

THE FUTURE-PROOF SESSIONS

BY

sirris



business
of the future

DESIGNING A FUTURE PROOF BUSINESS

Digital technology is changing the what and the how of business. Digitally enabled innovation alters the core of the offering, affecting often both the product and the business model. This evolution offers opportunities as well as threats; it is in any case impossible to continue to build, sell and service as before. In this program, we want to offer you inspiration, guidelines and a set of best practices to cope with this new world.

We start from a basic definition: A «future-proof business» combines the possibilities offered by technology with the opportunities linked with the business models of the digital age. The building bricks of business innovation are emerging technologies and digital business models (see table).

If you want to know more about these elements, consult our Sirris Business of the Future Cheat Sheet.



A FUTURE-PROOF BUSINESS IS A COMBINATION OF

Emerging Technologies	Digital Business Models
Additive Manufacturing & 3D Printing	Digital Subscription Model
Robots & Cobots	
Autonomous Vehicles	
Drones	Data Driven Business Model
Geospatial & Location Based	
Human Augmentation & Intelligent Wearables	
Internet of Things	Digital Marketplace Model
Augmented Reality	
Virtual Reality	
Artificial Intelligence	Community Building Model
Chatbots	
Cyber Security	
Blockchain	
The API-economy of Web Services	

7 GOOD REASONS TO JOIN THE SESSIONS

SIRRIS KNOWS YOUR INDUSTRY

Sirris has 70 years of experience in advising and coaching Belgian technology companies in expertise domains such as materials, manufacturing, software engineering, data innovation, sustainability and mechatronics. Over 150 in-house technology experts, active on 8 sites with hightech infrastructure. Sites perform yearly more than 1.500 projects. Together with its partner Agoria, Sirris has a deep know-how in industry-specific value chains and ecosystems.

SIRRIS IS A MAJOR ADVISOR TO THE BELGIAN STARTUP AND SCALEUP ECOSYSTEM

Since 2004 Sirris has coached over 450 digital ventures in domains such as product engineering, go to market, scaling and internationalization. Deep insights about startup and scaleup growth patterns are acquired through proper coaching formats such as Scaleup Flanders, Startathlon, MyAdvisoryBoard and Accelerate. The team members act as mentors in numerous startup programs such as Imec iStart, Roularta MediaTech, Duval Union Academy, Startit-KBC, etc. The Sirris cartography of the Belgian venture landscape is the de facto standard for private and public stakeholders in Belgium.

SIRRIS DISPOSES OF PROPRIETARY DATA ABOUT DIGITAL VENTURES IN BELGIUM AND EUROPE

The Sirris database of European scaleups contains over 4.000 companies which raised a significant investment. This unique database offers insights in the share of specific technologies, business models, activity domains and investors in the venture ecosystem in Europe. This wealth in up-to-date information gives a clear view on the patterns and trends at work in the digital economy. A second database contains the data of about 3.000 Belgian digital companies and startups and the people behind them. It is the most extensive and detailed dataset about the Belgian digital landscape.



WE ZOOM IN ON YOUR BUSINESS AND INDUSTRY

We apply the databases, insights on the venture ecosystem and our know how about business models and technologies to fit your business case. Practically, we select the cases of European scaleups which are of most relevance for your situation. We highlight the technologies and business models which look applicable to your context. Each of them will be worked out with Belgian and European case examples.

WE GUIDE YOU FROM INSIGHTS TO A PLAN

Digital transformation is no curse or blessing on its own. It can bring value through the adoption of relevant technologies and selected changes to the business model. Identifying these and defining experiments about them is the surest way to go forward. The participation in the sessions helps you to define a set of tests to confirm hypothesis about a better business. This plan and the agile execution of it is the key outcome of the program. Sirris can coach you – outside the scope of the program – further in adopting the métier of new technologies through our expert services.

WE COMBINE BEST PRACTICES FROM THE INDUSTRY AND THE STARTUP WORLDS

Digital intrapreneurship and Corporate venturing require an approach which is a hybrid “best-of-both-worlds” combination: on the one hand, projects are set up as experiments as thought by Lean Startup, development progresses through a number of Minimum Viable Products, the team will develop its proper go-to-market material. On the other hand, the intrapreneurs will benefit from the company’s expertise and resources in the industry, to fasten the product-market fit.



WE HAVE A PROVEN TRACK RECORD

Sirris combines the input from technology experts and business coaches with a long track record in corporate and startup projects. We are always upgrading our expertise through research projects in the domains of IoT, artificial intelligence, cyber security, blockchain, hardware, cloud, etc. Session modules are offered through Nexxworks, Solvay Business School and Antwerp Management School in their business programs. Sirris is seen on a European, national and regional level as an authority in the domain of digital venturing.

THE SESSION COACHES

OMAR MOHOUT

Omar Mohout, currently Entrepreneurship Fellow at SIRRIS, is a former technology entrepreneur, a widely published technology author, C-level advisor to high growth startups as well as Fortune 500 companies and Professor of Entrepreneurship at the University of Antwerp, the Antwerp Management School, ULB and Solvay Brussels School of Economics and Management.

He is author of several inspiring books such as 'Pricing Strategies for Startups' and 'The Belgian Startup Landscape', he writes for VentureBeat, SaaScribe, Data News, Bloovi, StartUs and is academic contributor to the European Startup Monitor. He's involved in the organisation of several workshops for startups and scaleups.

He is Co-chair of the Circle Of Growth, Community host for Corporate Venturing Europe, Organiser of the Growth Hacking Meetup, Co-founder of the #BeTech Community and he keeps track of European funding and scaleups on scaleups.sirris.be.

He is an active member of the Board of Directors at Startups.be and serves at the board of high growth technology companies Aproplan.com and Teamleader.eu. He joined recently the Board of Directors of venture capital fund imec.iStart.

Mohout is Chairman of the Strategy Advisory Board of VITO, Chairman of BeCentral, Advisory Board member of the Euronext TechShare Program and member of the Advisory Boards for Digital Transformation Conference and Internet of Things Convention.

He is a mentor at Nexxworks, Duval Union, Founder Institute, imec.iStart, Startit @KBC, Startathlon, Virtuology Academy, Flanders DC, Belgium Ambassador at World Startup Report, Innovator Community Ambassador for Belgium, Ambassador for MIT Innovators Under 35 Europe and Country Ambassador for UBI Global.

Mohout is a keynote speaker and panellist on technology, entrepreneurship and innovation topics at leading conferences.



OMAR MOHOUT



PETER VERHASSELT

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Peter has gained experience in material and machine building industries. He is a generalist with degrees in applied science, law, economics, IP and management, and he is an expert in operations and metrics about digital acceleration.

Peter joined Sirris in 2005 to co-develop the Software Engineering and ICT activities. He is program leader of the acceleration programs Mistral for industrial SME and Startathlon for digital ventures.

He is a member of several venture advisory boards and a Coach at iStart-KBC, European Venture Contest, ICAB-X, MIT Technology Review Innovators Under 35, etc. Peter is the author of the book "Hyperscale and Microcare, The Digital Business Cookbook".

NICK BOUCART

Nick Boucart is principal technology advisor at Sirris. He likes working on the crossroads where technology, business and engineering meet. Brainstorming about new concepts, products and services, searching for ways to validate and implement these ideas, finding public funding and research opportunities, these are just a few of the things Nick does for his clients.

Nick is especially interested in helping software entrepreneurs transform their current offering into a SaaS model, rethinking their business model, software architecture and internal processes, taking into account the latest agile, lean startup and devops tools and practices. His current focus is on helping SaaS product managers become more data driven in their decision making

His background as a software engineer helps him understand the technical implications of putting a software product in the market. He is naturally eager to try out new technologies and is always wondering how to apply them in real life situation.

Nick is an interim CTO for startups that don't have the required technical skills in-house.

He is a junior growth hacker especially interested in engineered, automated and data driven growth engines.

Nick often speaks in public, mentors at KBC@startit, imec.startit, b-sprouts, scaleup.vlaanderen and Sirris's own Startathlon. He co-authored "The Art of Software Innovation" and is currently working as a co-author on "Hyperscale and Microcare, The Digital Business Cookbook". In his spare times, he runs a monthly CoderDojo in Halle, teaching children how to code.



NICK BOUCART

A COMPLETE TRAINING

DIGITAL BUSINESS PATTERNS (SESSION OF HALF A DAY)

Trends in the Belgian and European technology landscape

Insights on the Belgian and European level about industries, cities, B2B vs. B2C, technologies, business models, emerging and fading trends, spin-off sources, corporate and risk capital investors, etc.

Resource: Belgian and European venture databases by Sirris.

Inspiration from Scale up examples

Practical cases from Europe in your industry which have adopted new technologies, go-to-market strategies or valorisation models to serve the needs.

Resource: Belgian and European venture databases by Sirris.

Exercise: How to compete with giants using business model innovation

Workshop on how to compete with Airbnb and Booking.com in the travel and accommodation industry.

Resource: Business model pattern research by Mohout.

DIGITAL BUSINESS AND THE RULES OF THE GAME (SESSION OF HALF A DAY)

Experimentation: market-driven approach in times of extreme uncertainty

Lean startup applied in a corporate context: application of essential tools and methodologies such as Lean canvas, Minimum Viable Product, the four growth stages of a venture, agile planning.

Resource: "From Idea stage to Problem/Solution fit" book by Mohout.

Hyper scalability and 10x thinking rules

The characteristics of a perfect business model. Opportunities and threats of a digital business and their impact on growth tactics.

Resource: Body of knowledge from the Star-tathlon and Scaleup programs by Sirris

Digital footprint

A strong online presence or a digital footprint is a condition for affordable customer growth through inbound marketing and network effects. Uncover the ecosystem and stakeholders of competitors and benchmarks. Develop a lean content machine. Monitor your strength towards competition in traffic, content, links and analytics.

Resource: Digital Due Diligence methodology by Sirris

DIGITAL BUSINESS OPERATIONS (SESSION OF HALF A DAY)

Operate the Subscription model

The subscription model is a dominant digital business model. It is the valorisation engine behind the “as a Service” offering. We look to its mechanics with the critical processes, metrics and team roles.

Resource: the book “Hyperscale and Micro-care, The Digital Business Cookbook” by Verhasselt and Boucart.

The Tech stack and the API-economy

Designing and engineering a digital technology stack is no easy thing. The stack not only serves the product functionality but also the delivery and monetization activities of the business, it has to be a “full stack”. Its scope is wide, so leverage the API-economy of web services. Optimise in small steps, develop your business as a living lab.

Resource: Body of knowledge from the Tech stack review program by Sirris.

Revenue models and financial plans

Understand the revenue and cost mechanics of a digital business. Simulate the impact of key metrics on working capital need and venture valuation. Develop a pricing model for a recurring service business.

Resource: the financial model for subscription businesses by Creado and Verhasselt, the book “Lean Pricing” by Mohout.

DIGITAL BUSINESS MODELLING (SESSION OF HALF A DAY)

The digital market place

This business model is, together with the subscription model, the most popular at European scale ups. Exploiting it requires a specific approach to manage the two sides of the user base. There is a growing relevance of data exploitation for matching and recommendation.

Resource: Business model pattern research by Mohout.

The data-driven business model

Data-driven business means making money through collecting, aggregating, analysing and selling data. A few percent of scaleups in Europe apply this model. In a larger part the data is used as a collateral asset to enhance the value of the offering.

The community building model

This model builds value through the animation of a community that can be activated to influence, assist, advice or promote towards peers. A few percent of scaleups in Europe apply this model.

Adoption in the industry value chain and managing risk

A digital business induces risk and adoption fears on two levels: the extended scope of the product in delivery and monetisation induces legal issues such as service levels, data security, hosting location, etc. Secondly, the service alters in many cases also the value chain by disrupting the distribution and servicing channels.

PRICING

BASIC SESSION

The cost of a half-day session in your offices is €2.495, the preparation with industry cases included.

If you opt for a combination of sessions, please contact us for a quote.

INDIVIDUAL FOLLOW UP AND COACHING

We offer individual coaching trajectories and feedback on your plans. These will be invoiced at the Sirris senior advisor rates.

FOR WHOM LOOKING FOR WHAT

The sessions are targeted at professionals in businesses which are affected by digital transformation, especially on the level of products and the business itself.

People who look for practical answers on questions such as “do I turn my offering into a service?” or “how can I attract in a scalable way new customers?”. The final goal is to have a first plan to start experiments about an identified use case.





DEMON-STRATORS

Digital technology and business model are intangible subjects. One of the core aims of the Future-proof team is to concretise as much as possible the insights, by for instance showing the applications and web pages of relevant European or Belgian cases. Another way is by demonstrating live the ease of use or the impact of a digital solution. Some examples of live demos are:

- Proof of existence via Blockchain
- Sentiment analysis in speech
- Smart chatbot
- Time capture desk device
- The Bitcoin e-wallet



driving industry by technology

**Want to know more about the program
or the Future-proof activities by Sirris:**

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