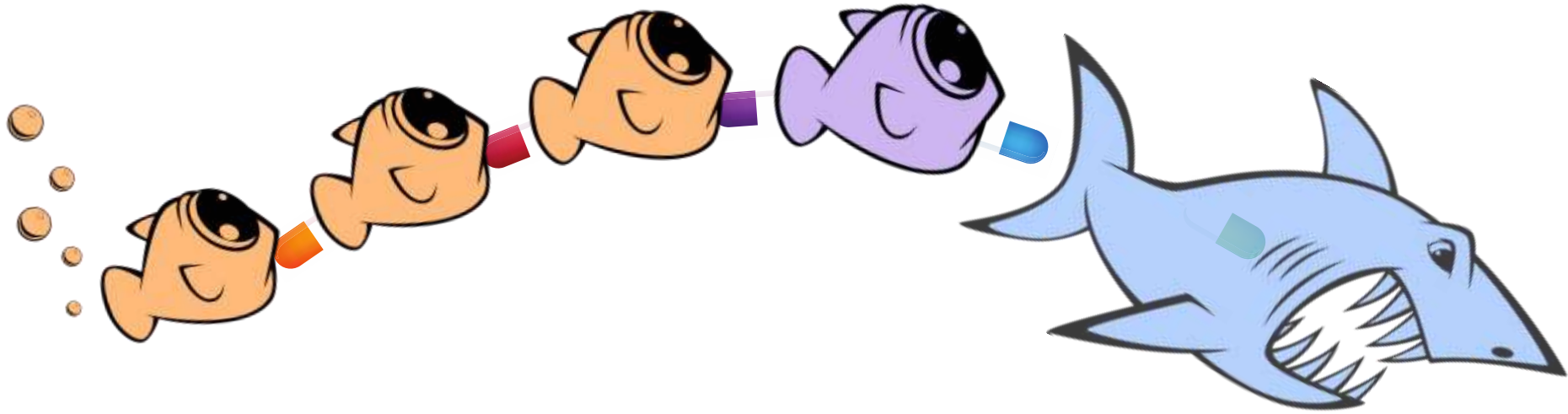
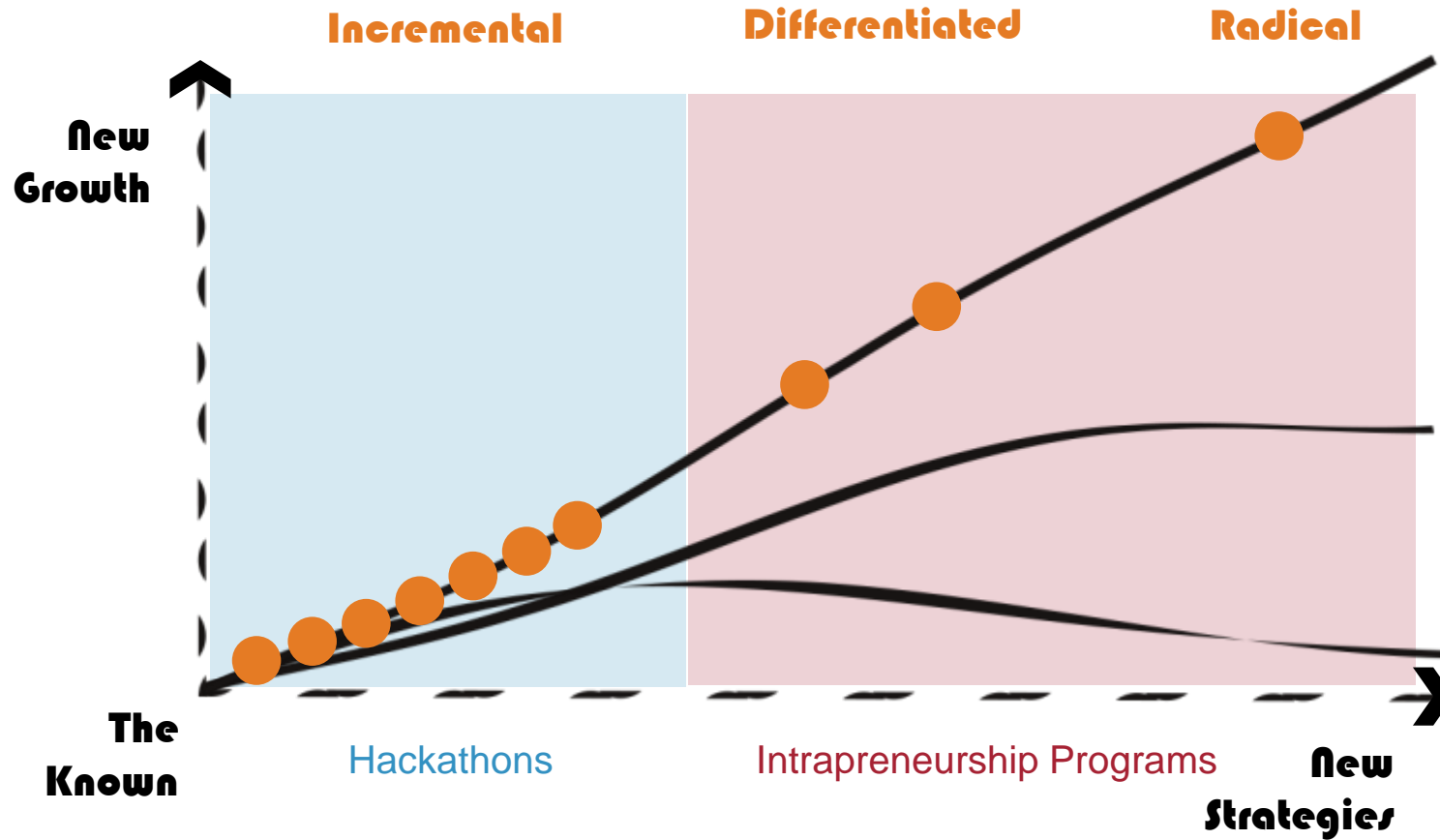


SUPER **STERIODS**



THAT SERIOUSLY **SCALE YOUR INTRAPRENEURSHIP** PROGRAMS

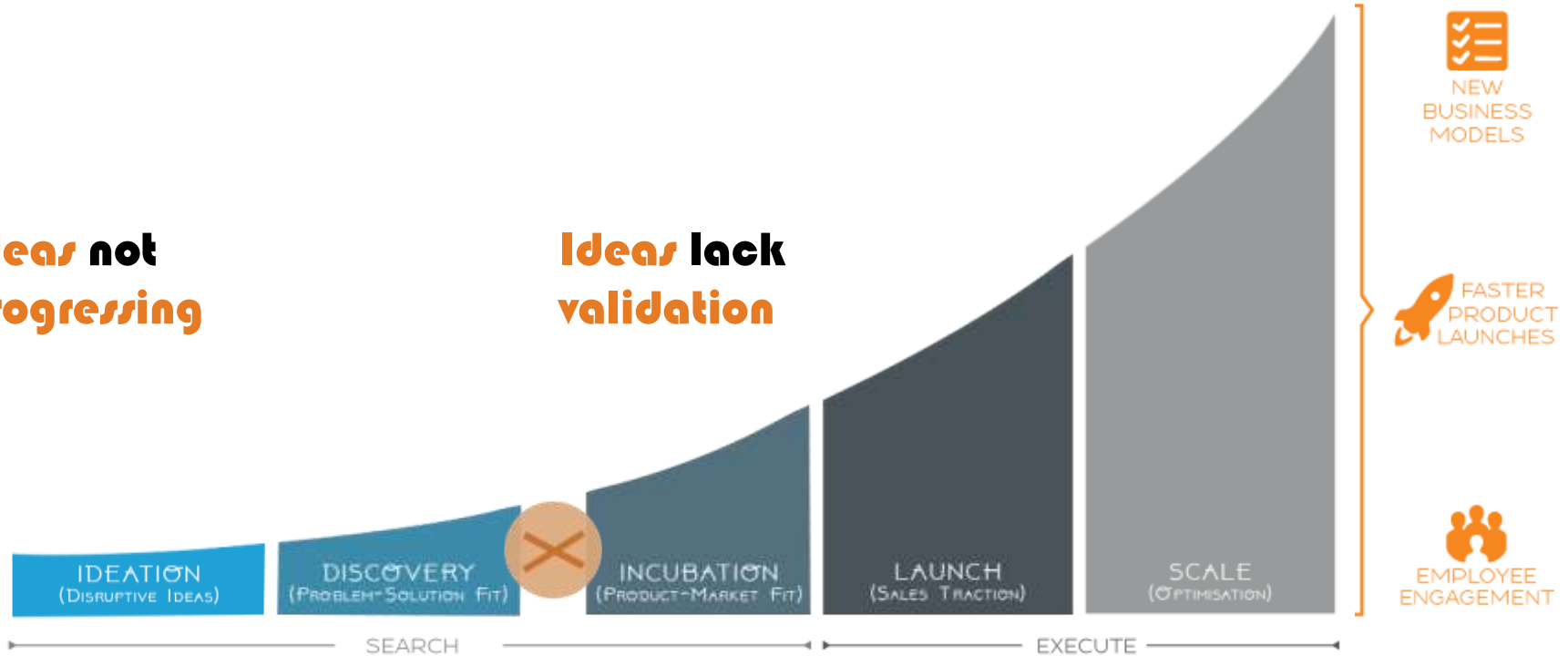




90% FAILING

**Ideas not
progressing**

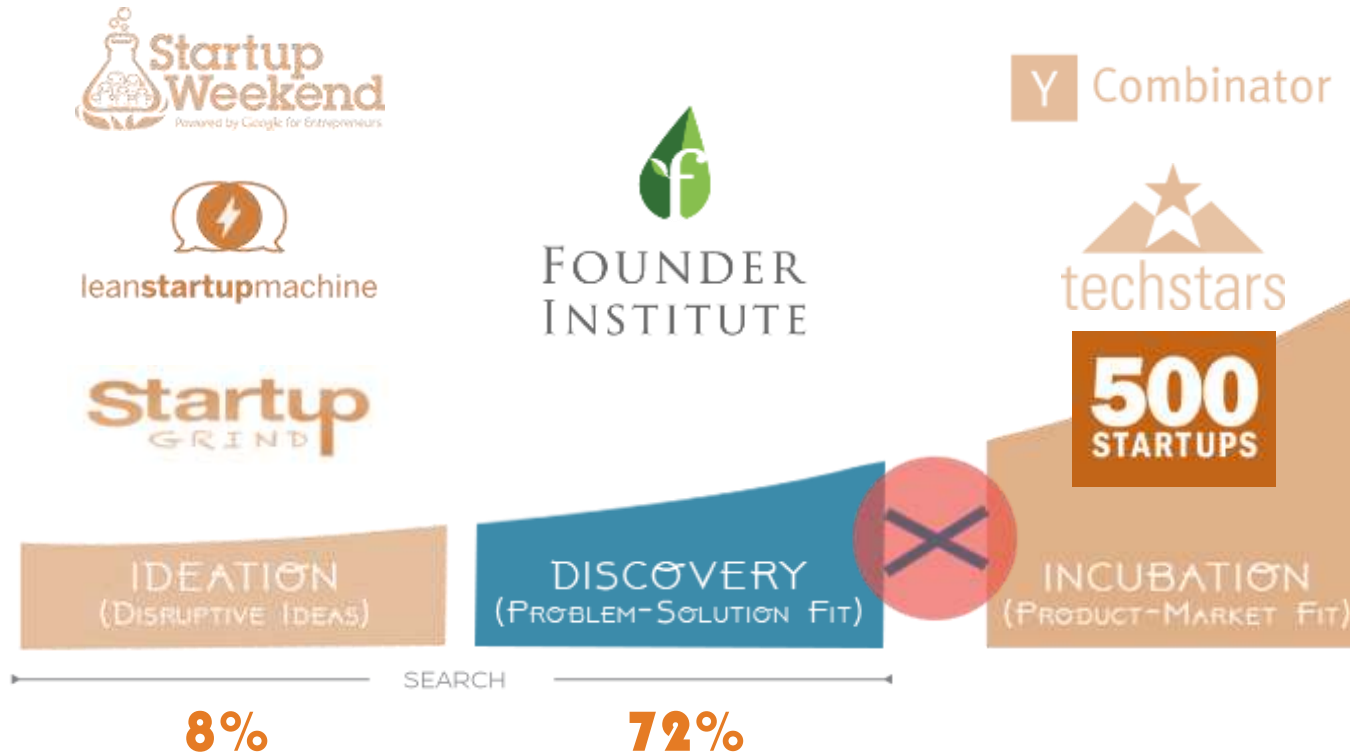
**Ideas lack
validation**



Valley of Death



STRUCTURE STERIOD

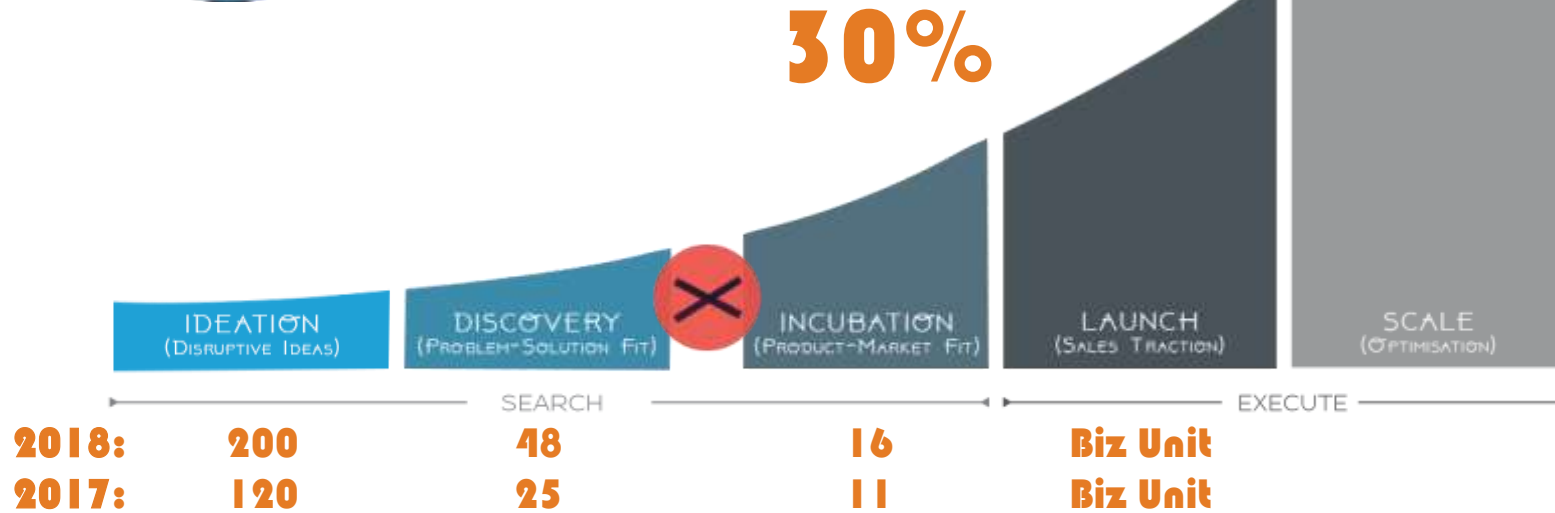




ROI



STRUCTURE STERIOD



25%

OVER 500 IDEAS SUBMITTED



BUT ONLY INCREMENTAL & PEOPLE NOT ENGAGED ENOUGH...

PEOPLE 1st IDEAS 2nd STEROID



- **like to analyse data**
AND
- **Easily build strategic relationships**
AND
- **Highly Adaptable**

PEOPLE 1st IDEAS 2nd STEROID



54.6%



37.6%



26.9%

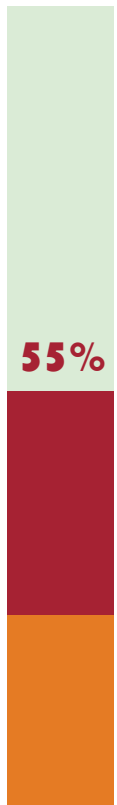


SENIORITY 11.6%

PEOPLE 1st IDEAS 2nd STEROID



ROI



30% - 40% Difference

- **Random Business Model Workshops**

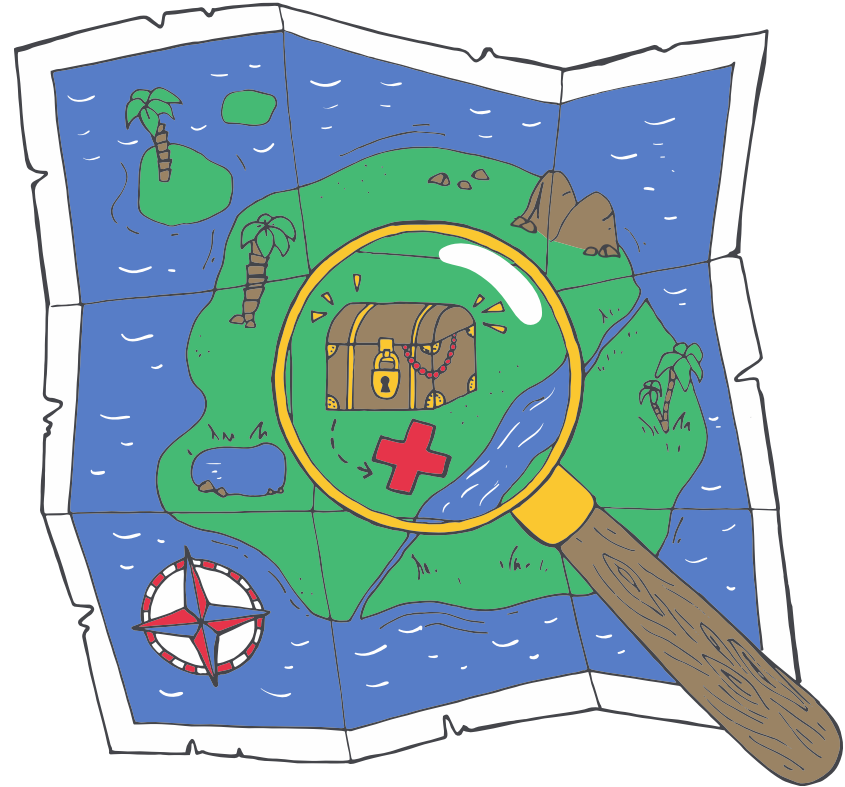
- **Talks by Professors /Entrepreneurs**

- **Co-working Spaces**



ARE NOT ENOUGH.

**DETAILED GUIDANCE
IS NEEDED >>**



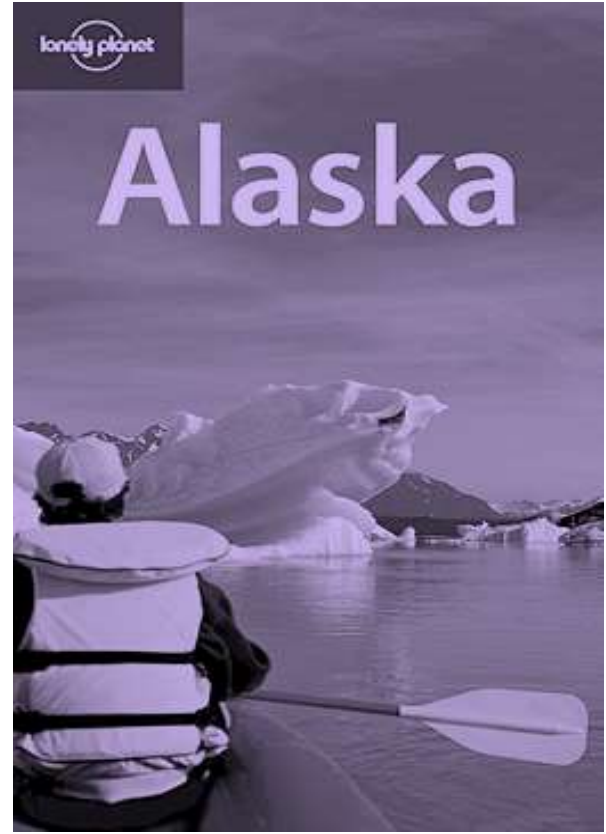
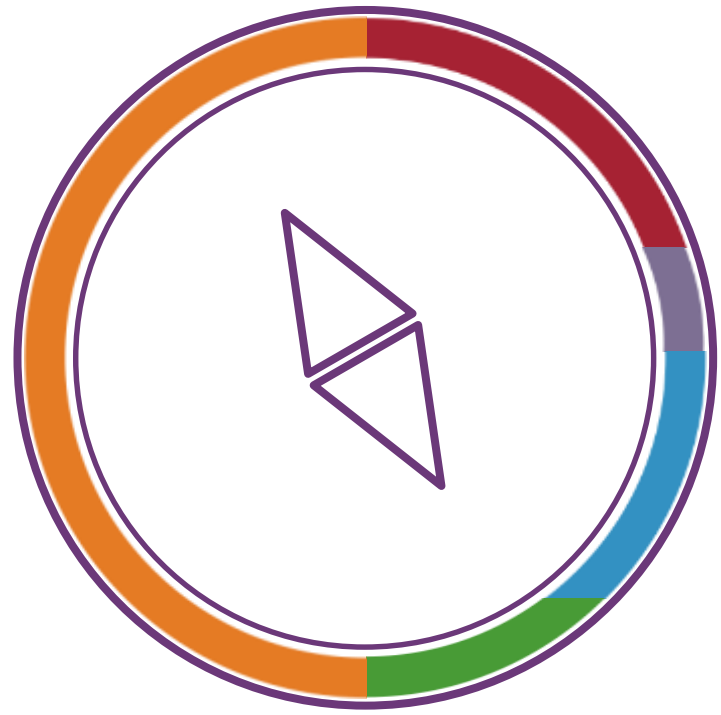
www.afce.co

jan@afce.co

LONELY PLANET STEROID

10 HRS of GUIDANCE PER WEEK:

- 10% Tutorials
- 15% Assignments
- 5% Documenting Assumptions
- 20% Expert Mentoring
- 50% lean Experiments





CHOOSE THE RIGHT GUIDE!

ROI



 **Strategyzer**



ACADEMY for
CORPORATE
ENTREPRENEURSHIP

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80%



23 blue boxes

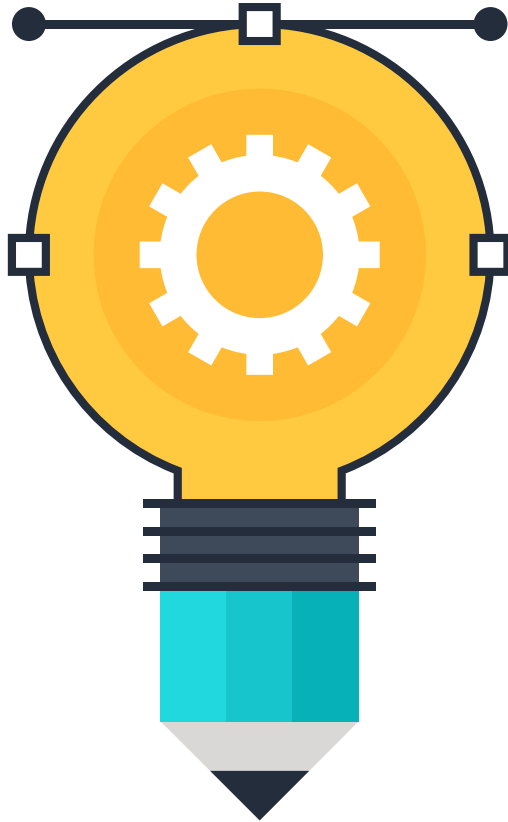
6: Infiltrate	6%
4 & 5: Investigate	22%
3: Improve	45%
2: Ideate	63%
1: Inception	92%

Innovation
funnel



ADOBE Kickbox
Enterprise innovation at scale

SLUSH FUND STEROID



USE FOR:

- **DEVELOPERS**
- **ONLINE MARKETERS**
- **DESIGNERS**
- **PROJECT MANAGER**

ROI

110%



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R.I.P.

SORRY, YOU DIED

SCALABILITY STEROID



**25% - 50%:
could become
coaches**

SCALABILITY STEROID



40% Questionable **funding Decisions**



SCALABILITY STEROID

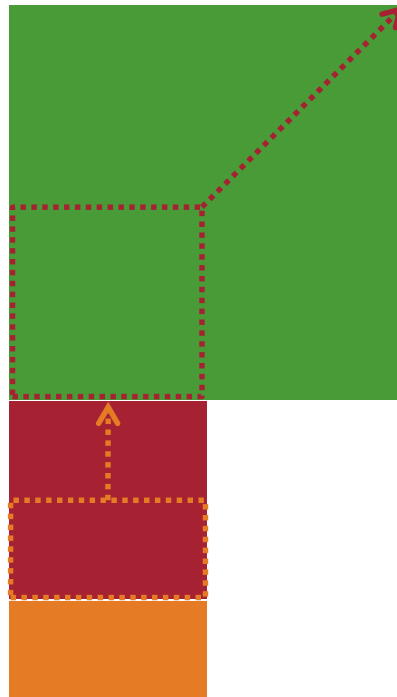
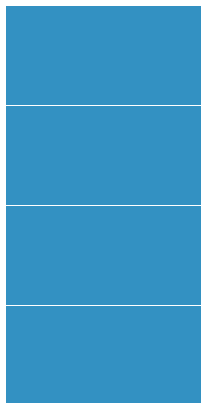
Allianz 

2018

2017

2016

2015



2018

2018

2017



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ROI



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5 SUPER STEROIDS FOR SERIOUS SCALE:



STRUCTURE



PEOPLE 1st IDEAS 2nd



LONELY PLANET



SLUSH FUND








SCALABILITY



WORKSHOP

5 SUPER STEROIDS FOR SERIOUS SCALE:

-  **STRUCTURE**
-  **PEOPLE 1st IDEAS 2nd**
-  **LONELY PLANET**
-  **SLUSH FUND**
-  **SCALABILITY**

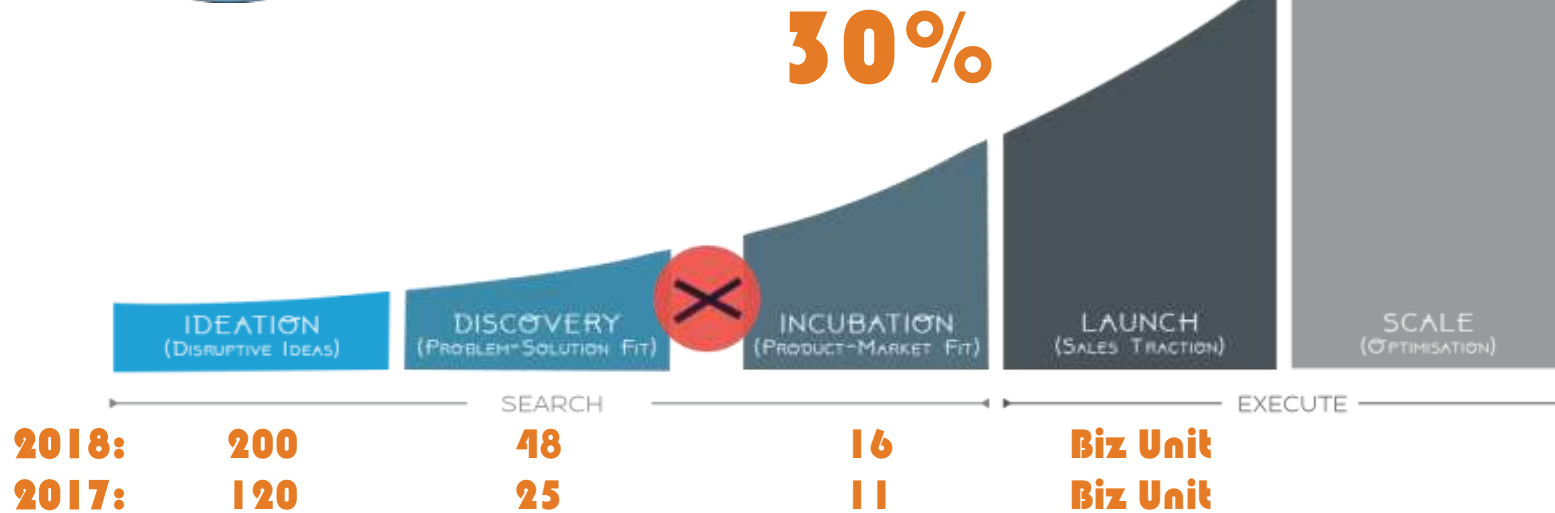




ROI



STRUCTURE STERIOD



25%

PEOPLE 1st IDEAS 2nd STEROID



54.6%



37.6%



26.9%

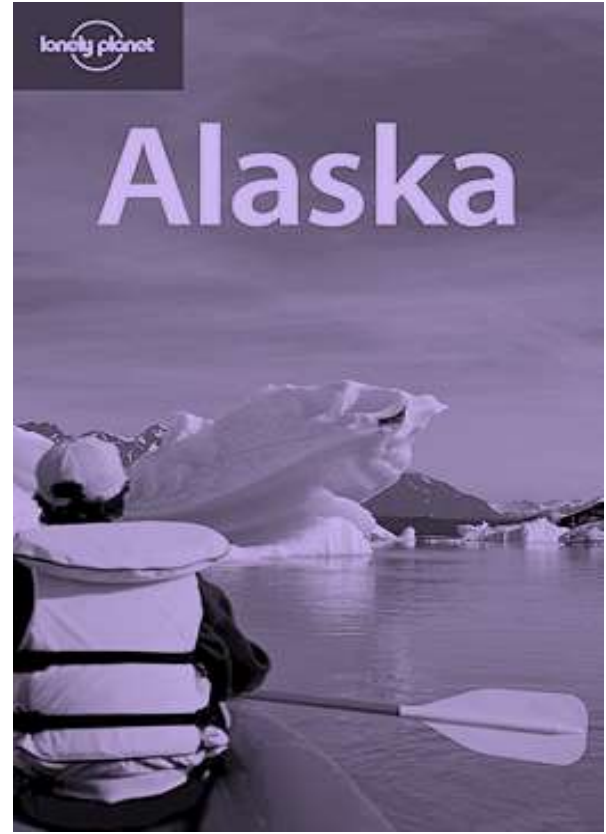
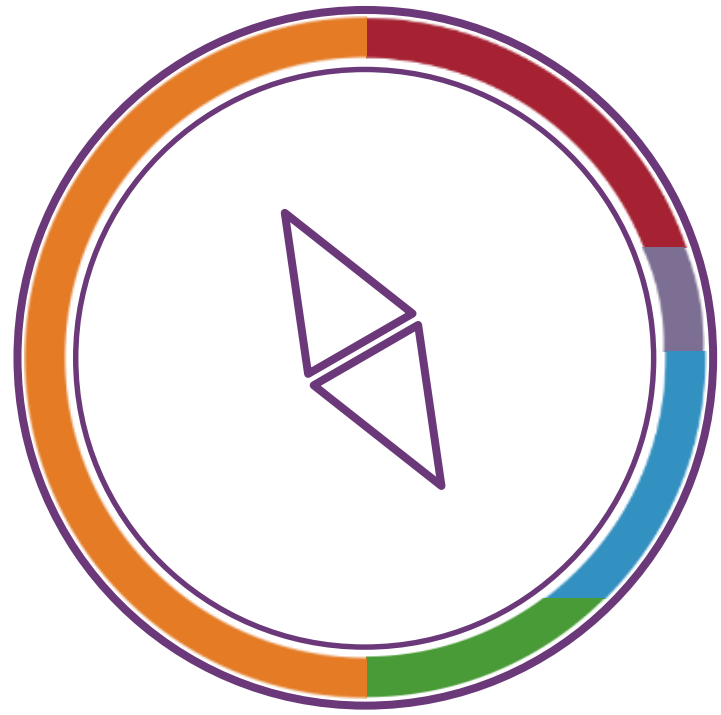


SENIORITY 11.6%

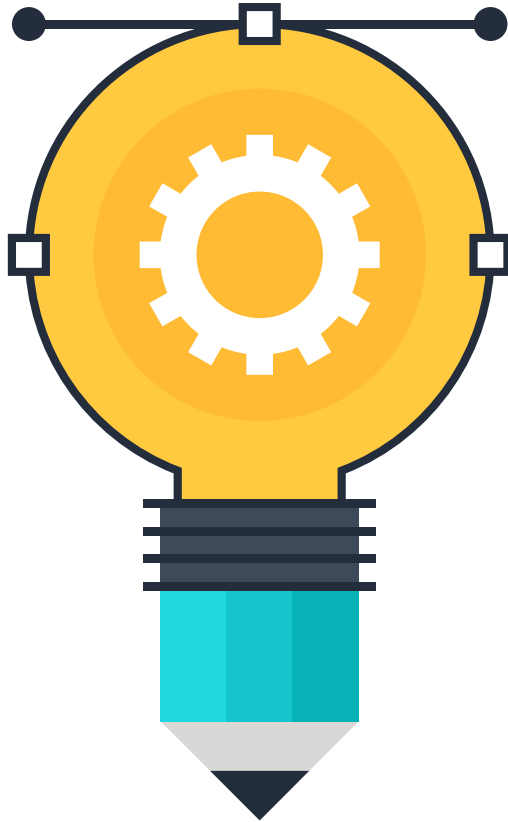
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SLUSH FUND STEROID



USE FOR:

- **DEVELOPERS**
- **ONLINE MARKETERS**
- **DESIGNERS**
- **PROJECT MANAGER**

ROI

110%



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SCALABILITY STEROID



25% - 50%:
could become
coaches

40% Questionable **funding**
Decisions

WORKSHOP

5 SUPER STEROIDS FOR SERIOUS SCALE:



- **Teams of 6 people**
- **20 mins 1st steroid**
- **20 mins 2nd steroid**
- **Share Out**
- **Demo some steroids**



STRUCTURE

Do you support 3 phases: Ideation, Discovery & Incubation? How?

PEOPLE 1st IDEAS 2nd

How do you filter people and match them to ideas?

LONELY PLANET

What “guidance” do you provide? Tutorials, assignments, mentoring, access to customers... Which phase?

SLUSH FUND

How do you encourage experimentation to validate assumptions and MVPs? Developers, designers, marketers, expenses...

SCALABILITY

Do you train execs? How do you equip Intrapreneurs to train / enable others?