



Proeverijen // De Montil - Affligem

Hoe leren & innoveren hand in hand gaan

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VERHAERT | MASTERS IN INNOVATION

INNOVATIE INITIATIEVEN – EEN TWEEZIJDIG SPOOR

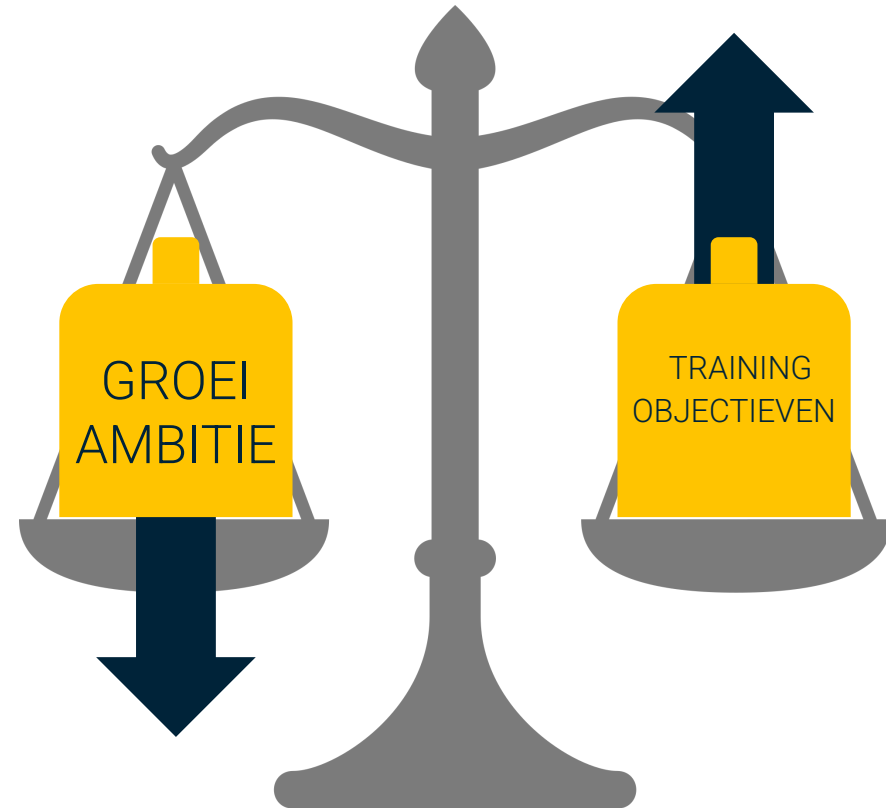
GROEI
AMBITIE



TRAINING
OBJECTIEVEN

IN DE HUIDIGE CONJUNCTUUR ...

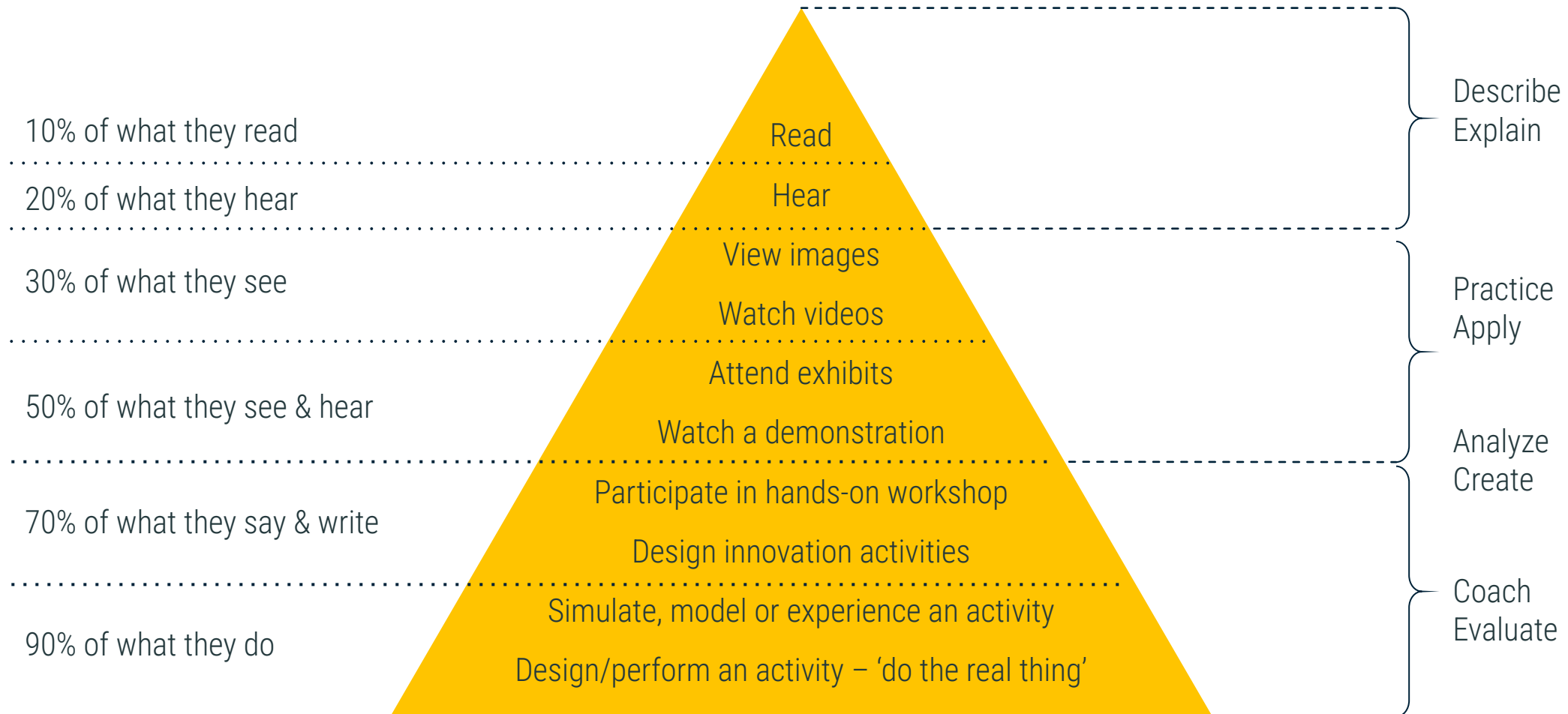
“SHOW ME THE MONEY”



SAMEN INNOVEREN EN TEGELIJKERTIJD LEREN

People generally
remember ...

People are
able to ...



HOE LEREN & INNOVEREN HAND IN HAND GAAN

GROEI
AMBITIE



TRAINING
OBJECTIEVEN

1. IDEATION

THE PROJECT IN DEPTH



REASONS TO BELIEVE?



WHY NOT?



WHAT ARE THE KEY CHALLENGES?



WHAT'S THE STATUS OF THE PROJECT
(IDEA, PROOF OF CONCEPT, READY FOR PRODUCTION,...)

2A. MARKET

TARGET MARKET(S)

CAN WE BENCHMARK THE COMPETITION

WHAT'S THE DIFFERENCE



REVENUE



COST



QUICK OPPORTUNITY ESTIMATION



2B. USER

DESCRIBE THE USER & THE CONTEXT



WHAT ARE THE MAIN NEEDS AND MOTIVATION



WHAT DRIVES THE PURCHASE, WHAT ARE THE TOUCHPOINTS



WHAT ARE THE GAINS



WHAT ARE THE PAINS



QUICK USER SCENARIO SKETCH



2C. TECHNICAL

TOUCHPOINTS-INTERFACE COMPONENTS?
>>> HARDWARE

>>> SOFTWARE

>>> IOT

HOW MATURE IS THE TECHNOLOGY?



WHAT ARE THE TECHNICAL HURDLES?



WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY

2D. OPERATIONAL

HOW IS THE TEAM ORGANISED



FINANCIAL PLANNING



SALES APPROACH



WHAT ABOUT INTELLECTUAL PROPERTY?

3.CONCEPT PITCH

CONCEPT NAME

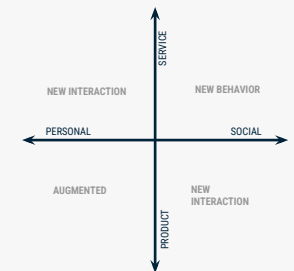
PROMISE

SKETCH



IMPACT

WHAT'S THE (NEXT) VALUE PROPOSITION AND/OR ECO SYSTEM ?



NEXT STEPS



1. IDEATION

THE PROJECT IN DEPTH

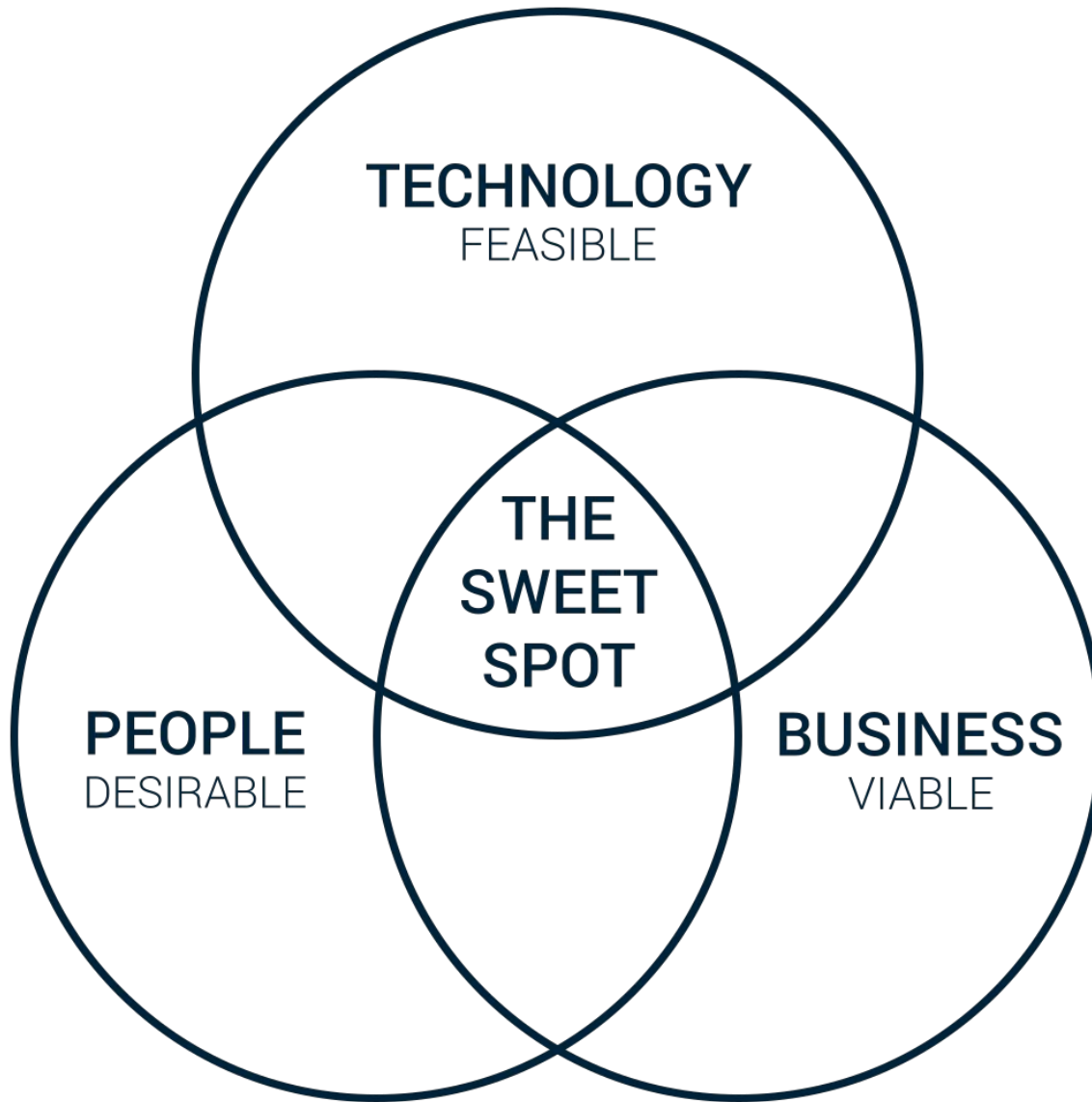
REASONS TO BELIEVE?

WHY NOT?

WHAT ARE THE KEY CHALLENGES?

WHAT'S THE STATUS OF THE PROJECT
(IDEA, PROOF OF CONCEPT, READY FOR PRODUCTION,...)

1. IDEATION	2A. MARKET	2B. USER	2C. TECHNICAL	2D. OPERATIONAL	3. CONCEPT PITCH
THE PROJECT IN DEPTH	TARGET MARKET(S)	DESCRIBE THE USER & THE CONTEXT	TECHNOLOGY'S INHERENT COMPONENTS →→→ HIGHLIGHTS	HOW IS THE TEAM ORGANIZED?	CONCEPT NAME
REASONS TO BELIEVE?	CHALLENGES BEYOND THE COMPETITION	WHAT ARE THE BARRIERS AND MOTIVATION?	→→→ SDP FRAME		PROMISE
WHY NOT?	WHAT'S THE DIFFERENCE?	WHAT DOES THE PROBLEM SOLVE AND THE SOLUTION PROVIDE?	→→→ SDP		SKETCH
WHAT ARE THE KEY CHALLENGES?	REVENUE	WHAT ARE THE GAINS?	HOW VALUABLE IS THE TECHNOLOGY?	FINANCIAL PLANNING	IMPACT
WHAT'S THE STATUS OF THE PROJECT (IDEA, PROOF OF CONCEPT, READY FOR PRODUCTION,...)	COST	WHAT ARE THE PAINS?	WHAT ARE THE TECHNICAL HURDLES?	SALES APPROACH	WHAT'S THE (NEXT) VALUE PROPOSITION AND/OR USED SYSTEM?
	QUICK OPPORTUNITY ESTIMATION	QUICK RISK SCENARIO CHECK	WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY?	WHAT ABOUT INTELLECTUAL PROPERTY?	
					NEXT STEPS



1. IDEATION	2A. MARKET	2B. USER	2C. TECHNICAL	2D. OPERATIONAL	3. CONCEPT PITCH
THE PROJECT DESCRIPTION REASON TO BELIEVE IT WHY NOT? WHAT ARE THE RATIONALES? WHAT'S THE SCOPE OF THE PROJECT (REAL PROOF OF CONCEPT ASKED FOR INVESTMENT...)	TARGET MARKET (S) CAN WE BENCHMARK THE COMPETITION WHAT'S THE DIFFERENCE? REVENUE COST QUICK OPPORTUNITY ESTIMATION	DESCRIBE THE USER & THE CONTEXT WHAT ARE THE MAIN NEEDS AND MOTIVATION WHAT DRIVES THE PROBLEM? WHAT ARE THE CONSEQUENCES WHAT ARE THE CAUSE WHAT ARE THE PAINS QUICK USER SCENARIO DESIGN	DEVELOPER'S RELEVANT COMPONENTS +++ FEATURES +++ SD TRAIL +++ QOI HOW MATTERS IS THE TECHNOLOGY WHAT ARE THE TECHNICAL RELEVANT? WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY	HOW IS THE TEAM ORGANIZED FINANCIAL PLANNING SALES APPROACH WHAT ABOUT INTELLECTUAL PROPERTY?	CONCEPT NAME PROLOGUE OVERVIEW IMPACT WHAT'S THE SWOT? VALUE PROPOSITION AND/OR COST DISADVANT SWOT MATRIX WHAT SCORE

2A. MARKET

TARGET MARKET(S)

CAN WE BENCHMARK THE COMPETITION ?

WHAT'S THE DIFFERENCE

REVENUE

COST

QUICK OPPORTUNITY ESTIMATION

1. IDEATION	2A. MARKET	2B. USER	2C. TECHNICAL	2D. OPERATIONAL	3. CONCEPT PITCH
THE PROJECT INSIGHT	TARGET MARKET(S)	DISCOVER THE USER & THE CONTEXT	TECHNOLOGICAL INSIGHTS (COMPONENTS) → HARDWARE	HOW IS THE TEAM ORGANIZED?	CONCEPT NAME
	CAN WE BENCHMARK THE COMPETITION?	WHAT ARE THE NEEDS AND MOTIVATION?	→ SDP FRAME		PROMISE
WHAT ARE THE DIFFERENCES?	WHAT'S THE DIFFERENCE?		→ SDP		SKETCH
REASON TO BELIEVE?	REVENUE	WHAT DOES THE PROBLEM, WHAT ARE THE SOLUTIONS?	HOW ROBUST IS THE TECHNOLOGY?	FINANCIAL PLANNING	IMPACT
	COST	WHAT ARE THE GAINS?	WHAT ARE THE TECHNICAL RISKS?	SALES APPROACH	
WHY NOT?		WHAT ARE THE PAINS?			WHAT'S THE (NEXT) VALUE PROPOSITION AND/OR USED SYSTEM?
WHAT ARE THE KEY CHALLENGES?	QUICK OPPORTUNITY ESTIMATION	QUICK USER SCENARIO SKETCH	WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY?	WHAT ABOUT INTELLECTUAL PROPERTY?	
WHAT'S THE CHANCE OF THE PROJECT (AND PROOF OF CONCEPT READY FOR PROSECUTION...)?					NEXT STEPS

2B. USER

DESCRIBE THE USER & THE CONTEXT



WHAT ARE THE MAIN NEEDS AND MOTIVATION



WHAT DRIVES THE PURCHASE, WHAT ARE THE TOUCHPOINTS



WHAT ARE THE GAINS



WHAT ARE THE PAINS



QUICK USER SCENARIO SKETCH



1. IDEATION	2A. MARKET	2B. USER	2C. TECHNICAL	2D. OPERATIONAL	3. CONCEPT PITCH
THE PROJECT DESCRIPTION	UNMET MARKET NEED	DESCRIBE THE USER & THE CONTEXT	TOUCHPOINTS (PERSONAL COMPONENTS) → HARDWARE	HOW IS THE TEAM ORGANIZED?	CONCEPT NAME
WHICH ARE THE BELIEFS?	DEFINE BENCHMARK THE COMPETITION	WHAT ARE THE MAIN NEEDS AND MOTIVATION	→ SDT FRAME		PROMISE
WHY NEXT?	WHAT'S THE DIFFERENCE?	WHAT DOES THE PROBLEM SOLVE AND THE TOUCHPOINTS	→ SDT		SKETCH
WHAT ARE THE KEY CHALLENGES?	REVENUE	WHAT ARE THE GAINS	HOW ROBUST IS THE TECHNOLOGY?	FINANCIAL PLANNING	IMPACT
WHAT'S THE CHALLENGE OF THE PROJECT (ADD PROOF OF CONCEPT ONLY FOR RESEARCH...)	COST	WHAT ARE THE PAINS	WHAT ARE THE TECHNICAL PROBLEMS?	SALES APPROACH	WHAT'S THE (NEXT) VALUE PROPOSITION AND/OR USED SYSTEM?
	QUICK OPPORTUNITY ESTIMATION	QUICK USER SCENARIO SKETCH	WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY?	WHAT ABOUT INTELLECTUAL PROPERTY?	
					NEXT STEPS

2C. TECHNICAL

TOUCHPOINTS-INTERFACE
COMPONENTS?

>>> HARDWARE

>>> SOFTWARE

>>> IOT

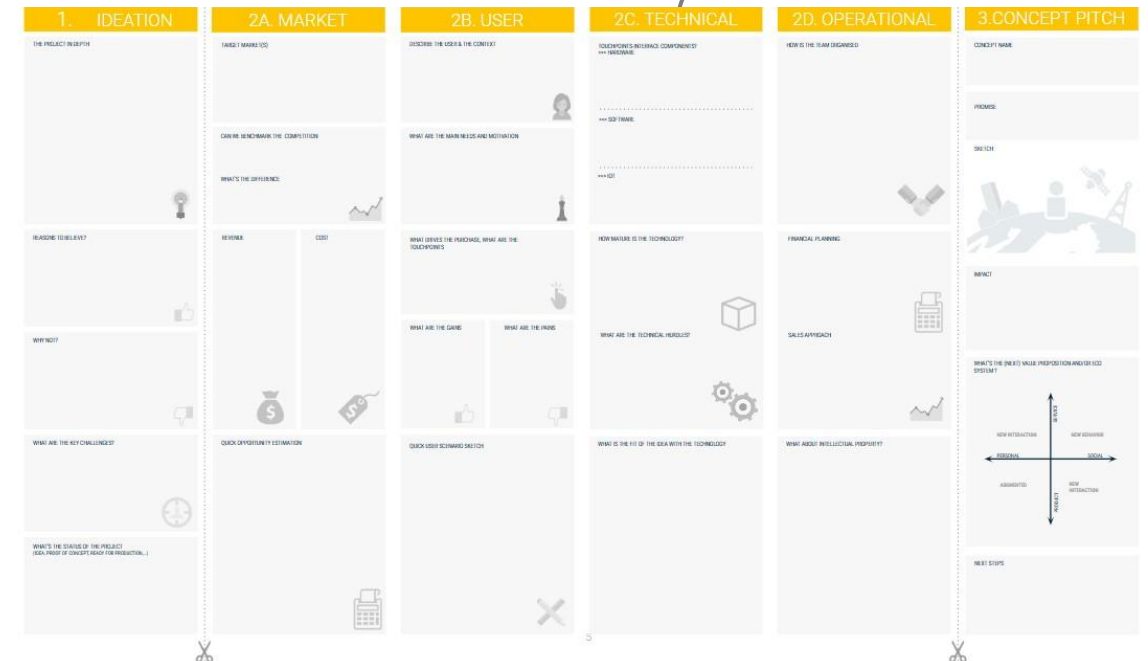
HOW MATURE IS THE
TECHNOLOGY?



WHAT ARE THE
TECHNICAL HURDLES?



WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY



2D. OPERATIONAL

HOW IS THE TEAM ORGANISED



FINANCIAL PLANNING



SALES APPROACH



WHAT ABOUT INTELLECTUAL PROPERTY?

1. IDEATION	2A. MARKET	2B. USER	2C. TECHNICAL	2D. OPERATIONAL	3. CONCEPT PITCH
THE PROJECT IN BRIEF	TARGET MARKET(S)	DESCRIBE THE USER & THE CONTEXT	TECHNOLOGICAL INNOVATION COMPONENTS → INNOVATION	HOW IS THE TEAM ORGANISED?	CONCEPT NAME
WHY ARE WE BELIEVING?	DEFINE BENCHMARKS THE COMPETITION	WHAT ARE THE NEEDS AND MOTIVATION	→ SD FORM		PROMISE
WHY NEXT?	WHAT'S THE DIFFERENCE?	WHAT DOES THE PROBLEM HAVE AND THE SOLUTIONS?	→ SD		SKETCH
WHAT ARE THE KEY CHALLENGES?	REVENUE	WHAT ARE THE GAINS	HOW ROBUST IS THE TECHNOLOGY?	FINANCIAL PLANNING	IMPACT
WHAT'S THE CHANCE OF THE PROJECT (AND PROOF OF CONCEPT READY FOR PRODUCTION...)	COST	WHAT ARE THE PAINS	WHAT ARE THE TECHNICAL PROBLEMS?	SALES APPROACH	WHAT'S THE (NEXT) VALUE PROPOSITION AND DESIRED SYSTEM?
	QUICK OPPORTUNITY ESTIMATION	QUICK RISK SCENARIO DETECTION	WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY?	WHAT ABOUT INTELLECTUAL PROPERTY?	

3.CONCEPT PITCH

CONCEPT NAME

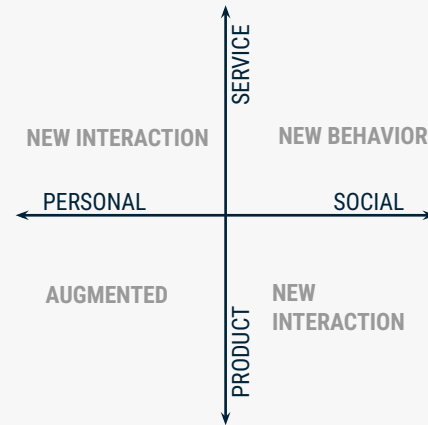
PROMISE

SKETCH



IMPACT

WHAT'S THE (NEXT) VALUE PROPOSITION AND/OR ECO SYSTEM ?



NEXT STEPS

1. IDEATION	2A. MARKET	2B. USER	2C. TECHNICAL	2D. OPERATIONAL	3.CONCEPT PITCH
THE PROJECT DESCRIPTION	TARGET MARKET	DESCRIBE THE USER & THE CONTEXT	TECHNOLOGICAL INNOVATION COMPONENTS *** INNOVATION	HOW IS THE TEAM ORGANIZED?	CONCEPT NAME
REASON TO BELIEVE?	DEFINE BENCHMARK THE COMPETITION	WHAT ARE THE PAINPOINTS AND MOTIVATION	*** SDP FRAME		PROMISE
WHY NEXT?	WHAT'S THE DIFFERENCE?	WHAT DOES THE PROPOSAL HAVE AND THE SOLUTIONS?	*** SDP		SKETCH
WHAT ARE THE KEY CHALLENGES?	REVENUE	WHAT ARE THE GAINS	HOW VALUABLE IS THE TECHNOLOGY?	FINANCIAL PLANNING	IMPACT
WHAT'S THE CHALLENGE OF THE PROJECT (AND, PRIOR OF CONCEPT ONLY FOR PRODUCTION...)	COST	WHAT ARE THE PAINS	WHAT ARE THE TECHNICAL PROBLEMS?	SALES APPROACH	WHAT'S THE (NEXT) VALUE PROPOSITION AND/OR ECO SYSTEM ?
	QUICK OPPORTUNITY ESTIMATION	QUICK USER SCENARIO DESIGN	WHAT IS THE FIT OF THE IDEA WITH THE TECHNOLOGY	WHAT ABOUT INTELLECTUAL PROPERTY?	

STRATEGIC PILOTS // OUTCOME BASED INNOVATION

strategic pilots

a data driven approach in
boosting your capacity to
innovate



In strategic pilots we help in designing new products, systems, services and processes. We validate them in our own unique way based on +55 years of innovation expertise:



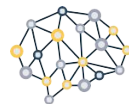
Genuine insights from your audience

We gather authentic feedback to refine products and services based on real needs. We help to understand market dynamics, expectations and user behavior.



Strategic objectives & metrics

We help you to define pilot objectives and key metrics to test and measure the value perception, the willingness to pay for value based pricing or a special go-to-market.



Crafted test subjects

We create visuals, prototypes, mock-ups, service models or business models for robust testing.

Welcome to Europe's
**SWEET SPOT
OF INNOVATION**

55 years leading the innovation business

348 employees passionate about innovation // 5 business lines

49M turnover cumulated IR&D services

423 ventures accelerated & financed

1969

Founded by Prof. Paul Verhaert with a mission in innovation

1985

Start space business with now over 30 missions delivered

2006

Spin-out satellite business to become QinetiQ Space, now Redwire Space

2014-2022

Multiple acquisitions: Lambda-X, Moebius, LOAD, Pegus, BEACON, AFCE, Bagaar and TEN

2021

Fund partner in the Imec.start funds, today 250+ start-ups in portfolio

**PRODUCT
INNOVATION**

**STRATEGIC
INNOVATION**

**HIGH-TECH
INNOVATION**

**DIGITAL
INNOVATION**

**ON-SITE
CONSULTING**

