

# **OUTSIDE INC.**

***UNLEASHING THE JOY OF MEANINGFUL ENTREPRENEURSHIP***



# POLL



# Who is familiar with the term social **IN**trapreneur?

# INTRODUCTION



Marieke den Nijs  
*Anthropologist, traveller, mother and full-time entrepreneur since 2013*



# PURPOSE



**“90% of millenials is looking for purposeful work with impact”**

# POLL



**Who feels makes an  
impact in their current  
job?**

# FUTUREPROOF ORGANIZATIONS



# SOCIETY



**organisational value**



**customer value**



**towards future proof solutions**



**societal value**

# ORGANISATION





# CUSTOMER

**organisational value**



**customer value**



**towards future proof solutions**



**societal value**



# FUTUREPROOF ORGANIZATIONS



# POLL

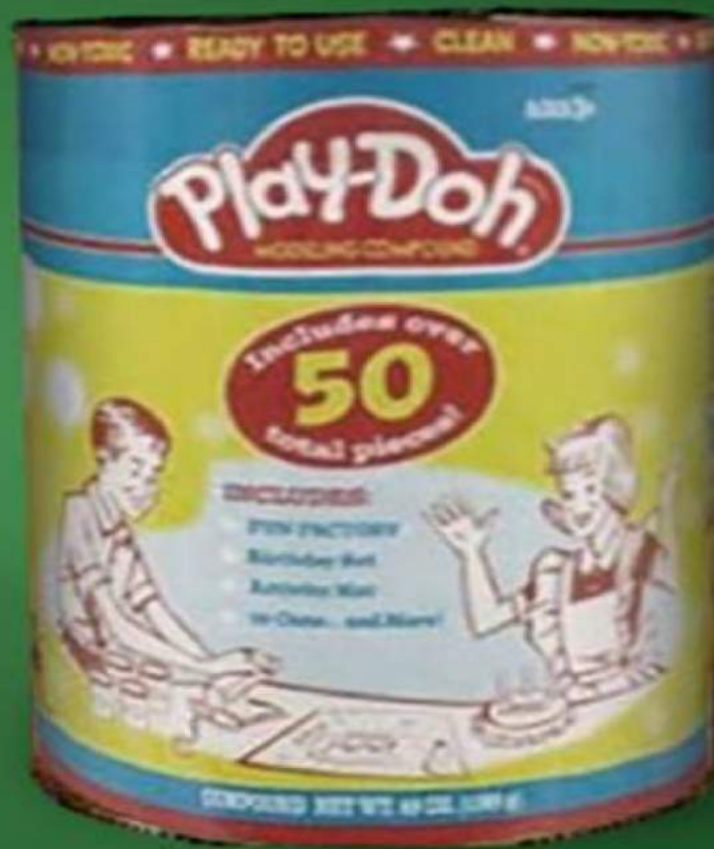


# Who currently works on an innovative project?

# EXAMPLE



# FROM DETERGENT TO TOY



# INNOVATION LESSONS OF PLAY-DOH



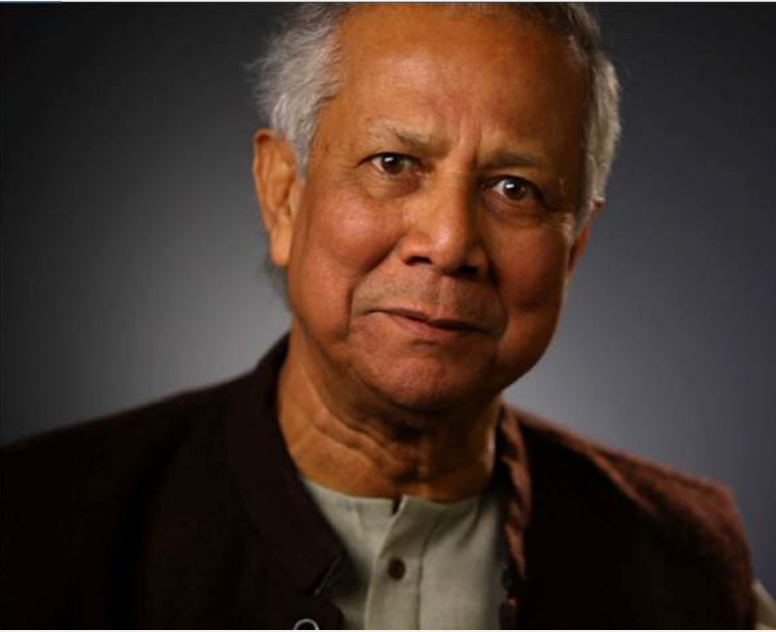
- 1. Make use of your inhouse qualities**
- 2. "Think beyond your legacy"**

# WHAT IF..?



**"90% of millenials is looking for purposeful work with impact"**

# DIFFERENT TYPES OF ENTREPRENEURS



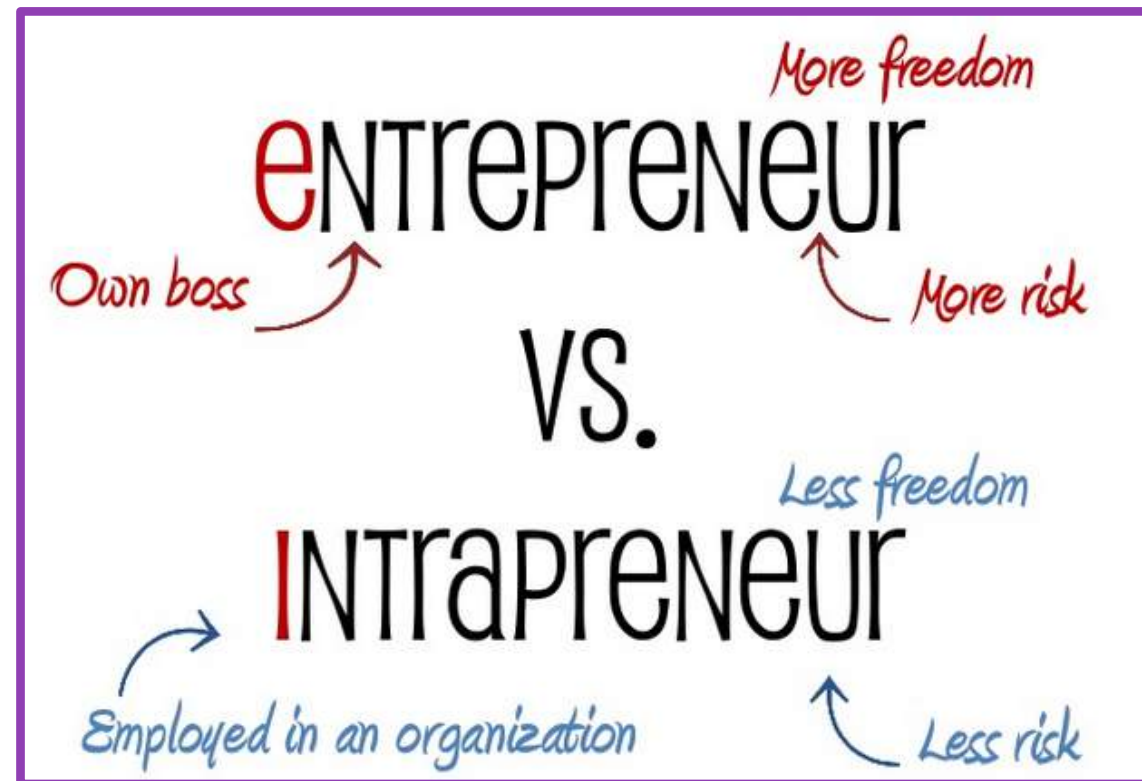


# CHANGE YOUR ORGANIZATION FROM THE INSIDE OUT



## Social **IN**trapreneur:

- Connect your personal purpose with company purpose
- Employ company resources for social impact



**CSR** CORPORATE SOCIAL RESPONSIBILITY



**CSE** CORPORATE SOCIAL ENTREPRENEURSHIP

“What we firmly believe is that if we focus our company on improving the lives of the world's citizens and come up with genuine sustainable solutions, we are more in sync with consumers and society and ultimately this will result in good shareholder returns.”  
*Paul Polman, CEO Unilever*

**OUTSIDE INC.**  
WE GROW IMPACT VENTURES

[www.outside-inc.nl](http://www.outside-inc.nl)  
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**TRADITIONAL BUSINESS:**

- MINIMIZE NEGATIVE IMPACT
- INCREMENTAL INNOVATION
- STIMULATING SUSTAINABLE BEHAVIOUR (CULTURE OF DOING GOOD)

**NEW FUTURE PROOF BUSINESS:**

- MAXIMIZE POSITIVE IMPACT
- TRANSFORMATIONAL INNOVATION
- STIMULATING ENTREPRENEURSHIP AND INNOVATION (CULTURE OF PUPOSE)



**STEVE JOBS:**

**“The Macintosh team was what is commonly known as intrapreneurship... a group of people going, in essence, back to the garage, but in a large company”.**

# VIDEO



<https://vimeo.com/120581837>

POLL

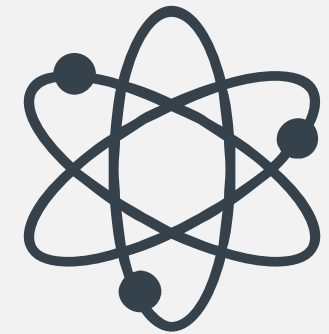


**What are success factors  
for innovation you saw in  
the video?**

# SUCCESS FACTORS TO INNOVATE



**Purpose**



**Find allies**



**Experiment and  
start small**

# YOU CAN NOT DO IT ALONE!



**Ideas do not exist in one place  
You need different strengths to make innovations happen**



# EXAMPLE: INTERFACE



1994

"We have to cut the umbilical cord to oil!"  
— Ray Anderson



2020

Our commitment to eliminate our negative impact on the environment.



# VIDEO

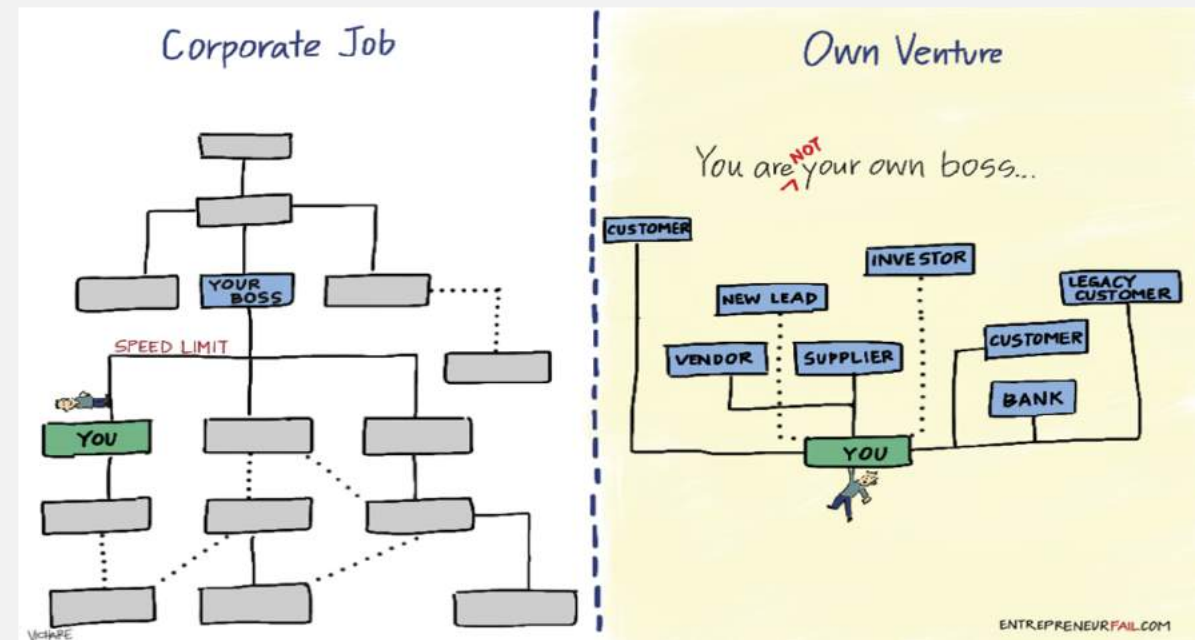


<https://www.youtube.com/watch?v=DX6Uidpg3VM>

# WHAT NEEDS TO BE IN PLACE FOR ENTREPRENEURSHIP?



1. **Strategy and goals linked to core business**
2. **Support from the top and management level**
3. **Ownership of innovative projects (senior champions)**
4. **Governance, KPI's and stagegates in place**
5. **Single access point for intrapreneurs and startups**
6. **Autonomy and work discretion (freedom to fail)**
7. **Resource and time availability**
8. **Open organizational boundaries (treat startups as partners and find allies)**



# INNOVATIVE PACKAGING EXAMPLES



### Innovative materials



### Change the product



### Technology



### Innovative design



### Change the system



# IT ALL STARTS WITH YOU!



SUSTAINABLE DEVELOPMENT GOALS  
17 GOALS TO TRANSFORM OUR WORLD

# What makes you tick?

*Connect to those with similar purpose!*



THE LEAGUE OF INTRAPRENEURS

CONNECT!

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INTRAPRENEURSHIP  
PROGRAMS

INTRAPRENEURSHIP  
TRAINING

# OUR IDENTITY



THIS IS WHY WE EXIST: **OUR PURPOSE**

***UNLEASHING THE JOY OF MEANINGFUL ENTREPRENEURSHIP***



THIS IS WHAT WE WANT TO BE: **OUR VISION**

***TO BE THE TRUSTED SIDEKICK OF LEADERS & INTRAPRENEURS WHO DARE TO PAVE THE WAY OF THE NEW ECONOMY***



THIS IS WHAT WE DO: **OUR PROPOSITION**

***WE ENABLE LEADERS & INTRAPRENEURS TO SHAPE FUTURE-PROOF ORGANISATIONS***

# OUR PRODUCT PORTFOLIO



## PURPOSE DISCOVERY

*YOU WANT TO PROVE THE VALUE OF INNOVATION EFFORTS AND ALIGN THEM TO THE ASPIRED FUTURE OF THE ORGANIZATION*

*TOGETHER WE BUILD A STORY FOR STRATEGIC INNOVATION BY ESTABLISHING PURPOSE ALIGNMENT, INSIDE AND OUTSIDE YOUR ORGANISATION.*

[READ MORE](#)



## FOSTERING INTRAPRENEURSHIP

*YOU WANT TO BUILD AN EFFECTIVE INNOVATION FUNNEL FUELED BY THE UNIQUE POWERS OF YOUR INTRAPRENEURS*

*WE HELP YOU TURN INNOVATION POTENTIAL OF THE CORE-BUSINESS INTO FUTUREPROOF BUSINESS CONCEPTS.*

[READ MORE](#)



## BUILDING A FUTURE-PROOF ORGANIZATION

*YOU WANT TO ACCELERATE INNOVATION BY SHAPING THE RIGHT ORGANIZATIONAL FRAMEWORK FOR INNOVATORS TO THRIVE.*

*WE HELP YOU DEVELOP A CULTURE, LEADERS AND THE RIGHT GOVERNANCE THAT SPARK AND NURTURE INNOVATIONS.*

[READ MORE](#)



## CUSTOMER CENTRIC INNOVATION

*YOU WANT TO DEVELOP CUSTOMER INTIMACY AND CREATE SHARED VALUE.*

*WE HELP YOU UNDERSTAND THE NEEDS OF YOUR CUSTOMERS AND CREATE SUSTAINABLE SOLUTIONS THAT USERS CARE ABOUT.*

[READ MORE](#)



## COLLABORATIONS FOR NEW BUSINESS

*YOU WANT TO LEVERAGE UNIQUE CAPABILITIES THAT HELP EXPAND THE ORGANIZATIONAL BOUNDARIES.*

*WE HELP YOU BUILD AN INNOVATION ECOSYSTEM WITH STARTUPS, SCALE-UPS AND EXPERTS THAT CAN TRANSFORM THE FUTURE OF YOUR BUSINESS.*

[READ MORE](#)

# OUR VALUES



THIS IS HOW WE WORK:



**HOPE**  
WE BELIEVE THE FUTURE IS FULL OF ENDLESS OPPORTUNITY



**TOGETHER**  
WE COLLABORATE TO LEVERAGE UNIQUE POWERS



**DARE**  
WE NAVIGATE THE TENSION BETWEEN THE OLD AND THE NEW



**PLAYFUL**  
WE BOOST CREATIVE CONFIDENCE TO SEEK BREAKTHROUGHSS

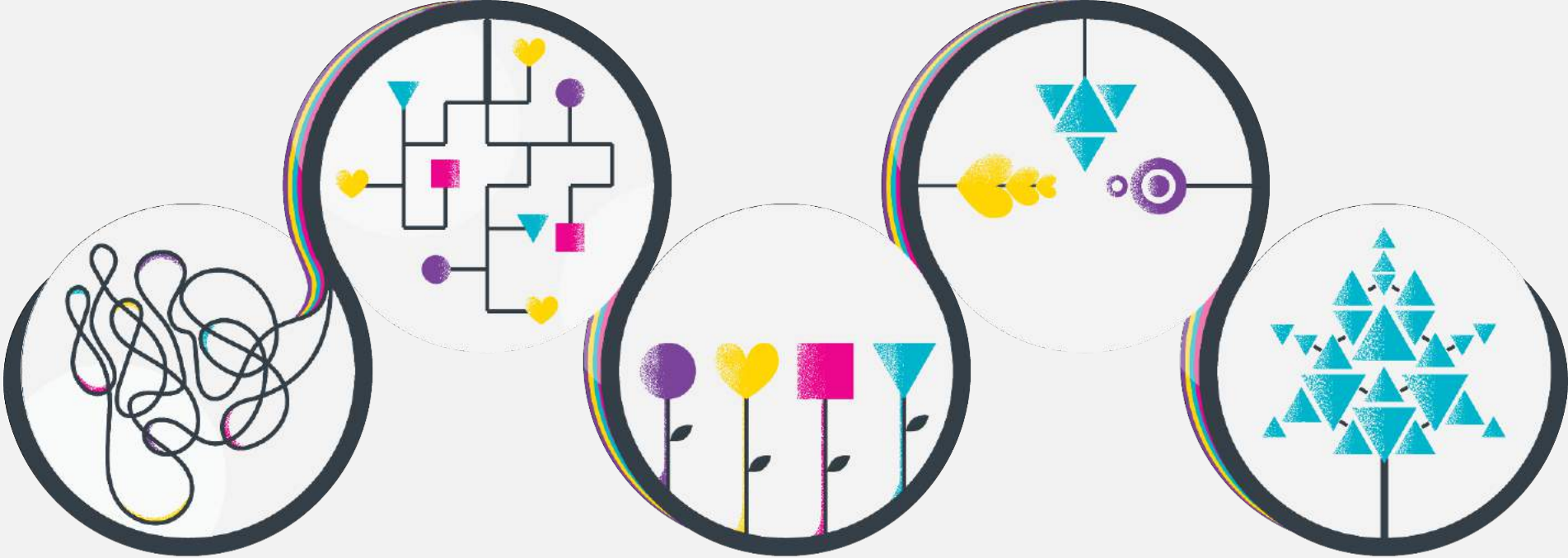


**IMPACT**  
WE STRIVE FOR RESULTS THAT TRULY MATTER





# OUR 5S INNOVATION PROCES



## SPARK

UNDERSTAND THE CURRENT SITUATION AND CO-CREATE A CALL TO ACTION

## SCOUT

FIND SOLUTIONS FOR THE PROBLEM AND ACTIVATE THE INTRA/ENTREPRENEURS

## SPROUT

GROW AND VALIDATE THE BUSINESS CONCEPTS

## SPIN

EXECUTE EXPERIMENTS, LEARN AND PIVOT RESULTING IN A FIRST PROOF OF CONCEPT

## SCALE

WIDE IMPLEMENTATION OF THE BUSINESS CONCEPT BECOMING BUSINESS AS USUAL