



BOOTCAMP

BOOTCAMP 2014

Harry Kortstee

LEI – Business Innovation Approach
For building better business @LEI_BIA



DE BOOTCAMP: ER IS MEER!



TRIPLE-D BOOT CAMP:

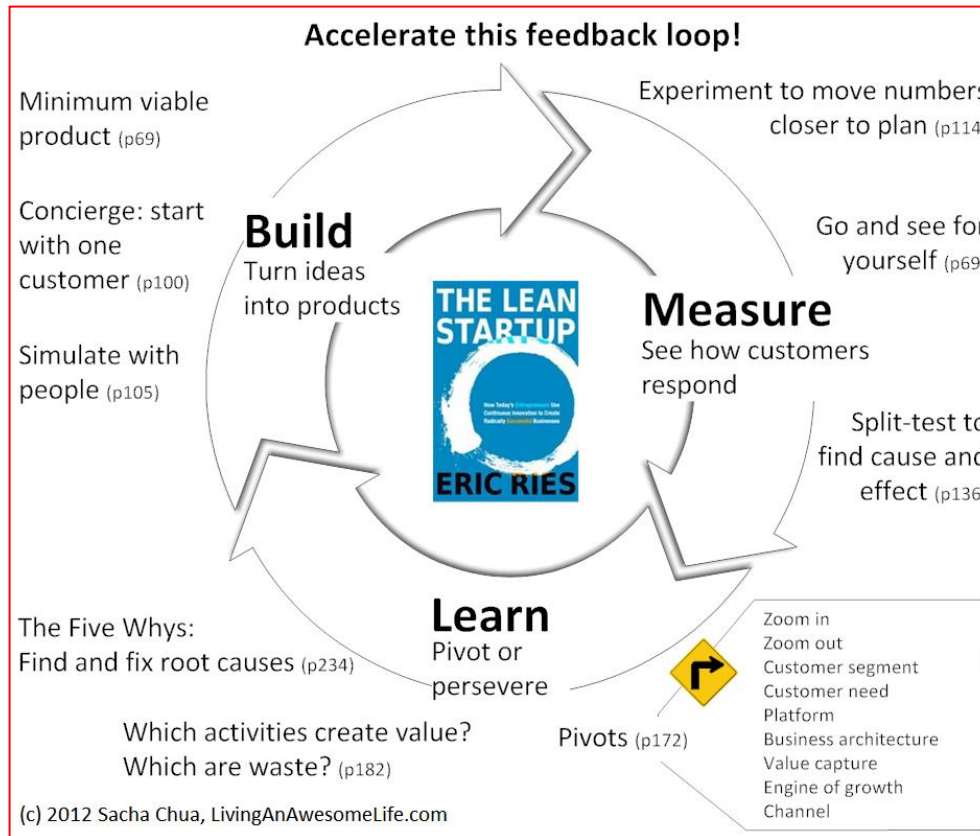
- Discover (opportunities), design your business (model) and develop (yourself and your business)
- Aanleiding: Om CAH Vilentum als dé ondernemende hogeschool van NL te positioneren
- Aanvragende partijen: CAH Vilentum Hogeschool en HAS Hogeschool
- Betrokken marktpartijen:
 - Keten: True Food Projects
 - Innovatie: Syntens/KvK; Andre Reurink
 - Praktijk: 4 tal innovatieve ondernemers
 - Monitoring: WUR



LEAN STARTUP



Key Partners Who can help us do this better than we can do it on our own?	Key Activities What must we do to make our business model work?	Value Propositions What value do we promise to deliver to the customer?	Customer Relationships What type of relationship do we want to establish with each customer segment?	Customer Segments Who are we creating value for?
	Key Resources What must we possess to make our business model work?		Channels How do we reach each customer segment?	
Cost Structure What are the most important costs in our business model?			Revenue Streams How do we capture value?	



RESULTAAT:

[HTTP://EDEPOT.WUR.NL/330204](http://EDEPOT.WUR.NL/330204)

Ontwikkelen:

- Het kunnen benutten van kansen.
- Verdere ontwikkeling en implementatie van innovaties.

Resultaten:

- Groei bij inschatten business ideeën
- Realistischer beeld ondernemerschap
- Waardering praktijkgerichte aanpak
- Groepswerk belangrijk voor resultaat innovatie
- Verwachting management en behoefte structuur?

The Triple-D boot camp

