

Leer te innoveren!

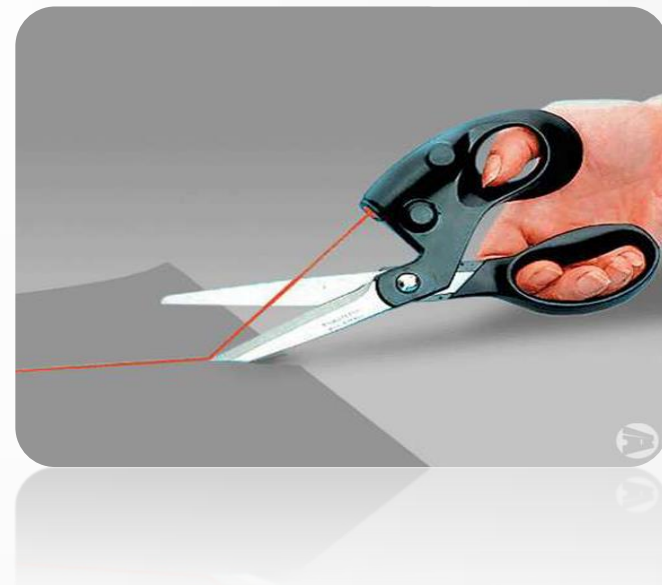
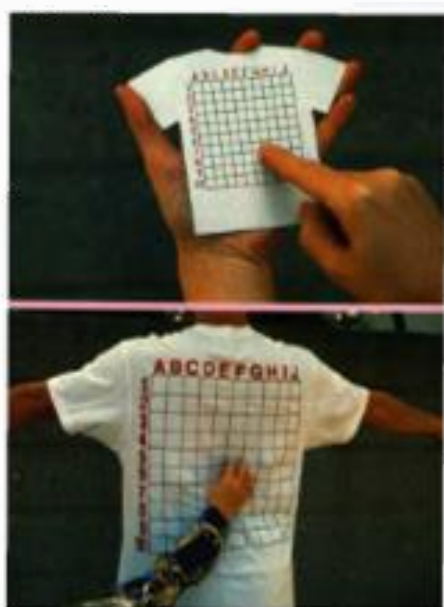
Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

Is dit innovatie?



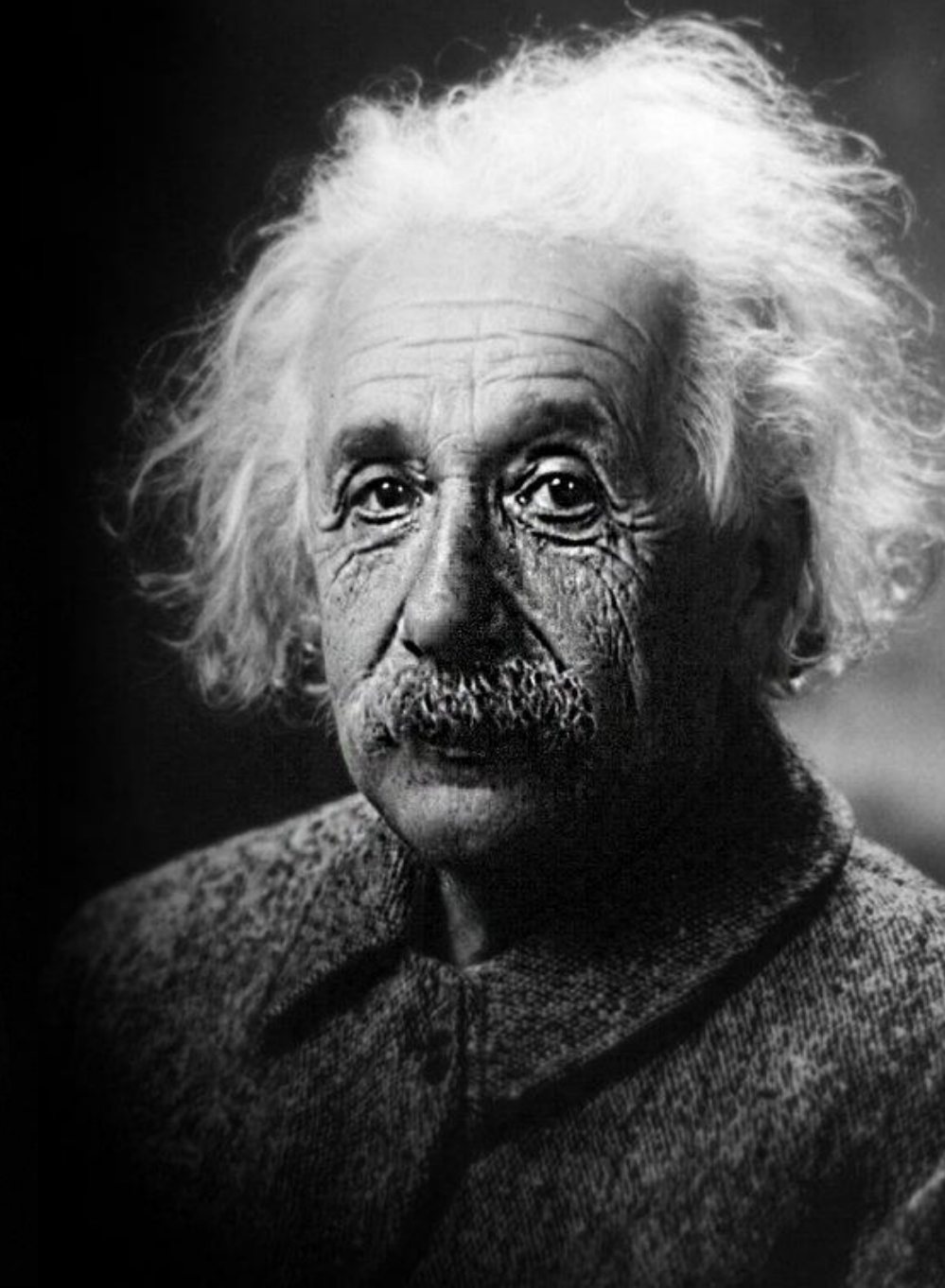


Of dit?





Wie vindt zichzelf innovatief?



Wat is innovatie?

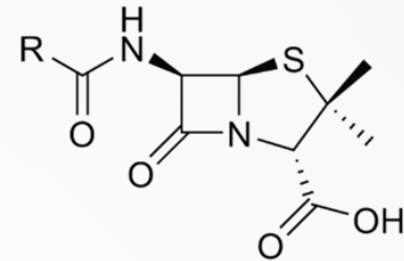


Innovatie

(1) Een nieuw idee (2) succesvol vertalen naar commerciële (of maatschappelijke) waarde



PENICILLIN



THE MOST WIDELY USED ANTIBIOTIC

Stelling: Innovatie is toeval



Waardepropositie

-problem-



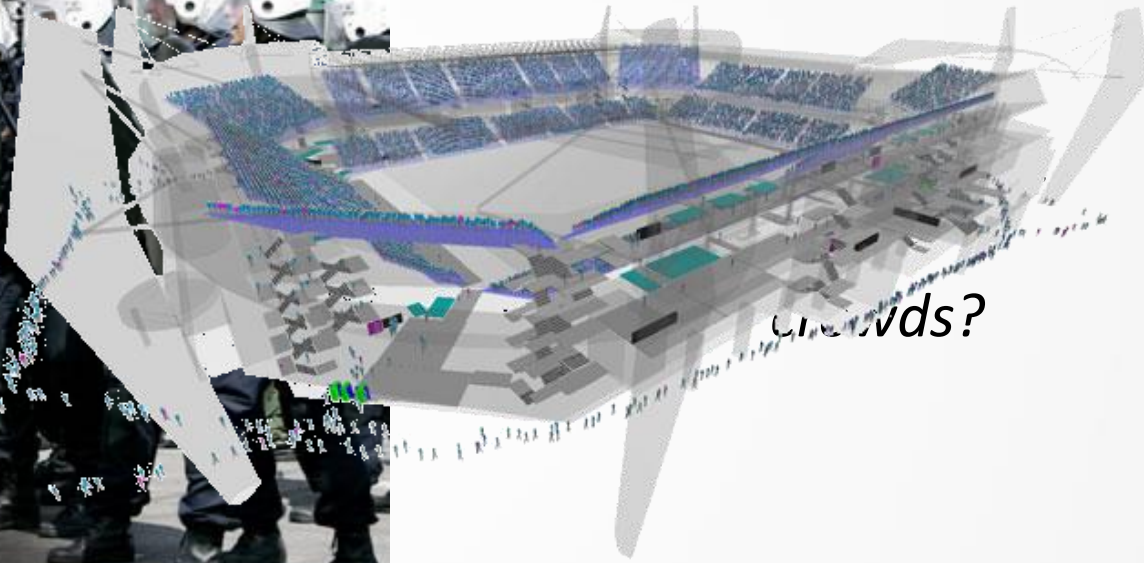
-solution-



Vind probleem-oplossing combinaties



*Solution
Largest simulation
of predictable behavior*



crowds?

Gaat niet om product



Snelheid



Transport



Off-track

Maar om het oplossen van een probleem



Elk probleem heeft een eigenaar

Problemen zijn niet nieuw





*Stelling: Mijn klanten hebben geen
(grote) problemen*

5 vragen om problemen te vinden



1. Welke trends creëren in de toekomst een probleem bij mijn klant of juist bij mijzelf?

2. Welke problemen ervaren klanten voor, tijdens en na het leveren van mijn dienst/product, en kan ik deze oplossen?



Ondernemerskring
Nieuwegein



3. Kan mijn product/dienst ook problemen van andere beslissers oplossen?



4. Kan ik mijn product/dienst functioneler of juist emotioneler maken?



5. Speelt het probleem dat ik oplos ook in andere branches (als ik dat probleem algemener formuleer)?



Stelling: Ik ben te klein om te innoveren



Colgate



Ik ben te groot om te innoveren!

Smith & Wesson®



 **Ondernemerskring
Nieuwegein**

 **IDfuse**

„DE COST GAET VOOR DE BAET UYT.”

The Grasshopper

STEAK HOUSE

RESTAURANT

The Grasshopper

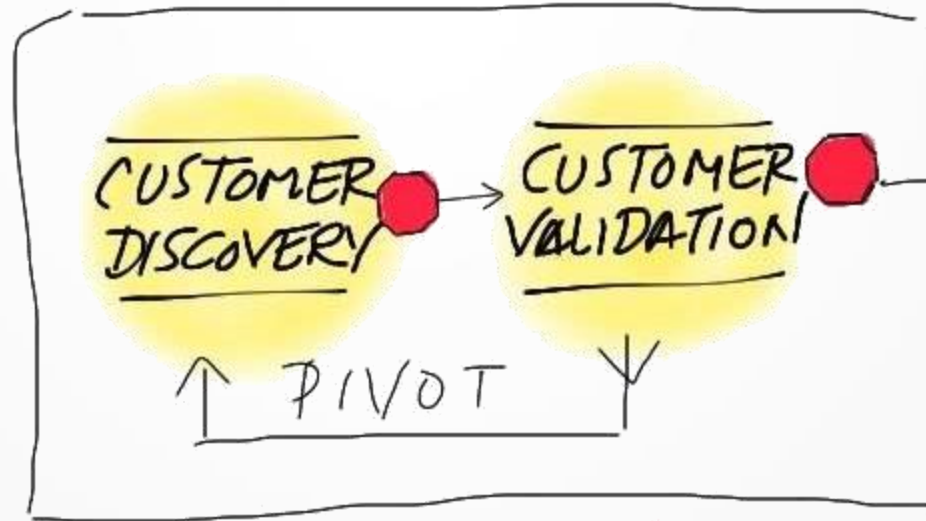
Lean Startup



Aannames valideren

The
CUSTOMER
DEVELOPMENT
PROCESS

In other words...



SEARCH













Sleutellessen

- Een innovatie is een succesvolle oplossing voor een relevant probleem
- Er zijn allerlei manieren om problemen bij de klant te bedenken vanachter je bureau
- Maar: Valideer je aannames buiten de deur!
- En: verkoop de limonade voordat je het al helemaal gemaakt hebt.

Wat kan IDfuse voor u?

The Business Model Canvas


 Bedrijf: _____
 Datum: _____
 Versie: _____

Key Partners  Who are the key partners? Who are the suppliers? Who are the distributors? Who are the co-creators? Who are the channels? Who are the intermediaries?	Key Activities  What key activities do our Value Proposition require? Do they differ between Customer Segments? Customer Activities? Internal Activities?	Value Propositions  What value do we deliver to the customer? What benefit or pain reliever does our offering solve? What does the customer expect to gain from our offering? What does the customer expect to pay for? What does the customer expect to receive? What does the customer expect to lose?	Customer Relationships  What type of relationship do we build with our Customers? How do we acquire our Customers? How do we retain our Customers? How do we expand our Customer Base? How do we increase our Customer Lifetime Value? How do we reduce our Customer Churn? How do we increase our Customer Loyalty?	Customer Segments  Who are our target customers? Who are our current customers? Who are our potential customers? Who are our competitors' customers? Who are our market's customers?
	Key Resources  What key resources do our Value Proposition require? Do they differ between Customer Segments? Channels? Customer Relationships? Key Partners?		Channels  Through which channels do we reach our Customer Segments? Which is the most effective? How do we reach our Customers? How do we acquire our Customers? How do we retain our Customers? How do we expand our Customer Base? How do we increase our Customer Lifetime Value? How do we reduce our Customer Churn? How do we increase our Customer Loyalty?	
Cost Structure  What are the most important costs in our business model? Are there fixed costs or variable costs? Are there economies of scale? Are there economies of experience? Are there cost synergies?		Revenue Streams  How do we generate revenue? How do we monetize our Value Proposition? How do we price our offering? How do we increase our revenue? How do we reduce our costs? How do we increase our profit?		

www.businessmodelgeneration.com

- Extensief: sparren en meedenken
- Intensief: validatie en implementatie uit handen nemen
- ID-Day



Paul Tuinenburg

Paul@IDfuse.nl

+31 6 136 133 50

Tijmen Altena

Tijmen@IDfuse.nl

+31 6 201 112 57

