

Project

Blinkende Toekomst

Customer

APG



Overview

Over the years we have developed from an internally focussed intrapreneurship program (for employees) to an open innovation program in which also outside entrepreneurs participated. We have build a skilled group of intrapreneurs throughout the years working various innovation cases for APG. This resulted in innovative experiments which were taken forward by their internal innovation department.

In 2019 we organized an open innovation program in which we co-created not only with end-users but also with outside innovators. During this “Blinkende Toekomst” program we called for entrepreneurs and intrapreneurs to design and prototype solutions that enable cleaners to enjoy their work today, and shape the conditions of their future.

We followed the Design Thinking process ‘Empathise’, ‘Define’, ‘Ideate’, ‘Prototype’ and ‘Test’ to come up with both innovative and user-centric solutions. We organised interviews with cleaners and experts from the sector to help intrapreneurs from APG gaining a deep understanding of the needs of their target group.



Take aways

- 5 teams delivered validated business concepts for improving the accessibility of pension services of people working in cleaning industry
- Improving customer centricity of existing services of APG
- Program provided a launching customer for a new service of a startup participant
- Established new collaboration between pension fund organization and APG

Results

- ↗ 37 business solutions from the organization
- ↗ 59 participants in intrapreneurship program
- ↗ 10 participating teams in bootcamp program
- ↗ 7 validated business concepts
- ↗ 2 adopted business solutions with intrapreneur team and business owner