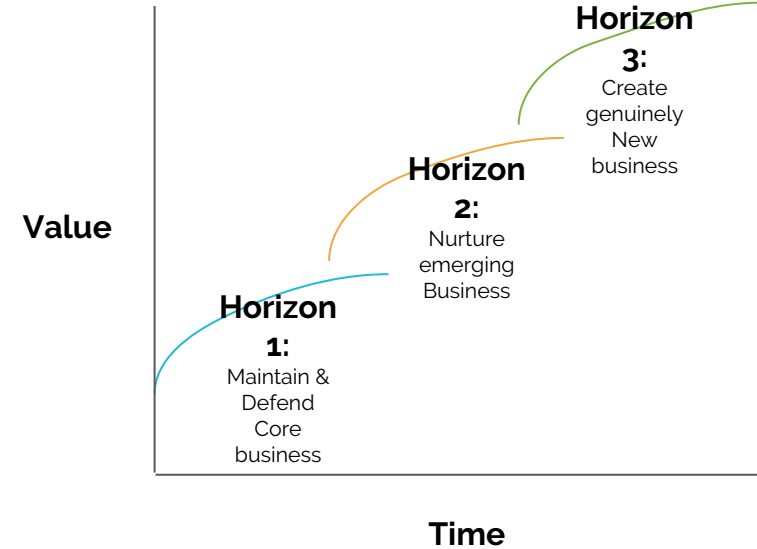
Duration: 38 days

Outcome: 'product-market fit' or 'pivot'



In this stage, we need to **refactor resources** to start building the 'real product'. At this stage you can decide to build the team in-house, complemented by our engineers or another partner.

We now have a product-market fit and a validated business model. Enough to **start a real startup business!**



Ekipa: facilitator

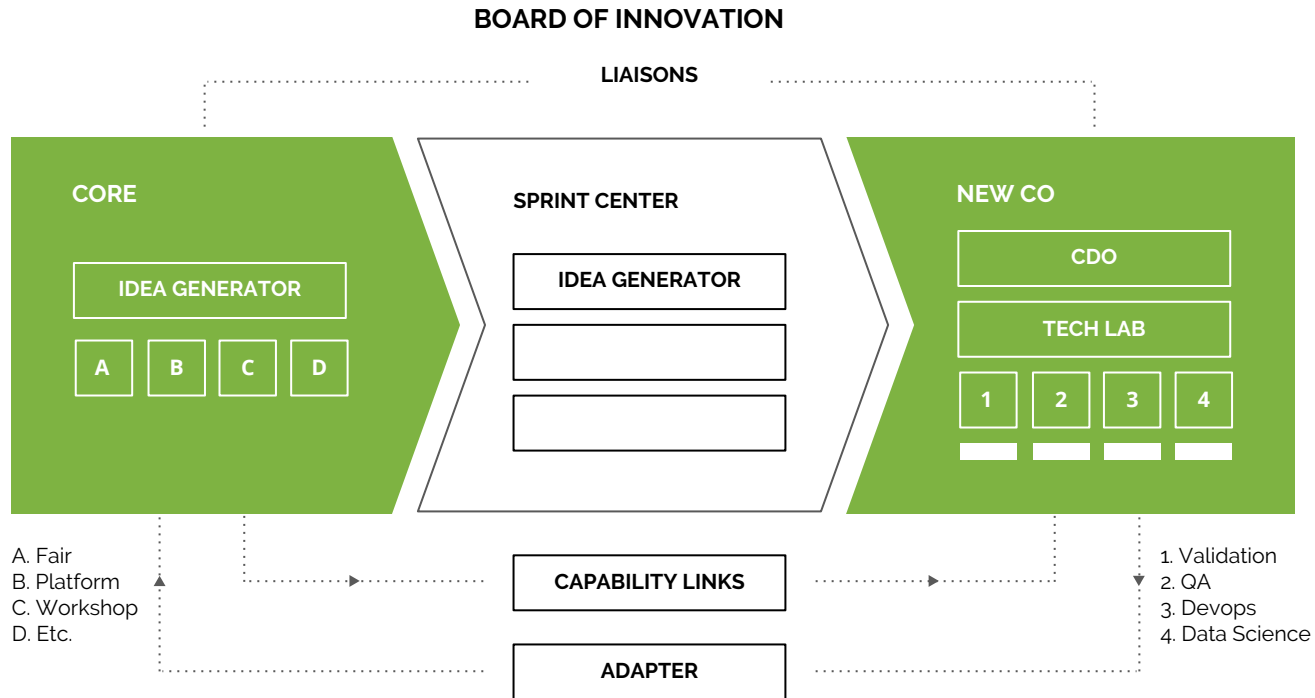
Customer: product owners, marketing and sales, developers, designers, C-level sponsor

Duration: 1 days

Outcome: refactoring resources & prioritise the the real product in the right horizon



THE INNOVATION MACHINE



The end