

Welcome to Dutch Entrepreneurship Delta

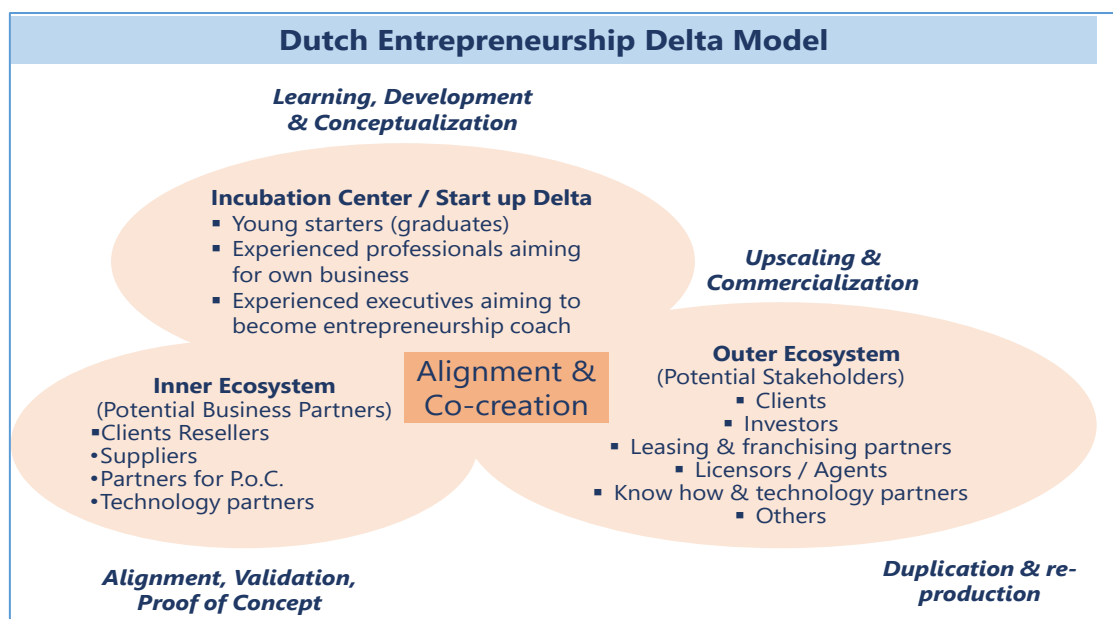
The primary goal of Dutch Entrepreneurship Delta (DED) is to valorize and transfer Dutch knowledge, expertise and experiences in the creation of leading innovative and entrepreneurial companies based on creation capabilities.

Entrepreneurship lead innovation is the most crucial pillar of modern, sustainable societies that are characterised by circularity, sustainability, smart solutions and human creativity. Entrepreneurship leads to positivism and is a powerful driver to push societies forward.

The Netherlands, despite being a small country, is one of the most innovative, entrepreneurial and competitive countries in the world. Dutch companies are leading global innovators in different sectors and use their creation capabilities to secure their future in the global marketplace. The Dutch economic philosophy is based on creation of global value chains driven by process-oriented engagements. This is significant different than the conventional assets based models which are capital intensive.

DED is an initiative of Dutch Council for International Business (DCIB) and is serving start up delta's, business incubators, universities, and other organizations supporting entrepreneurship and innovation with a world class entrepreneurship development program. The program is an all-inclusive package and is designed to produce successful and financially sustainable firms. It includes international experience entrepreneurs as mentors, access to potential investors and business partners and international connections.

This approach leads to vibrant startup communities with a typical Dutch breeding and innovation atmosphere, generating high-quality innovative ideas across industries and sectors around the world.



DED Ecosystem for Integrated Entrepreneurship

Our Vision

- **Local & Creative Solutions:** Entrepreneurship is the most crucial pillar of the "Next Economy", characterised by circularity, sustainability, smart solutions and human creativity;
- **Learning by Doing:** Growing need for customized knowledge/ training on demand, enabling young entrepreneurs to capitalize on assets and skills of experienced entrepreneurs;
- **Embedding & Alignment:** Need for a systematic & structured network to embed & align new developments in existing business;
- **Independency:** Entrepreneurial individuals tends to base their life on their creativity and create their own role & place in the world;
- **Global connected:** Tendency to serve & connect with likeminded clients around the world instead of focusing on local clients;
- **In The Netherlands approximately 20% of the working population is an entrepreneur.**

Our Added Value & Differentiators

- An *integrated delta* with embedded infrastructure for supporting services and an ecosystem with multiple market connectivity (investors, potential business partners and clients);
- A network and vehicle for *internationalization*;
- A program designed to deliver all-round entrepreneurs *capable to create, innovate and master all aspects of business operations*;
- A methodological approach to *monitor and value the value developments* of start-ups and align this with *potential investors*;
- Reduced failure through sharing success formulas and motivation.

Our Breeding & Creation Ecosystem

- An *integrated & holistic approach* overlooking the entire growth & development process from idea/scratch to success from conceptual, technical, commercial & communication perspectives;
- Optimized methods and structures, *flexible to sustain the dynamic challenges and ambitions of start-ups*;
- *Inner ecosystem* connecting start-ups with SME's and Large companies to validate "proof of concept" and increase attractiveness for investors;
- *Outer ecosystems* for financing, investors, scaling, market introduction & commercialization.

Our Methods & Structure

- Blended learning & coaching comprising of continuous on-site and remote coaching and intensive teaching/training weeks with academic concepts, skills training, workshops, company visits etc.;
- The academic courses will focus on theories and concepts while the trainings/workshops are focused on entrepreneurial & intrapreneurial skills, interpersonal skills & personal development;
- The program will be concluded with a business plan, including a go-to-market strategy and presentation for investors and commercial business partners;



Outline of the Program

Week	Growth Map & Activities of Entrepreneurs	Growth Content & Inputs (<i>Knowledge & Competences development</i>)
- 4 weeks	Entrepreneurs submitting proposal for assessment	Review & Assessment of proposals (feedback where necessary)
1	<ul style="list-style-type: none"> ▪ Entrepreneurs are following classes and participate in interactive discussions to transform their idea into a business concept and road map; ▪ The big picture is being visualized in the presence of the inner and outer ecosystems members and potential investors. 	<p>Block 1: Business Concepting</p> <ul style="list-style-type: none"> ▪ Introduction to the DED program & qualification of expectations; ▪ Entrepreneurship, Intrapreneurship & Innovation; ▪ Business Concepting: idea, conceptualization, development scenarios, validation, scaling, growth; ▪ The BIG picture of the start-up idea and the growth vision.
2 -8	<ul style="list-style-type: none"> ▪ Entrepreneurs are working on refining their project development program and becoming familiar with interactions with stakeholders and the legal framework for business operations in their country; ▪ Entrepreneurs are developing their communication and presentation capabilities. 	<p>Your (personal) Development plan</p> <ul style="list-style-type: none"> ▪ Creating a development plan (technical) with milestones; ▪ Legal aspects of setting up a business; ▪ Visit Chamber of Commerce; ▪ Business presentations; ▪ MVP (Minimum Viable Products): Customer development, persona, story board, prioritization, brainstorming with mentors; ▪ Holistic view & presentation from various stakeholders perspectives.
9	<ul style="list-style-type: none"> ▪ Entrepreneurs are following classes and participate in interactive discussions to define their value proposition and design their marketing strategies; ▪ They become familiar with the inner and outer ecosystems partners and potential investors for their own business; ▪ Entrepreneurs are being introduced to the inner and outer ecosystems partners. 	<p>Block 2: Value proposition & Go2Market Strategy</p> <ul style="list-style-type: none"> ▪ Start-up ecosystems as the "factory"; ▪ Value proposition & positioning of your products/services; ▪ Inner ecosystem & Outer ecosystems; ▪ Understanding markets: Mapping channels & distribution; ▪ Go to Market Strategies; ▪ Market research & buying behavior; ▪ Building global presence and digital marketing strategy.
10-16	<ul style="list-style-type: none"> ▪ Entrepreneurs are communicating and presenting their business in relevant communities; ▪ They do pitching's for the inner and outer ecosystem partners and obtain their feedback on the business concept and targeted value proposition. 	<p>Communicating your Business</p> <ul style="list-style-type: none"> ▪ Key success & failure factors: personal motivations and drivers; ▪ Elevator pitching; ▪ Workshop Networking: Tips & tricks for networking;

		<ul style="list-style-type: none"> ▪ Networking meeting with Business associations.
17	<ul style="list-style-type: none"> ▪ Entrepreneurs are following classes and participate in interactive discussions to develop their business model and strategies for internationalization and capturing the market; ▪ They define the relevant KPI's to monitor the commercialization process. 	Block 3: Business Model & Strategy <ul style="list-style-type: none"> ▪ Business expansion models: Agencies, alliances, joint ventures; ▪ Canvas business model; ▪ Strategic Concepting: Building the venture: stages, planning & KPI; ▪ Strategies for internationalization.
	Entrepreneurs are working on technical development of their products/services, customer segmentations and their business model	Connecting your Business <ul style="list-style-type: none"> ▪ Drafting Commercial contracts ▪ Meeting with potential business partners and clients ▪ Business operations model ▪ Re-production scenarios
25	<ul style="list-style-type: none"> ▪ Entrepreneurs following classes and participating in interactive discussions to develop the feasibility, including financial and risks analysis of their company. 	Block 4: Feasibility <ul style="list-style-type: none"> ▪ Legal aspects of setup up an enterprise ▪ Financing your Business ▪ Financials & management accounting: financial KPI's, turnover & cost analysis, forecasting & revenue models, risks scenario's, financial parameters & profitability analysis, funding options ▪ Feasibility Concepting
26-31	<ul style="list-style-type: none"> ▪ Finalizing Business plan; ▪ Final Review & Feedback; ▪ Presentation of the business. 	
32	<ul style="list-style-type: none"> ▪ Presentation of Business plan by entrepreneurs to (international) investors and potential business partners ▪ Follow up implementation plan for commercialization & upscaling 	

Prices & Commercial Terms & Conditions

The prices & applicable terms and conditions will depend on the agreed scope and be defined by DCIB after consultations with the client. The approximate costs are € 500 - € 950 per entrepreneur per month.

For Information & Details, please contact us at:

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