

Challenges

Set challenges

Futuresketch

Business opportunities

Incubation

Future solutions

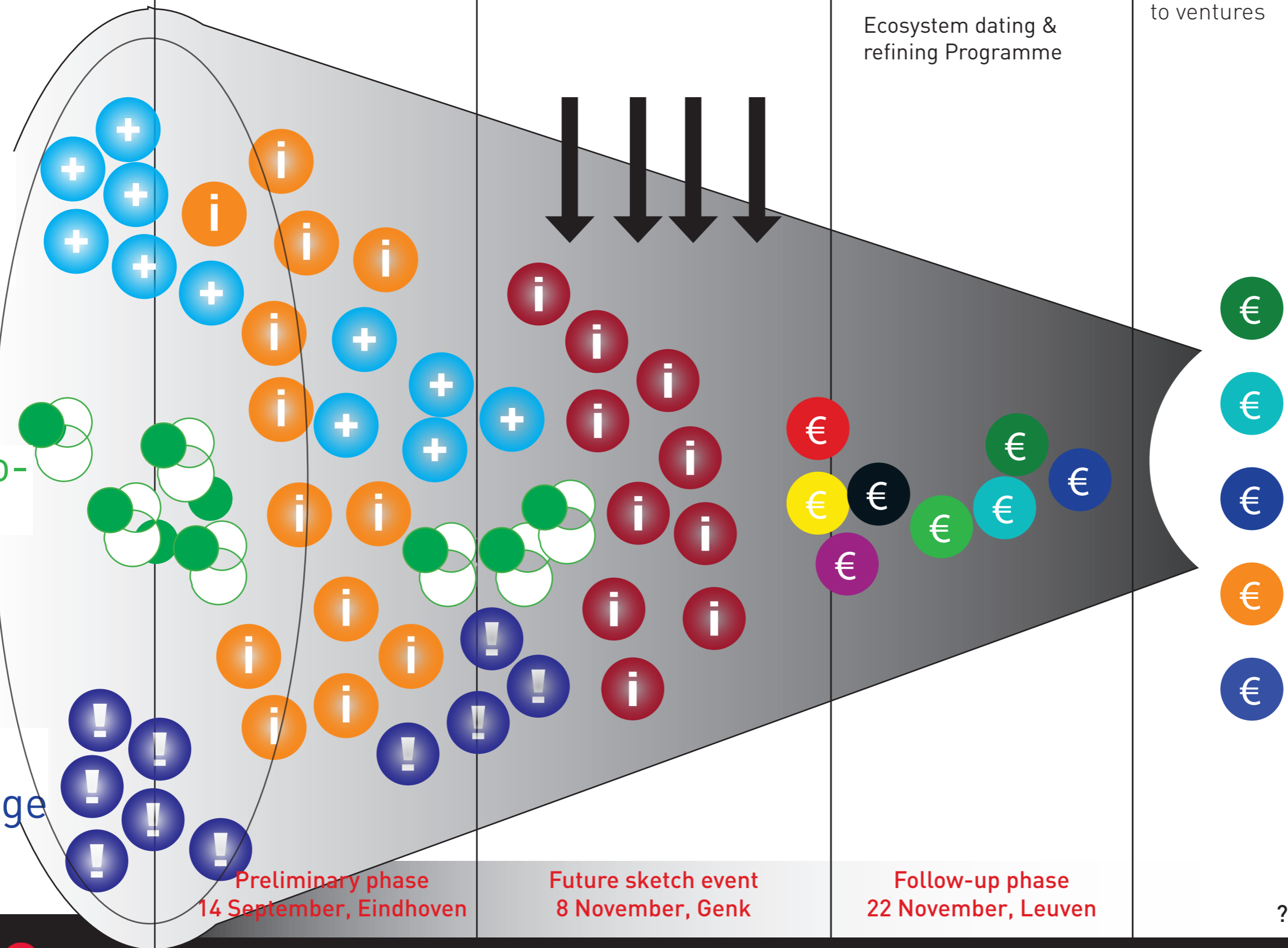
Ecosystem dating & refining Programme

Best plans will incubate to ventures

ELAt strength

ELAt eco-systems

ELAt knowledge



Preliminary phase
14 September, Eindhoven

Future sketch event
8 November, Genk

Follow-up phase
22 November, Leuven

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FUTURE SKETCHING: OPEN INNOVATION FOR THE FUTURE

The BiELAt (Business in the Eindhoven-Leuven-Aken-Triangle) Foundation is looking for ELAt (Euro-region Eindhoven-Leuven-Aken) pioneers who want to participate in an open and innovative experiment to sketch their future.

What kind of strategic challenges does the future have in store for me? Many organizations are eager to know exactly that. Every product or service has a lifecycle. There comes a point in the lifecycle when a new leap must be made to facilitate rediscovery. This leap is crucial for survival and it is certainly no walk in the park. Future sketching can be a real leg up in the process. It offers the opportunity of working together with other partners to understand the markets, products, services, partners and competitors of the future. The BiELAt Foundation is mounting the future sketch event with the objective of conducting an intriguing experiment: sketching your strategic, future challenges together with specially selected partners from the ELAt region to discover real business opportunities.

The process

1
Phase

PRELIMINARY PHASE (14 SEPTEMBER 2011)

In a preliminary phase, we will translate the case owners' strategic challenges into concise questions that will serve as the basis for the future sketch. We will then select an interesting mix of outsiders who will think along and help sketch the future. These may be university-affiliated parties, representatives from trade & industry (both large and medium-sized businesses) or from innovative small and mid-sized companies. When making this selection, we will work closely with BOM, SPK, Agoria, Agit and others.

2
Phase

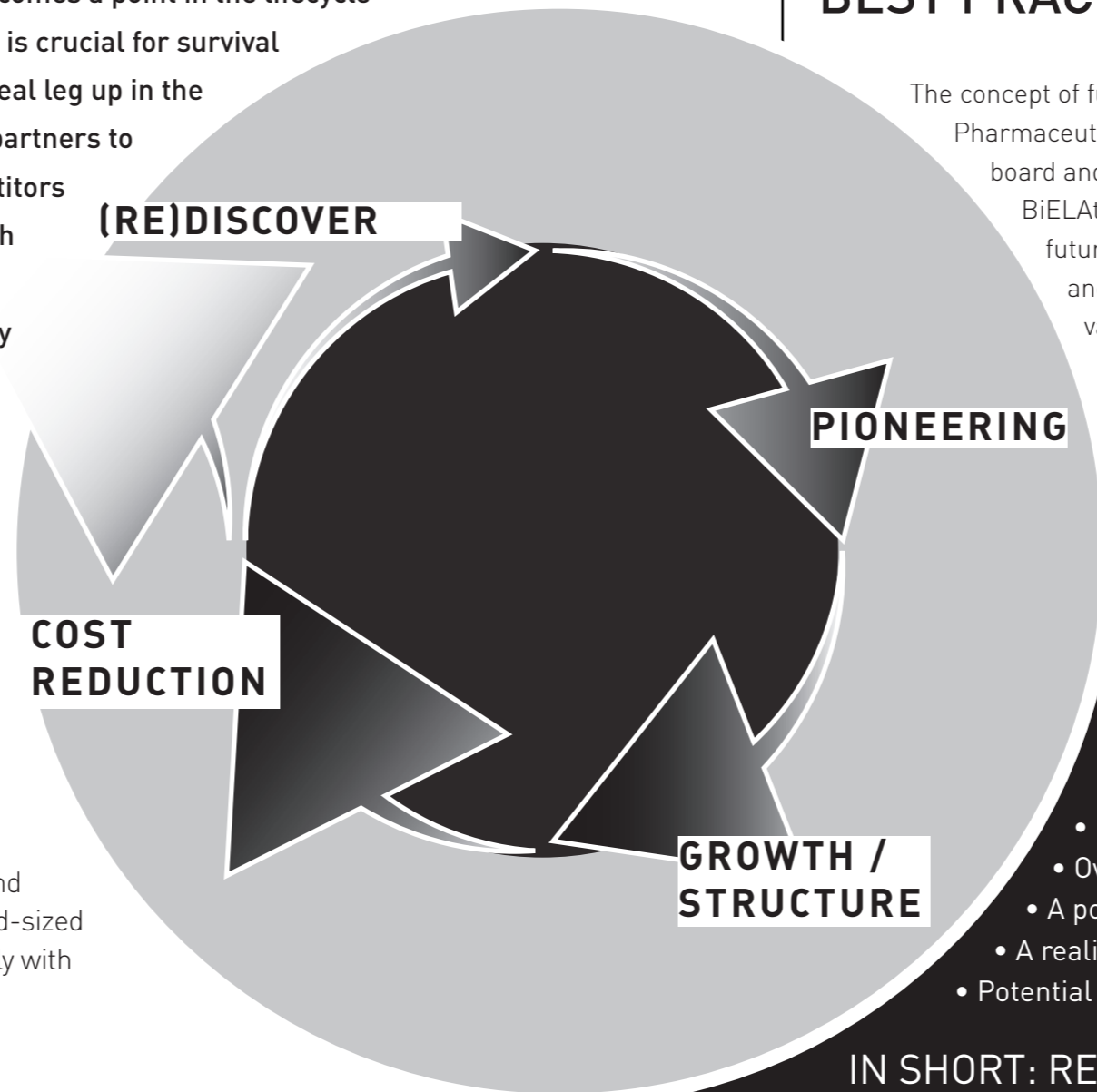
FUTURE SKETCH EVENT (8 NOVEMBER 2011)

The BiELAt Foundation will take care of organizing the future sketching day. We will provide professional facilitators and the right atmosphere to achieve truly open innovation leading to new insights. A networking dinner will follow the day's activities.

3
Phase

FOLLOW-UP PHASE (22 NOVEMBER 2011), hosted by Vlerick business school

But brainstorming is just the beginning. The BiELAt Foundation and Vlerick Leuven Gent Management Business School will therefore organize an Ecosystem Dating & Refining Programme, under the leadership of Professor Walter van Dyck. The aim is to encapsulate them into a sound business rationale.



BEST PRACTICE

The concept of future sketching is based on a best practice of Janssen Pharmaceuticals, which is represented on the BiELAt Foundation's board and recommendations committee. Following the 2010 BiELAt event, this company invited new contacts for their own future sketch event. These new contacts, often from abroad and from other business sectors, led to a number of valuable new ideas. After extensive boot camp sessions, some of these ideas were evolved into actual ventures.

WHAT CAN FUTURE SKETCHING MEAN FOR YOU?

- Previously unimagined opportunities
- Overview of players in the ecosystem
- A position in the ecosystem
- A realistic understanding of future markets
- Potential for implementation and ventures



IN SHORT: REAL BUSINESS OPPORTUNITIES.

WHAT DO WE ASK?

An open mind, dedication, the will to (re)discover and courage to participate in the experiment. Above all: the will to work together to generate new business.