



**Hanzehogeschool
Groningen**

University of Applied Sciences

**"Ontsteking van Talent –
ontwikkel & pitch je energie initiatief!"**

New Energy Forum 2024

**share your talent.
move the world.**



Jeroen Loef

Strategisch adviseur

ondernemerschapsonderwijs

Programma

Wat gaan we doen?

1. Dragon's Den
2. Waardepropositie
3. Ondernemende Lama met Energie!

Pitches & Dialoog



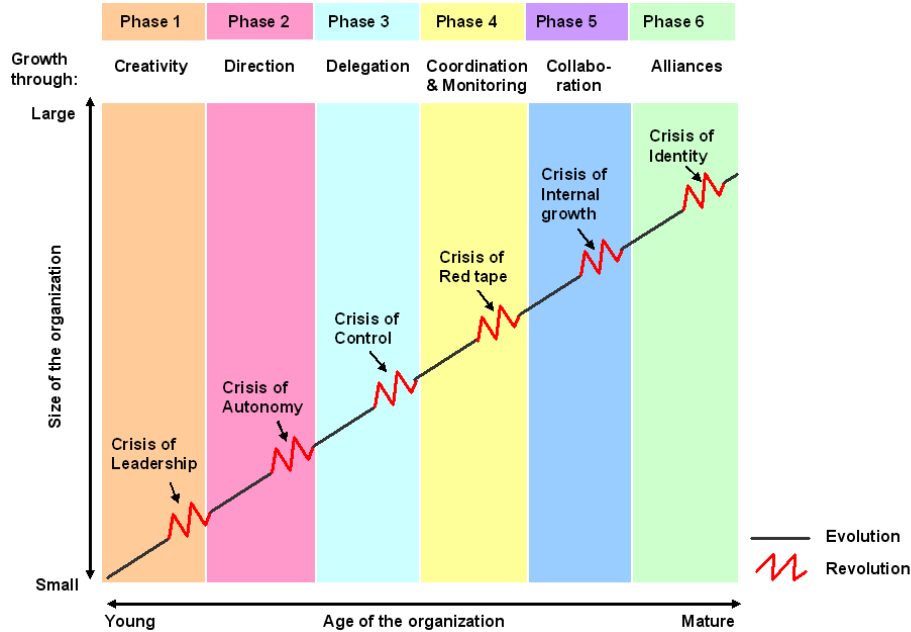
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Deel 1: Dragon's Den



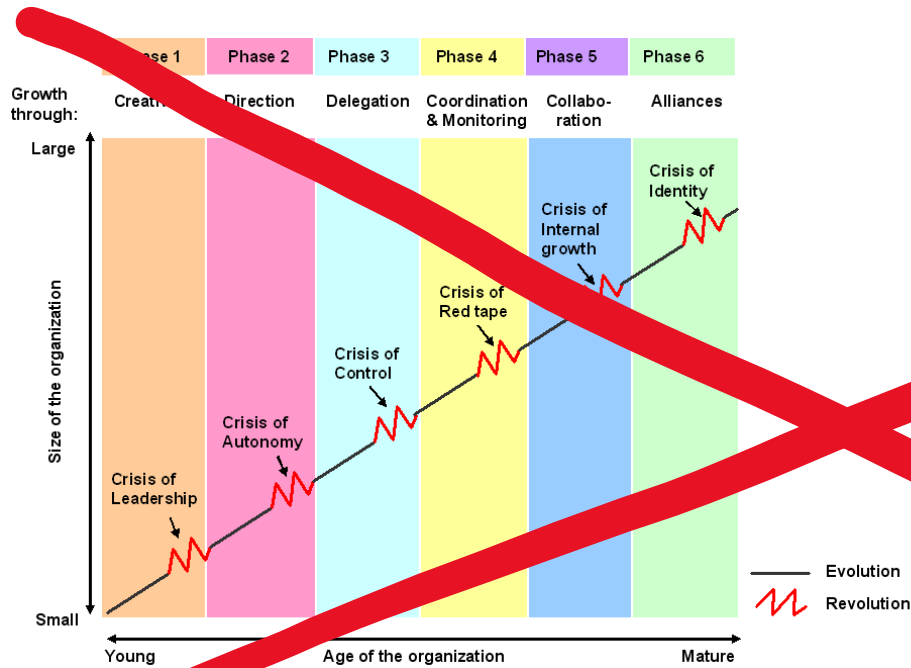
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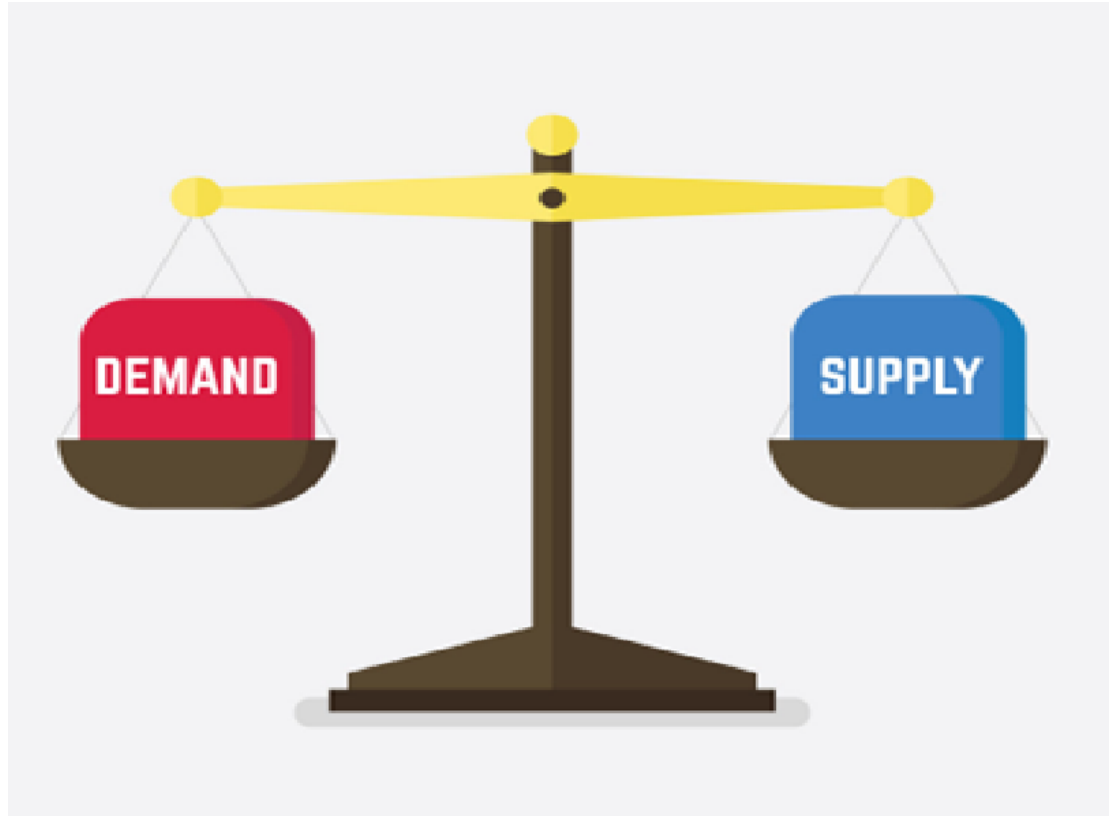
Business Planning



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Business Planning

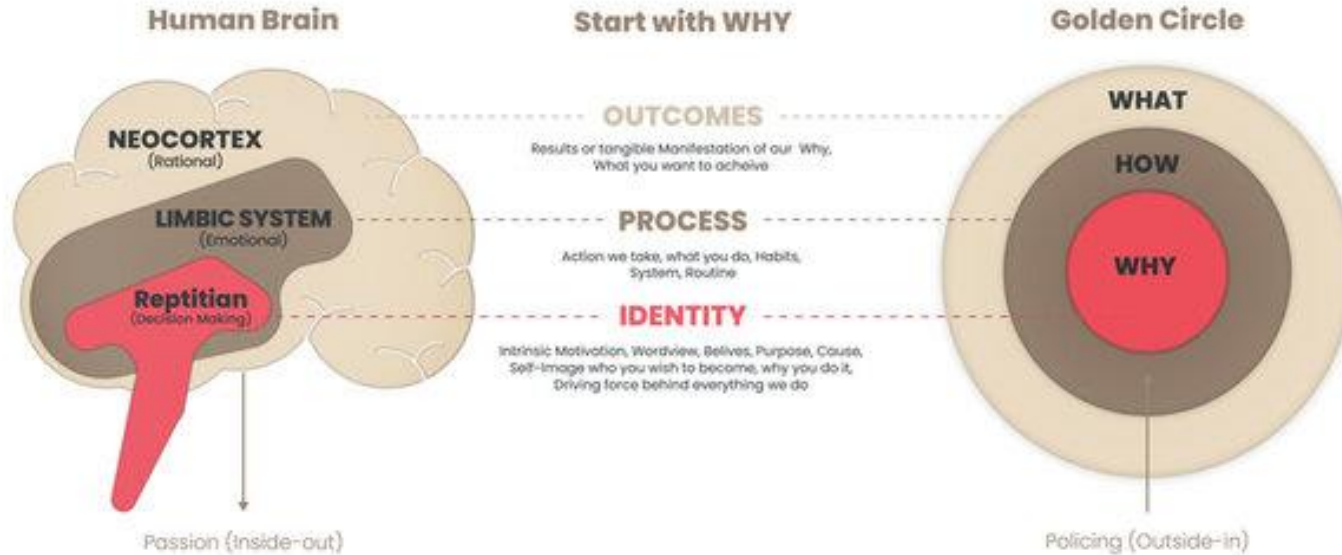




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THE GOLDEN CIRCLE AND THE BRAIN

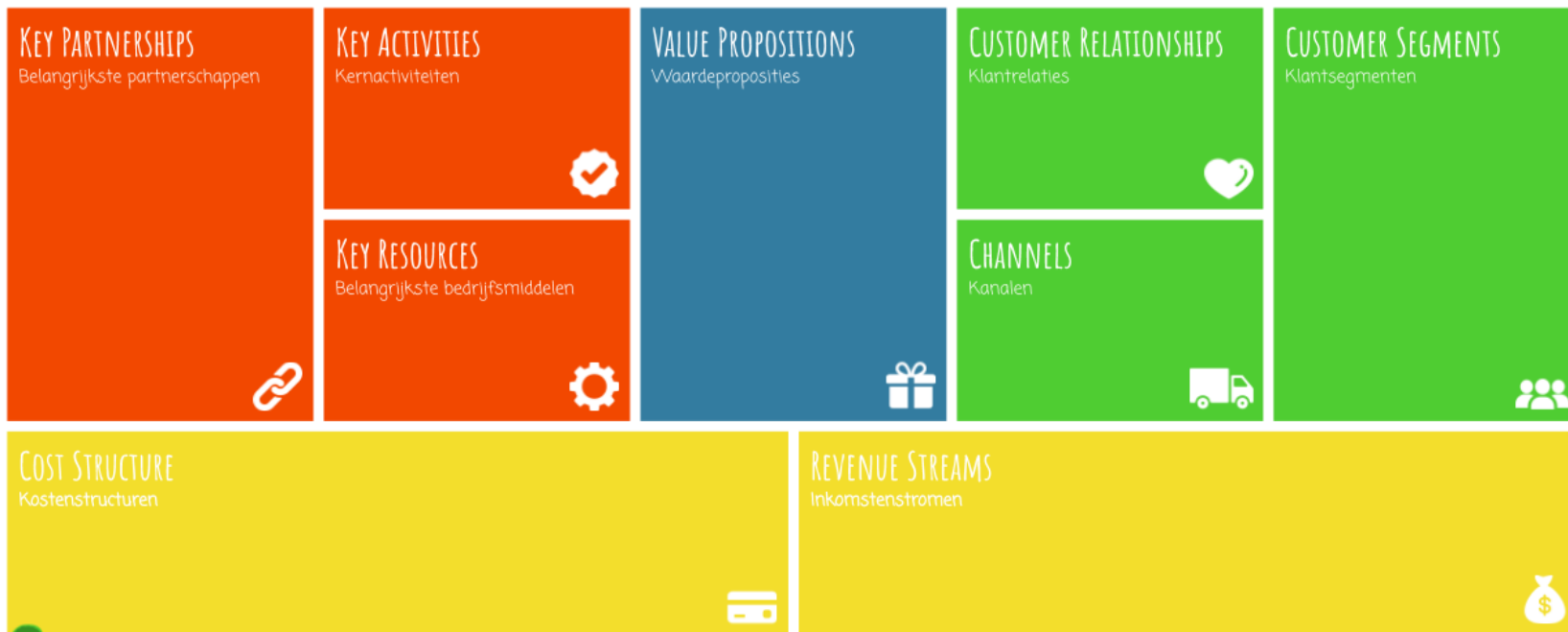
Simon Sinek



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Deel 2: Waardepropositie

BUSINESS MODEL CANVAS

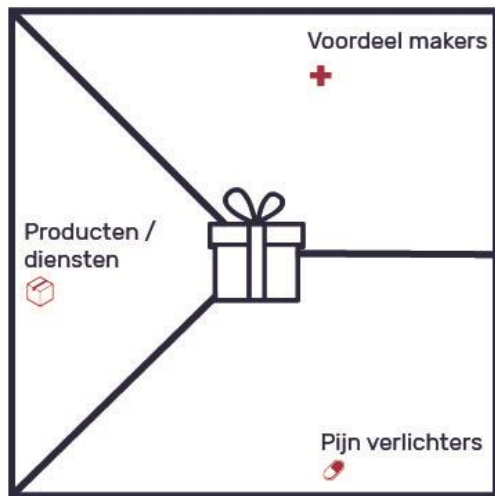


 GedragvandeConsument.nl

Businessmodel Canvas

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Waardepropositie



Klantprofiel



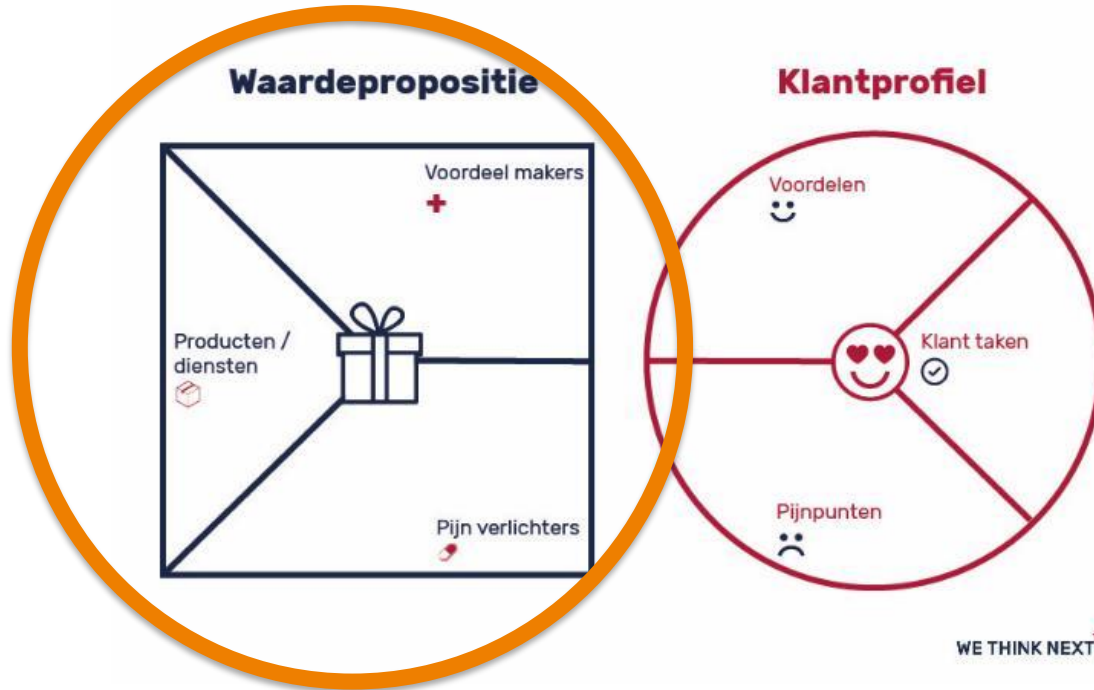
WE THINK NEXT 

Waardepropositie Canvas

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Waardepropositie

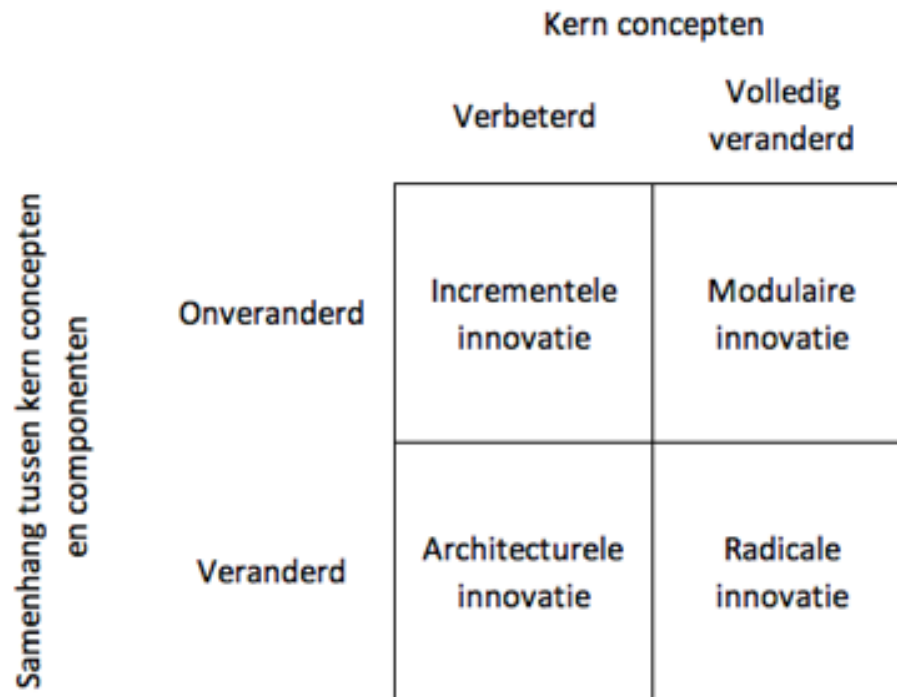
Wat maken wij van waarde?



WE THINK NEXT

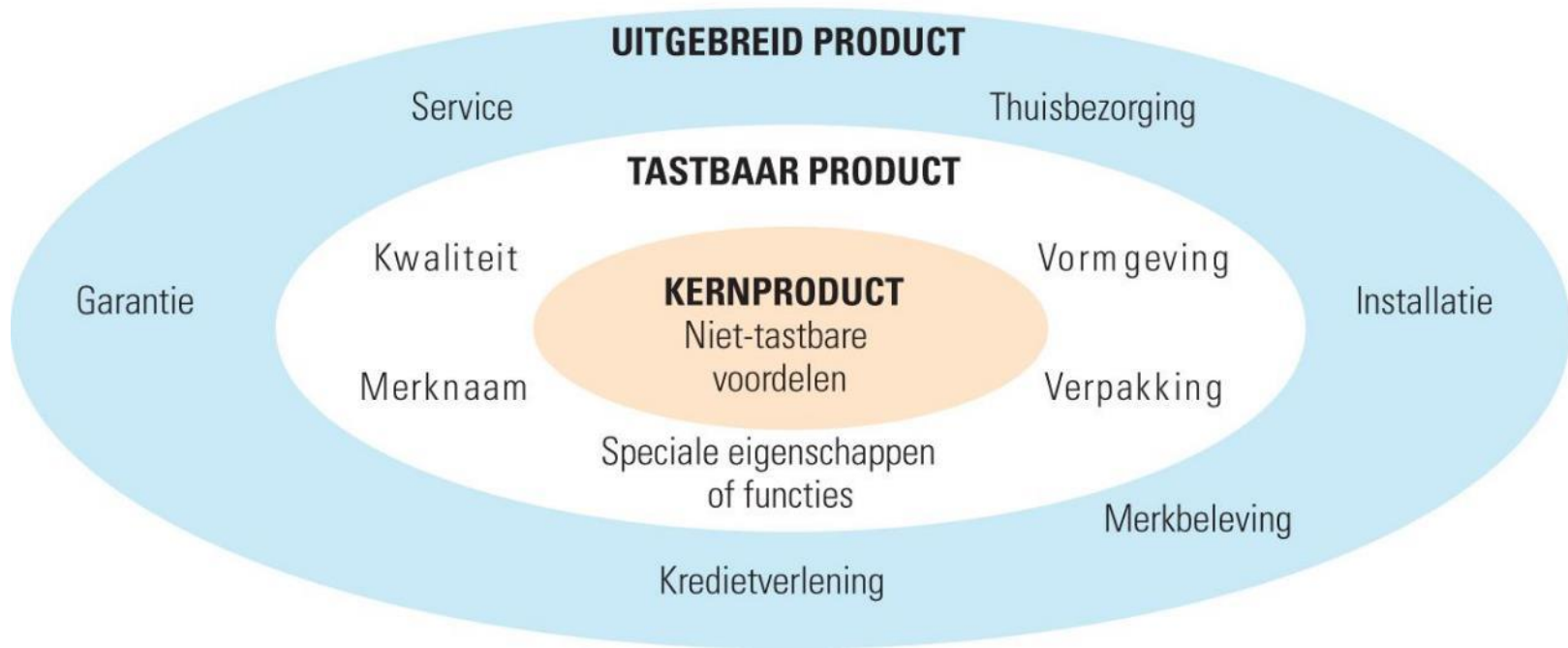
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Innovatie



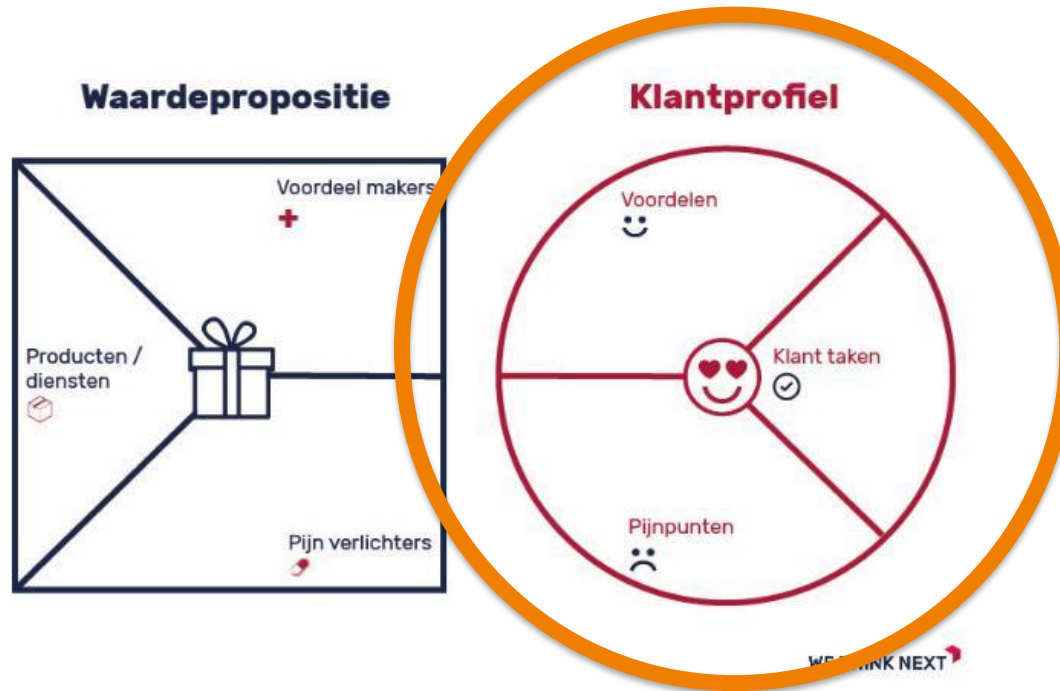
Productniveaus

Wat innoveren we nou eigenlijk?



Klantprofiel

Voor wie is het eigenlijk van waarde?



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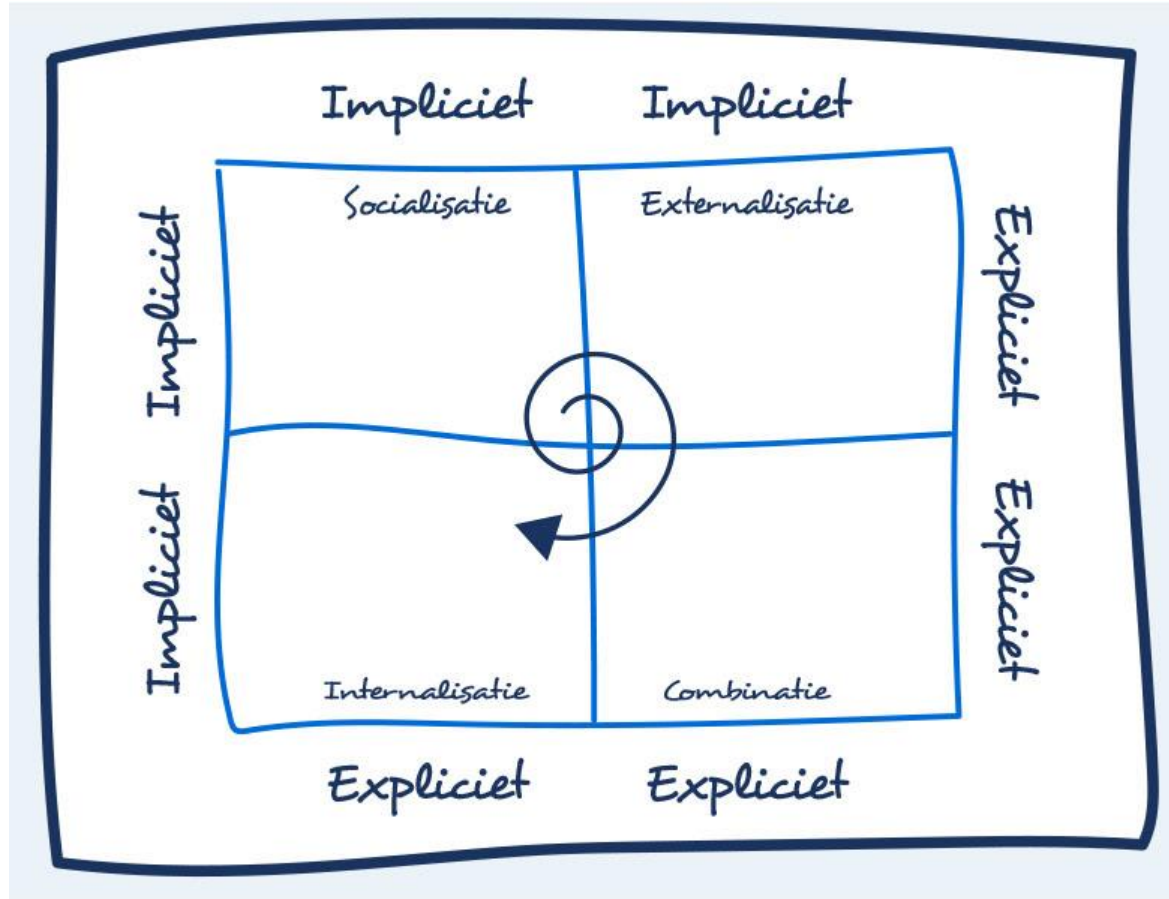
Persona

Perfekte vertegenwoordiging van de doelgroep



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Deel 3: Ondernemende Lama met Energie!



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Ondernemende lama

what are other
words for
improvise?



extemporize, ad-lib, contrive,
devise, throw together, concoct,
wing it, improvize, extemporise,
invent



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E=MC²

Energie +

1. Bril
2. Kleding
3. Supermarkt
4. Onderwijs
5. Servies
6. Speelgoed
7. Kunst
8. Woonaccessoires
9. Vervoer
10. Restaurant
11. Sport
12. Wellness

=



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Improviserend ondernemen



“I have no special talent. I am only passionately curious.” – Albert Einstein

“The most certain way to succeed is always to try just one more time.” – Thomas Edison

Dragon's Den



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Dialog

Persoon, product & proces



Ondernemer, Onderneming & Ondernemerschap

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**Alleen ga je snel,
samen komen we verder**

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j.loef@pl.hanze.nl

06-20314612