

Can you turn your company into a successful innovator?

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Introduction



Innovation

When is it an innovation?

To innovate you need to apply the possibilities of a new technology to disrupt the existing business model in a market.

Disruption

When will your innovation be disruptive?

If new technology opens up enough economies of scale or differentiation of the product/service, then your business model will disrupt the market.

Economies of scale & differentiation

Two routes towards a disruptive business model

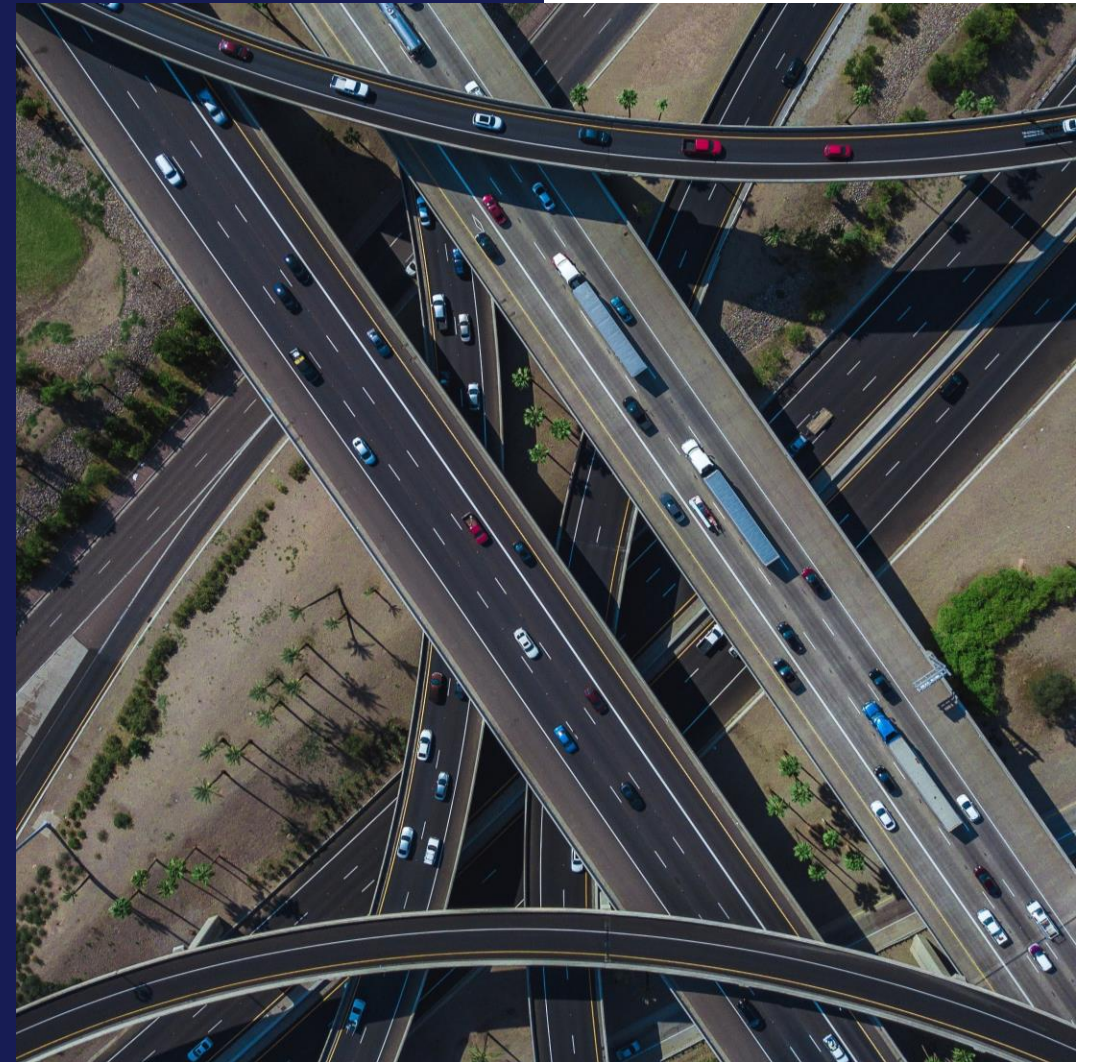
In microeconomics, economies of scale are the cost advantages that enterprises obtain due to their scale of operation, and are typically measured by the amount of output produced per unit of time. A decrease in cost per unit of output enables an increase in scale.

Product differentiation is what makes your product or service stand out to your target audience. It's how you distinguish what you sell from what your competitors do, and it increases brand loyalty, sales, and growth. Focusing on your customers is a good start to successful product differentiation.

Disruptive business models in mobility

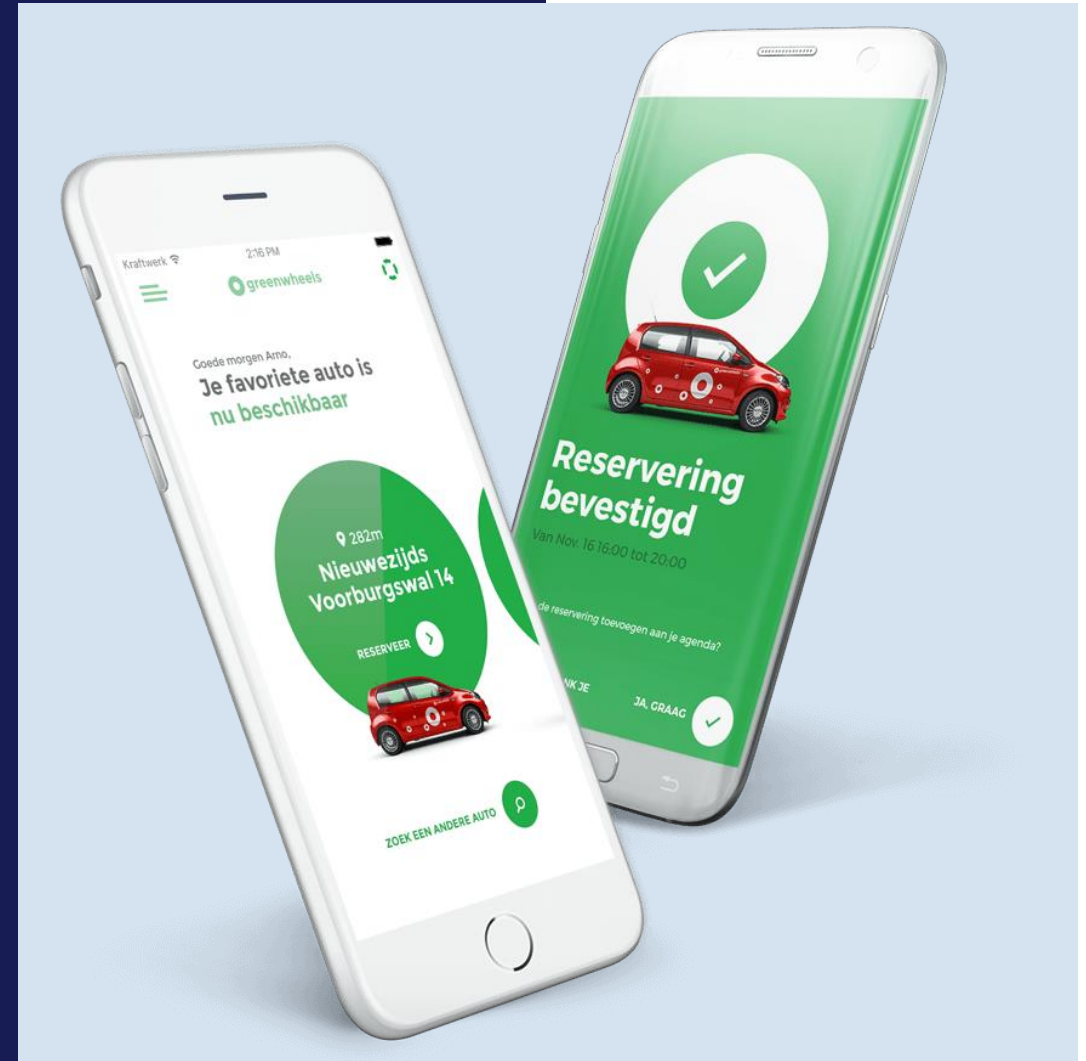
2 minutes discussion

Team up with your neighbour and come up with an example of a disruptive business model in the mobility sector.



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Our disruptive business model
in the mobility sector



Success

Why is ownership and dedication important?

To be successful you need a team with ownership and dedication with a focus on expanding non-zero-sum outcomes.

Identify ownership and dedication

2 minutes discussion

Team up with your neighbour and come up with examples of ownership and dedication in your organisations and the opposite behaviour.



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Entrepreneurial culture of ownership and dedication



Focus non zero sum

What are zero sum games and non zero sum games?

Entrepreneurs play both games, create more profit and beat the competition in a tender.

Identify zero sum games and non zero sum games

2 minutes discussion

Team up with your neighbour and come up with two examples of zero sum games and non zero sum games in your organisation.



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Culture without zero sum behaviour



Now you can turn your company into a successful innovator

Keep your eye on two things:

To innovate you need to apply the possibilities of a new technology to disrupt the existing business model in a market.

To be successful you need a team with ownership and dedication with a focus on expanding non-zero-sum outcomes.



Thank you