

1nspiring®

YOUR NEXT STEP IN

BUSINESS

DEVELOPMENT

TRANSFORMING YOUR IDEAS

INTO REALITY

Bart Jenezon



Concept & text:
Bart Jenezon

Design:
Alex Venneker

1nspiring.com

ISBN: 978-90-827366-0-1

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Marc Wesselink, Managing partner Startupbootcamp:
Everyone runs around with a lot of ideas, but you only need 1 spark to ignite your idea and start to make a product from your idea; ...that's what Inspiring can do for you.

Tom Charman, CEO Hidden Planet:

Inspiring has been extremely helpful over the past few months. They introduced me to some fantastic people, and has also given us feedback on what we're doing, which has allowed us to refine our work, and create more leads as a result. I'm very thankful to have had the opportunity to work with them, and look forward to future outcomes.





Annette Beerepoot, Innovation consultant:

Inspiring helps you to think about your ideas and to convert them into a realistic business plan. Using the AO canvas makes it easier to define your business goals and strategy. And with help from the coaches and other attendants (if needed) you create a realistic action plan within a day.

Ohyoon Kwon, Co-founder WeQu:

I think Inspiring offers a lot of value to fresh entrepreneurs. When I first learned about the Inspiring way of working, my reaction was: it gives me a FULL overview on what startup/new business development takes, which took me more than 2 years of learning by doing a process without a proper guidance. If you can save 2 years and kickstart your business that is a big win.



Preface

Preface

This book offers guidance to entrepreneurs and small business owners. It provides an overview and snapshot of your next steps and what it takes to start and scale-up your business.

Inspiring delivers clarity and ease of use

Whether you use the Inspiring approach step by step beginning from that moment when you have an idea for a business, or whether you use the canvas to improve a business already up and running, Inspiring delivers clarity and ease of use.

To move from purpose to profit

In the start-up age and the era of the Internet of things, new methods to grow and improve businesses are available and required. We offer these with tools and maps you can use to get going, determine where you should focus, and move from purpose to profit.

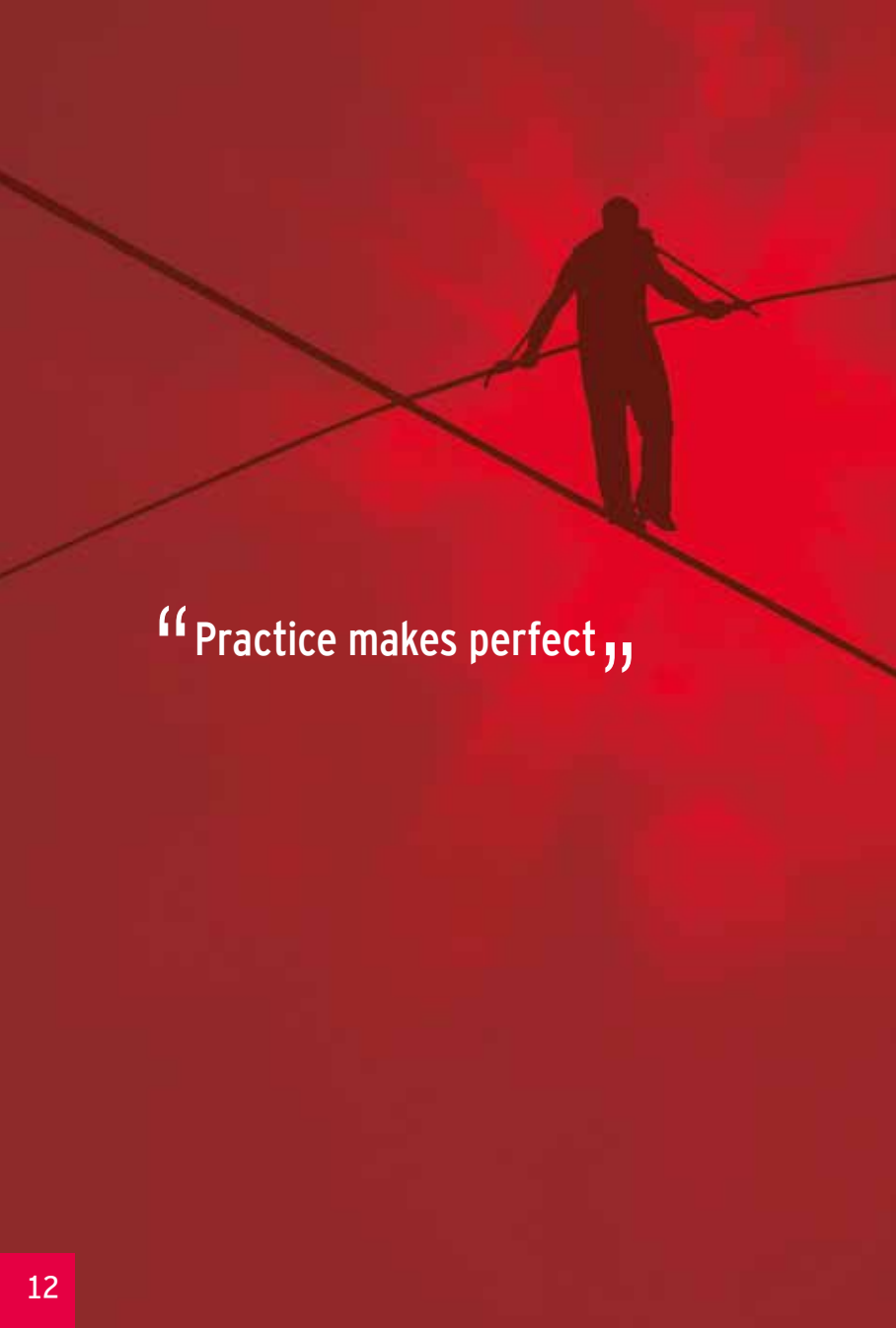
For your inspiration,

Bart Jenezon



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“Practice makes perfect,,



Introduction

User's guide

Introduction: User's guide

What you are reading is an instruction guide to start and scale-up your business.

The most useful and inspiring resource

We intend this manual to be the most useful and inspiring resource you can find to help you to keep you on a path to success. We rely on clear and simple tools and offer you a synthesis of the most accepted and implemented ideas used in business today. In this manual we will provide an in-depth exploration of each level.

Develop your business step-by-step

The model allows you to develop your business step-by-step following the three essential stages of business development:

I. Stand-up

Build your business on a strong foundation.

II. Start-up

Activate and validate your business by finding paying customers.

III. Scale-up

Size the opportunity and grow your business.



“ If we don't change direction
We'll end up where we're going ,,

Irwin Corey

For each of these stages there are three essential areas

I. Stand-up (foundation)

1. Idea (purpose)
2. Mission/vision (value creation)
3. Goals (milestones)

II. Start-up (activation & validation)

4. Action (game plan)
5. Business (product/service)
6. Creation (customer development)

III. Scale-up (co-creation)

7. People (organization)
8. Planet (customer segments)
9. Profit (finance)

Practice and movement

Every element of your business offers choice and each choice is connected to the the next. By combining and tuning these parameters, you can “see” the opportunities of change and choice available to you and create clear outlines to bring them into being.

Start with your idea and purpose in order to achieve your mission, vision and goals. Then put this into your business model through action, business & customer creation; to reach a higher level of impact and performance with people and the planet, you need to generate the necessary profit as a mutual benefit for all the shareholders and participants in the value chain.

This practice can be used in several ways and at several points of your business development. You can use the canvas as your mind map, pitchdeck and business plan. When you need funding or just starting up you could use it as a business roadmap for your team, potential partners and possible investors.

1

- Idea
- Mission / vision
- Goals

2

- Action
- Business
- Creation

3

- People
- Planet
- Profit



A

B

C



How to use

We will be moving through the canvas in order, from 1–9, as if you had an idea and said, “Hey, I want to make a business out of that.” But many people come to the canvas having already begun to investigate their business or with years of work on their idea behind them.

The Inspiring method is a practice that can be used in many ways. In other words: the order of the canvas matters less than understanding how it reflects the ongoing process of building a successful entrepreneurial enterprise, in which you are often doing many things at once.

But even long established companies should be checking to see if their purpose and actions align. They may use the method more as a checklist to make sure everything is running smoothly – which in the competitive world of business it rarely is – rather than as a their first road map.

Inspiring puts content into context. If you make a new version of the canvas each month or when you have another release or reach an important milestone, you will be thinking about where you are and keeping your focus where it needs to be.

How to begin

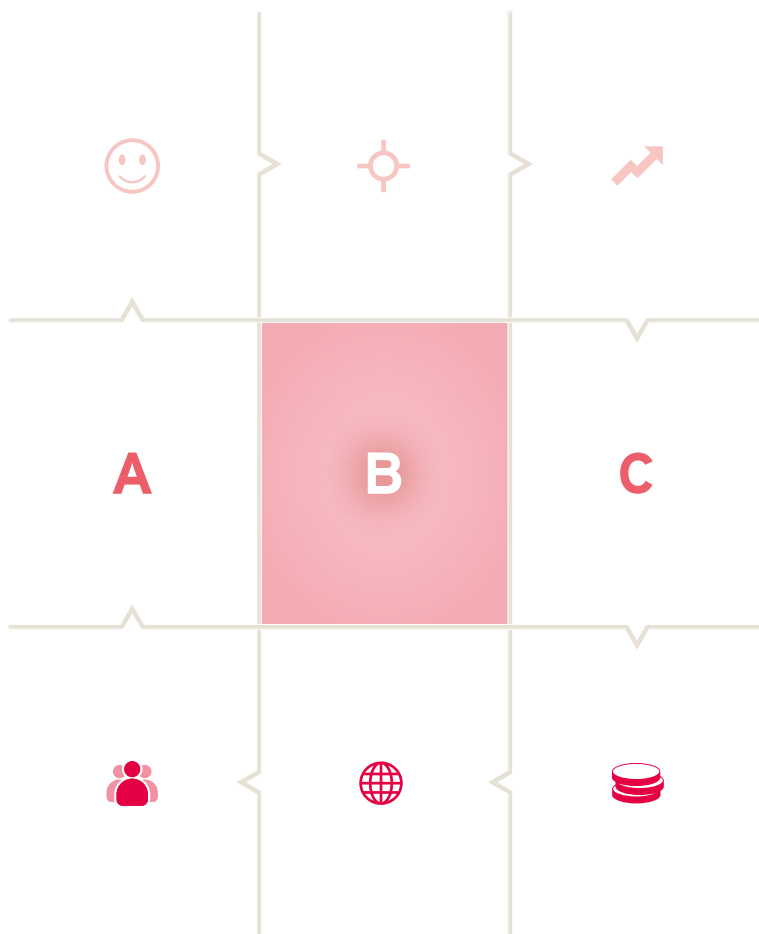
If you are not using the print out canvas design, it is the best to use a whiteboard or large piece of paper. Draw four lines into a big hashtag or tic-tac-toe and you are ready to go. Simple.

The 1st time you use the 1nspiring canvas you might write or sketch just what comes up and what you have in mind for each section. This means for each section giving a first thought of what you would like your business to be or, if you are established, where you think it is.

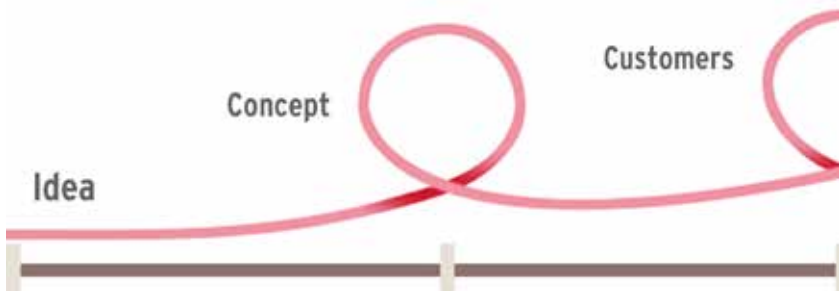
Do not write too much the first time. You are, in a sense, planning a trip and right now you are simply determining if you will visit the ocean or the mountains, not what you will do in the afternoon of day three.

During the 2nd session you add value and ideas to each section or focus in on one section. During the 3rd session and in sessions that follow you can prioritize and define your focus strategy. Use the canvas now to put in steps or outline a strategy for achieving what you have begun to articulate. You have decided to go to the mountains (or moon). Great, how will you get there?

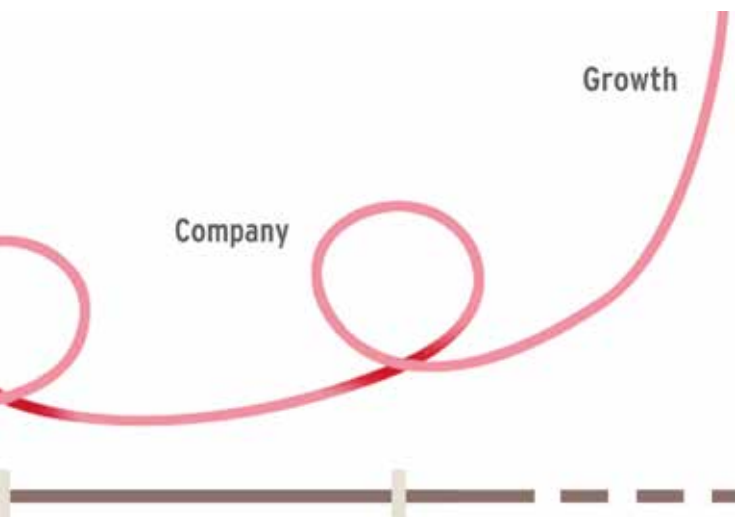




Transforming your ideas into profitable business

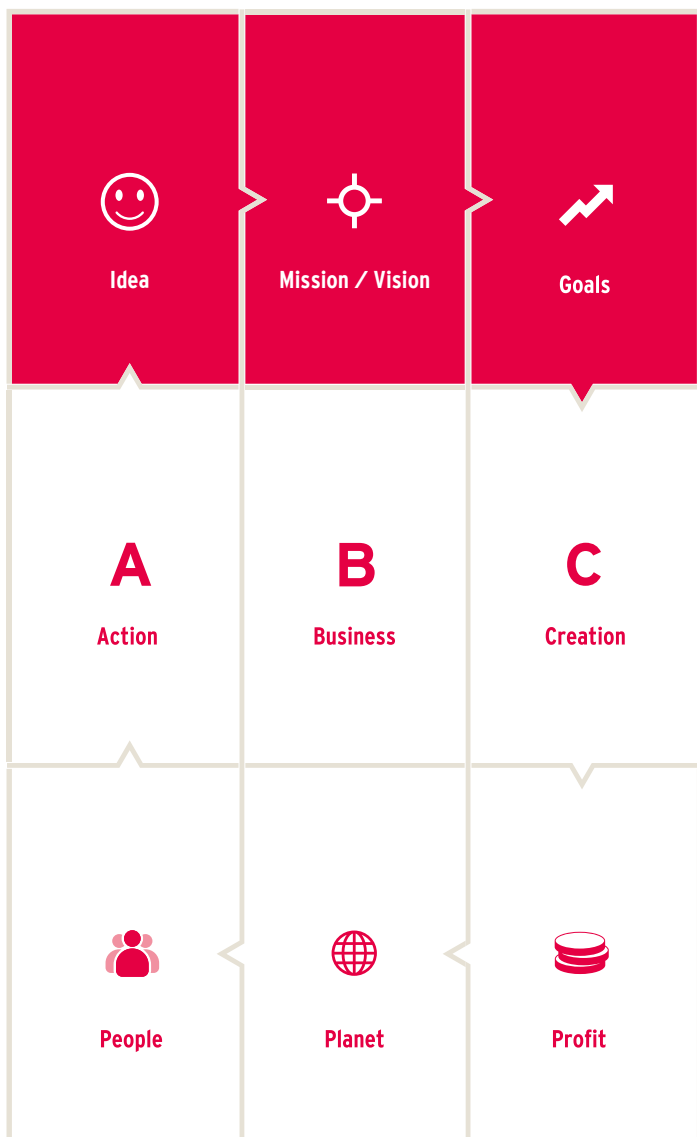


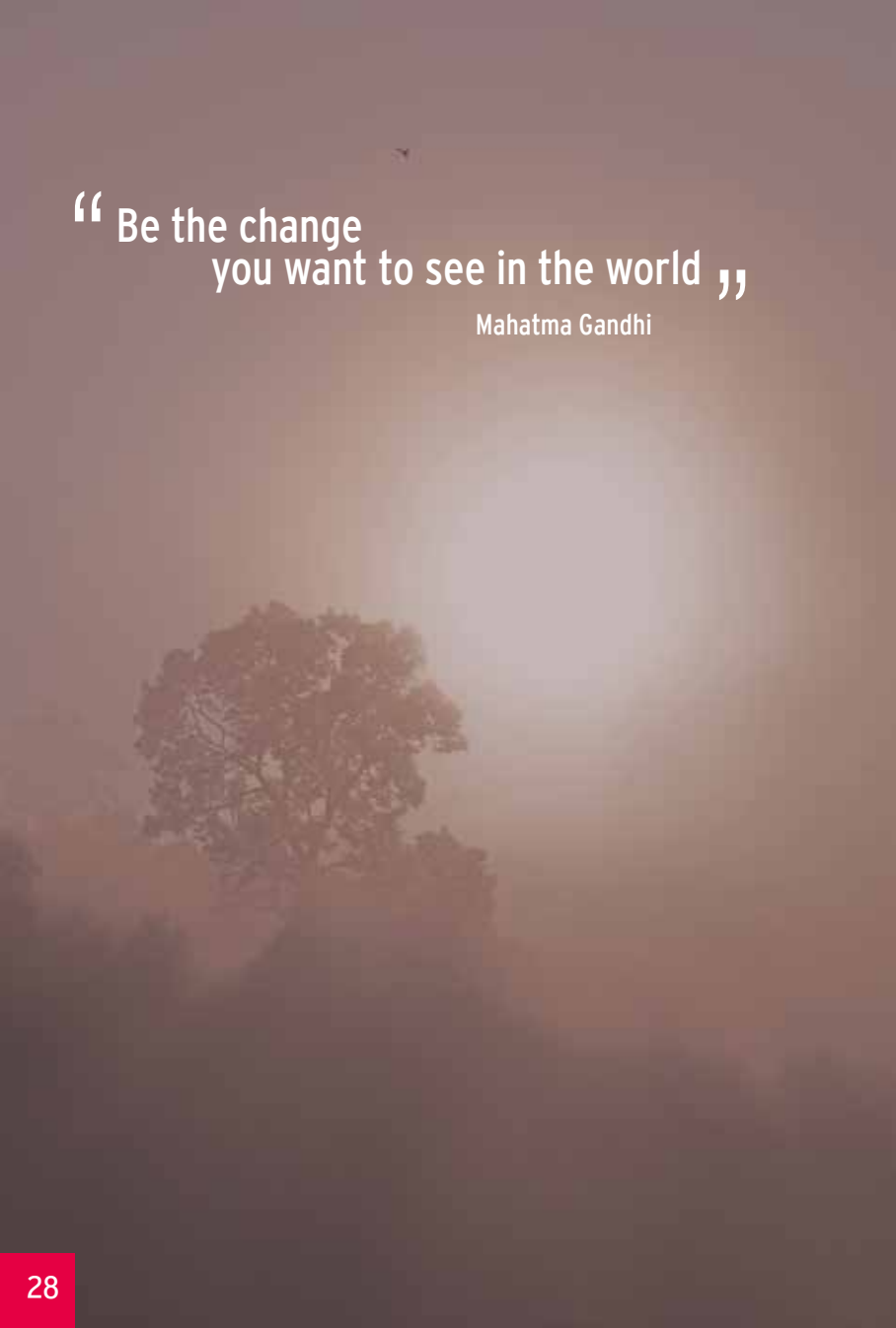
#start-up



#scale-up

I. Stand-up Foundation





“ Be the change
you want to see in the world ,”

Mahatma Gandhi

I. Stand-up: Foundation

This stage is the first section of the 1nspiring journey and the foundation of your business. You have to stand up and go for it.

Your foundation has to contain the following elements:


- Idea (purpose)
- Mission / vision (value creation)
- Goals (milestones)

Ask yourself the following questions:

- What is my idea and purpose?
- What is our mission & vision?
- What do we hope to accomplish In 3 – 5 years ?

Some additional considerations:

- As you think about the long term: is it fun and exciting?
- Can you tell someone in less than a minute?
- Can you keep it simple?



This is the foundation
on which to build your business.

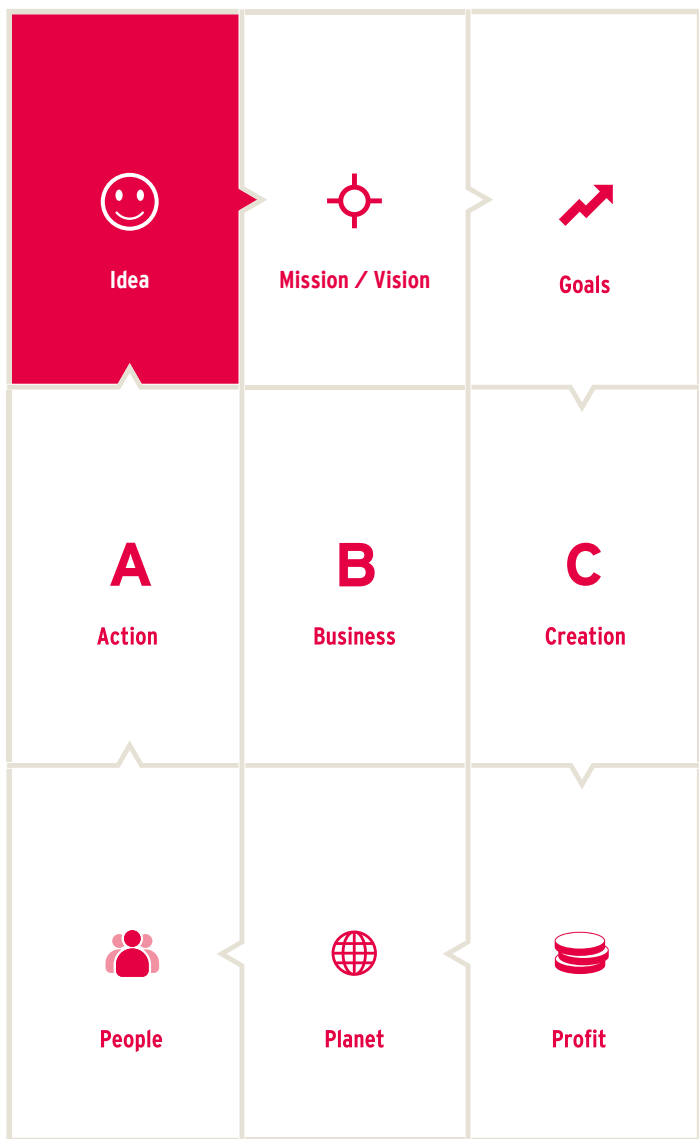
Are you willing to take
the next step ?

1. Idea (Purpose)



**What is your idea about and
what is the deeper meaning of that?**

#introduction #idea #purpose



1. Idea

Your idea and purpose are the foundation of your business, life and future. Input and complete a description about the idea and purpose of the company or project.

Purpose

Your purpose is more likely to draw in others who want to connect and contribute value to what you are doing.

Purpose is not exactly the same as mission and vision.

Your purpose is the reason you work so hard or can't stop thinking about what needs to be done to get to the next step. It is a clear understanding of who you are and why you are here doing this.

- What is your idea all about?
- What is your purpose?



My idea is ... because I want to... (reason of existence)

#why

It often takes months or years to get the words here the way you want them, but articulating your purpose, and refining it, gives you direction to follow, a base from which to work.

That means that even if you think you know, when it comes to purpose, it is always worth asking: why, why. why, why, why.

Mantra for your business

Ideally you would end up in this box with what Guy Kawasaki calls a “mantra” for your business.

Examples:

- Nike: Authentic, athletic performance.
- Coca Cola: To refresh the world.
- Wendy's: Healthy fast food.

You know what your business or service does in a few beautiful words – not how it works, but what it actually does for customers.



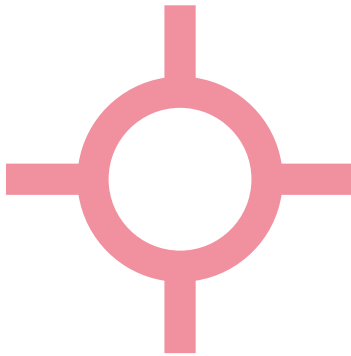
Idea



“ A journey of 1000 miles
begins with 1 single step ,,

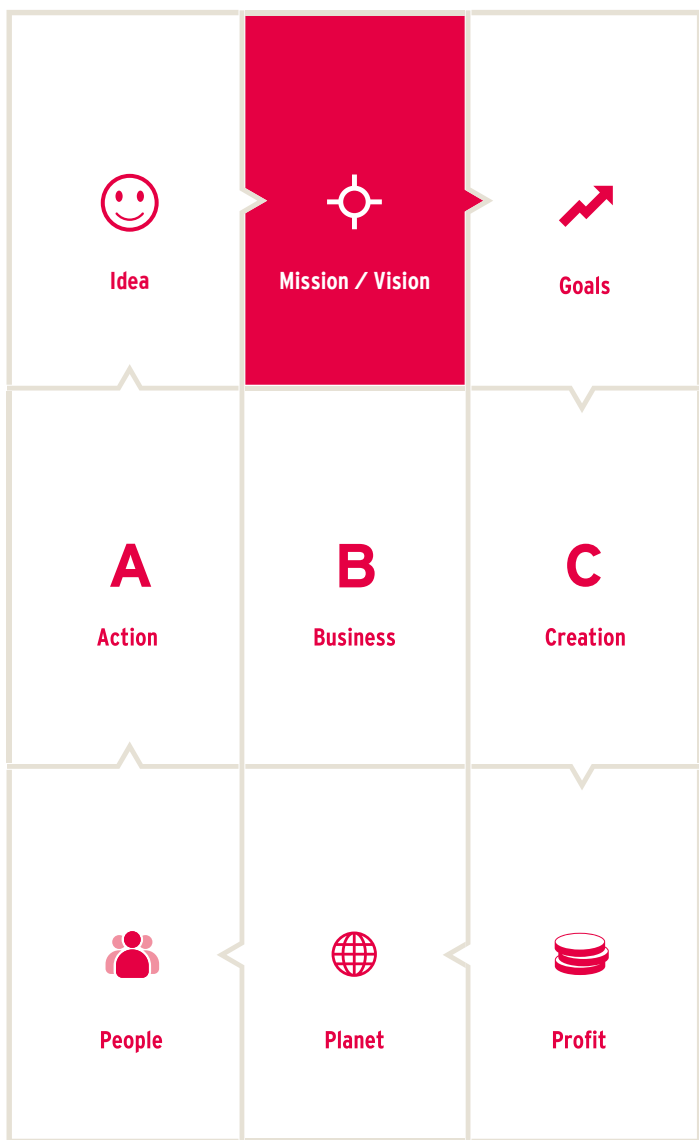
Lao Tszu

2. Mission / vision (Value creation)



How will you (or do you) make it happen and when will it be successful?

#mission #vision #values



2. Mission / Vision

Mission and vision support your purpose.

Mission and vision make visual the “how” and “what” questions you need to answer to make your “why” a reality.

What are the values you stand for?

- Value creation

Some important questions underlying your mission and vision

- What are your key values?
- What is your master plan and main challenge?
- What positive/negative trends do you see as arising in your field?

The mission and vision are the principles your company stands for and goes for.

- What is your mission statement?
- What is your vision statement?

We will accomplish this by ...
It will be successful because of ...



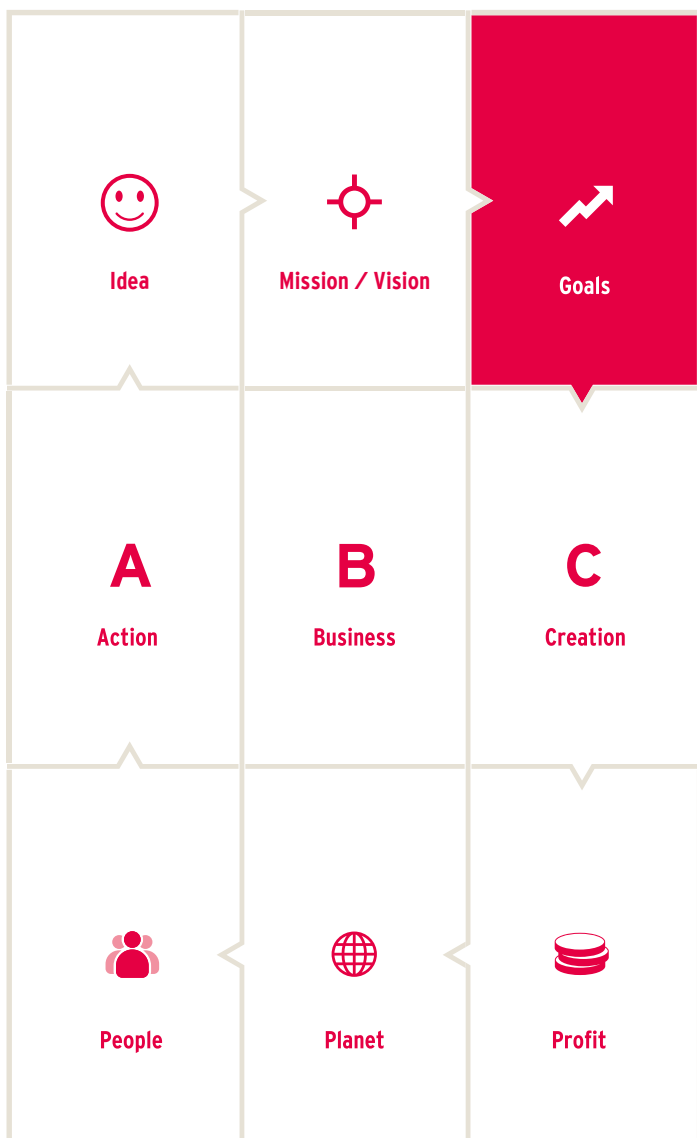
Mission / Vision

3. Goals (Milestones)



**What would you like to accomplish and
when do you expect the outcome?**

#planning #milestones #bhag



3. Goals

Now it is time to define what you would like to accomplish.

What are the goals you have in mind?

- **Goalsetting**

Your goal setting is the perfect start for planning your development and expected outcome.

What is your schedule to approach them?

Where do you plan to be in a month, a year, three years?

Let's start big:

- What is your dream and ambition?

Examples:

- We will be the leader in the industry.
- First paying customer.
- Ten new employees.

It helps to have milestones.

- What are your goals?
- What are your milestones?

My milestones are 1 ... 2 ... 3 ...



Goals

S.M.A.R.T.

Specific

Measurable

Achievable

Relevant

Time

#BHAG

Another word for super goal is the BHAG. A BHAG – Big Hairy Audacious Goal – is a strategic business statement which is created to help you focus.

It is a description of a single medium to long term goal (could be 10 – 30 years) to progress towards, an envisioned future and organization – wide goal which is audacious, likely to be externally questionable, but not regarded as impossible internally.

The term BHAG was proposed by James Collins and Jerry Porras in their book “Built to Last: Successful Habits of Visionary Companies”.

- Land a man on the moon and return him safely to earth. 1960 America's. Neil Armstrong/John F. Kennedy.
- A computer on every desk in every home. Microsoft.

A true BHAG is clear and compelling, serves as unifying focal point of effort, and acts as a clear catalyst for team spirit.

It has a clear finish line, so the organization can know when it has achieved the goal. People like to shoot for finish lines.



Idea



Mission / Vision



Goals

A

Action

B

Business

C

Creation



People



Planet



Profit



“ All life is an experiment.
The more experiments you make
the better ”

Ralph Waldo Emerson

II. Start-up Activation & validation

II. Start-up: Activation & validation

When you are ready you can look at how you will (or are already) acting. You will now test your ideas for sales.

This is the stage of activation or validation:

- A. Action (game plan)
- B. Business (products & services)
- C. Creation (customer development)

Ask yourself the following questions:

- What is your action plan to achieve this challenge?
- What is your business model, product & service?
- How many customers do you have and will you make?

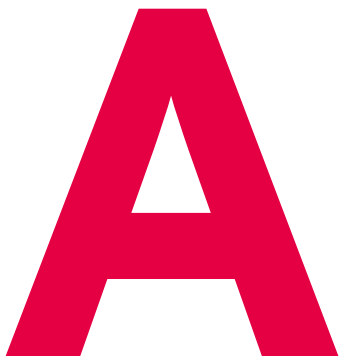
The activation stage is where you try to validate your insights and business idea(s). You have to find out which actions work and which will not and adjust accordingly.

Action is the key.

It validates your business.

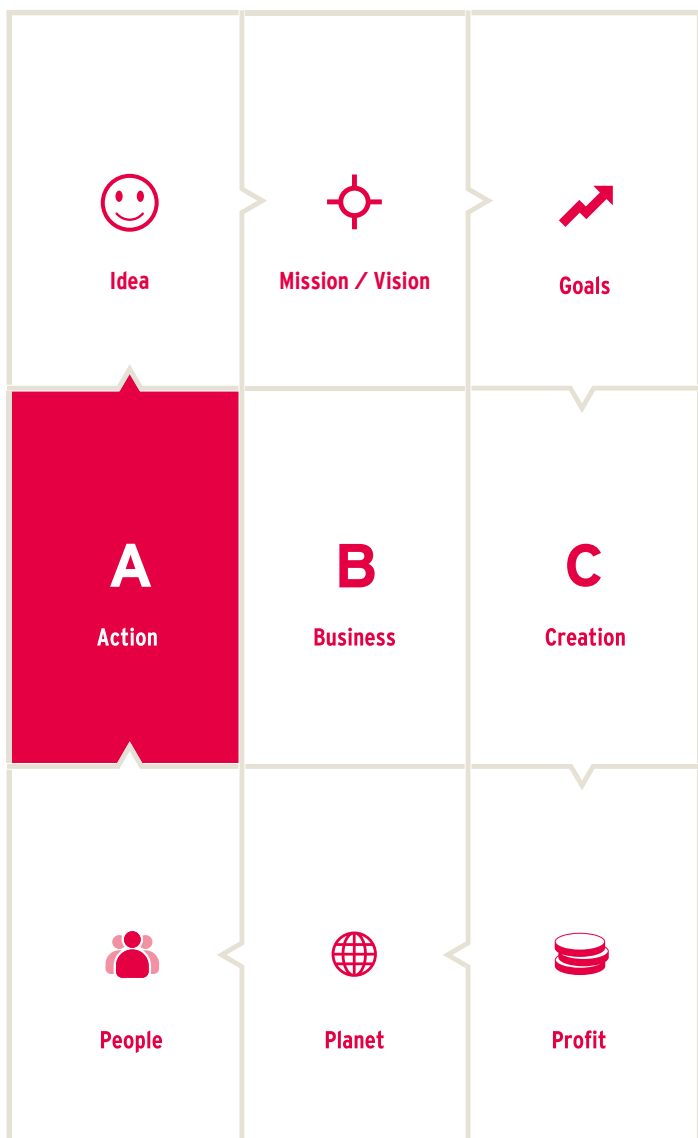
What are your next steps?

4. Action (Game plan)



**What is your action game plan
to achieve this challenge?**

#gameplan #checklist #to-do



4. Action

Since activation is about testing ideas to validate your business we provide a number of ways to think about your game plan and which activities work for you.

What is your action game plan to achieve this business and idea?

- **Game plan**

You need to figure out which activity will work and which will not.

Some important questions underlying your action game plan:

- Do you have a marketing and sales plan?
- Do you have a complete overview of all your activities?
- What are the next steps in product or business development?

Make a long list of anything that could improve and boost your business.

- **What is your action plan?**
- **What are your next steps?**

I (will) . . . to activate my business.

#game-plan

#Product development	#Logo & design
#Website online	#Customer surveys
#Brand(ing)	#Social media
#Online marketing	#Sales sales sales
#Partnerships	#SEO/ SEA
#Free publicity	#Promotion
#PR	#Design
#Advertising	#Direct (e)mailing
#Campaign	#Lead generation

The above is just a short list of some of the things that might be part of your action plan.

Since there is always a lot to do, set realistic goals in terms of schedule:

- As soon as possible.
- In the upcoming period/month.
- Before January

Time for action!

A Action



“ See the simplicity
in the complicated ”

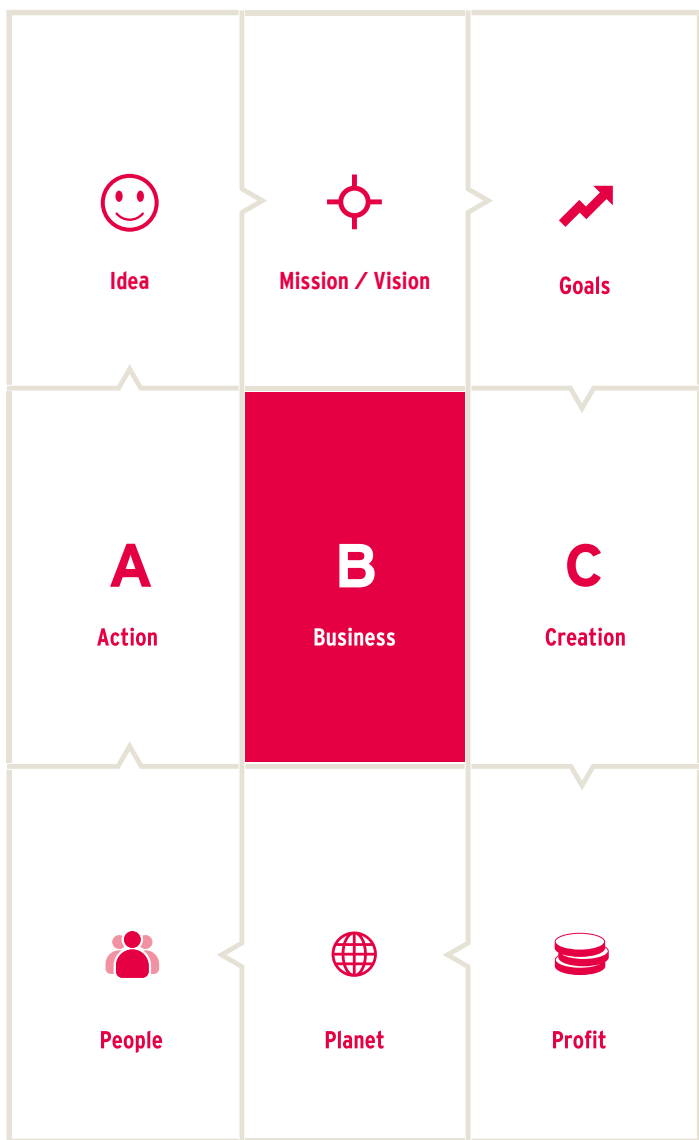
Lao Tzu

5. Business (Product/service)



**What do you offer as a product or service
and how do you make money?**

#product #service #business-model



5. Business

Everything you do supports your business performance.
The main focus has to be on running your business.

What product/service do you offer?

- **Product / service**

Some important questions underlying your business modelling:

- What is your business offering?
- How do you make money?
 - What is your primary business model?
 - Do you have a secondary revenue stream?
 - Do you have other income?

When you look to the activation stage, the business building block, is right in the middle to give full focus and attention to.

- **What is your product/service?**
- **What is the business model?**



My product or service is ...

#business-model

- Advertising (television, ABC)
- License (franchise, Domino's)
- Membership (club fee, Bikram Yoga)
- Provision (sales organization, Independer)
- Freemium & premium (publishers, Nye York Times)
- Subscription (monthly fee, Buffer)
- Upfront (restaurant, Jin Lai)
- Auction (market place, eBay)
- Renting (Car rental, Hertz)
- Low-cost (Airline, Vueling)

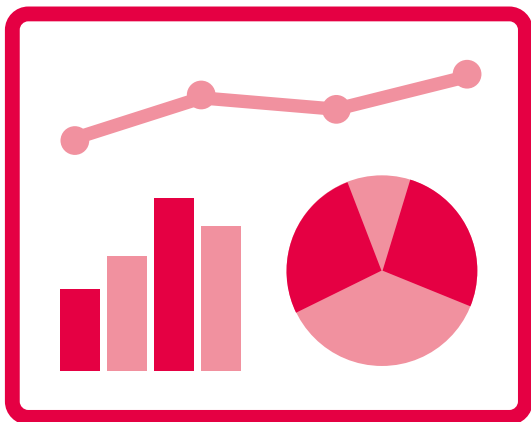
There are all kind of business models and not all of them will work. Find your ideal business model by testing and validating it.

- What is your (possible) business model?



My business creates value with ...

B Business



Build your business

Measure your performance

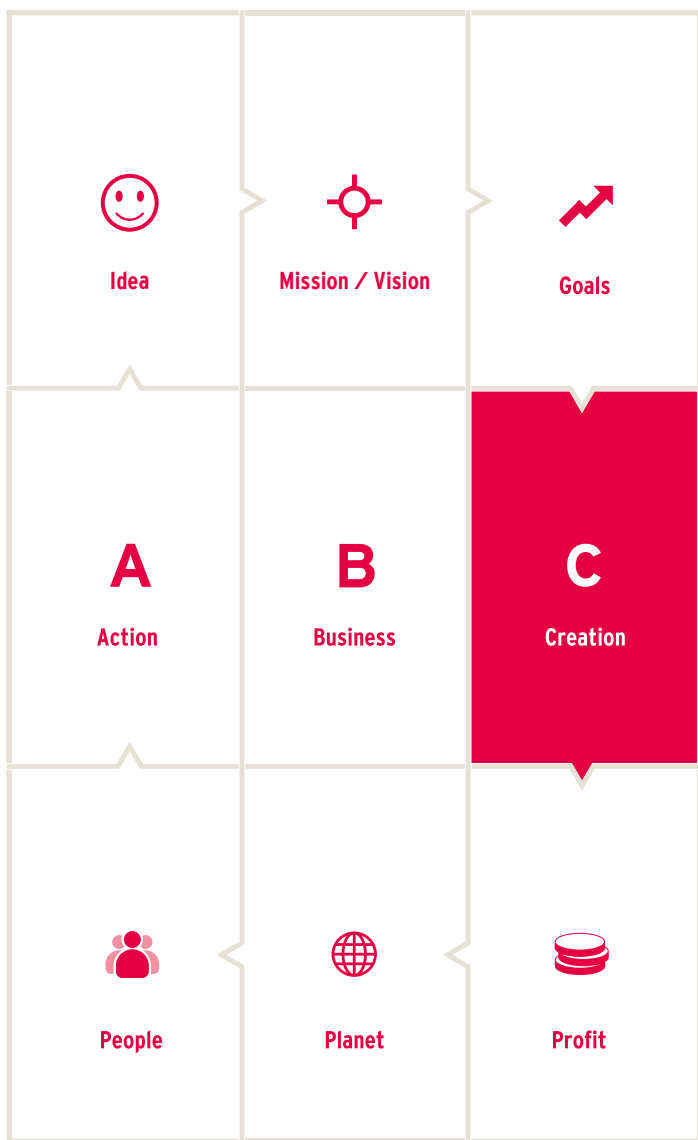
And learn from it

6. Creation (Customer development)



Who are your (potential) customers?

#clients #prospects #suspects #data



6. Creation

This stage is about your customer creation and sales.
All your effort is about leads, conversion and relationships.


What about your customer development?

- Customer development

Customer creation validates your business.
You can measure your performance and learn from it.

There are 3 key business drivers or deliverables in your sales flow at the end of the sales funnel:

1. Deals/clients
Contracts and new orders.
 2. Prospects
Proposals for new business.
 3. Suspects
Appointments and contact with potential customers.
- How is the sales funnel looking and what are the underlying sales figures?



Every period / month I will meet ...
business contacts, get ...
new clients and ... new orders.

C Creation

#salesfunnel

Key performance indicators

- Clients (request for sales)
- Orders (request for information)
- Deals (contracts)
- Hot prospects (call or email)
- Prospects (new lead or contact)
- Proposals (offers)
- Super suspects (blue bird, tip)
- Suspects (data segmentation)
- Appointments (scheduled meetings)
- Contacts (data overall)

There are all kinds of other important performance indicators such as social media, customer contact/care etc. It depends on what business you are in and what is relevant to monitor.

What is relevant to monitor in your business?



My key performance indicators are...

Always

Be

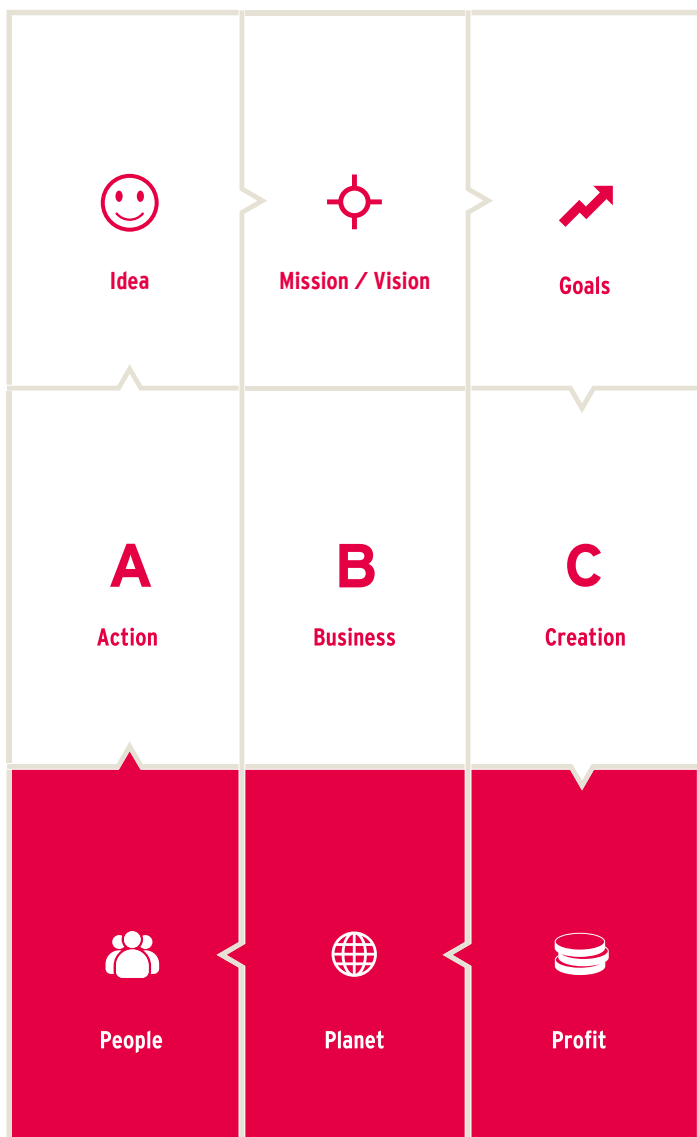
Closing



**“ If you can't fly then run,
If you can't run than walk,
If you can't walk than crawl,
But whatever you do
You have to keep moving forward ”**

Martin Luther King jr.

III. Scale-up Co-creation



III. Scale-up: Co-creation

If things go well in the activation stage, you are ready to think about further business development and growth.

This stage is about scaling up your business and multiplying it.

In this stage we talk about:

- People (organization)
- Planet (customer segments)
- Profit (finance or funding)

Ask yourself the following questions:

- Who are the most important people?
- What are your customer segments?
- What is the profitability?

Business is always about the people and mutual benefits.
Businesses have to be sustainable by themselves.



Are you ready to scale-up?

7. People (Organization)



**Who do you need in your team and
who are your main partners & suppliers?**

#team #partners #suppliers #board



Idea



Mission / Vision



Goals

A

Action

B

Business

C

Creation



People



Planet



Profit

7. People

Your business is based on relationships.

What does your company look like?

- **Organization**

Some important questions underlying your organization:

- Who is involved in your business?
- Who are the key players in your team?
- What are their skills, roles & responsibilities?
- Who are your business partners and main suppliers?
- Who are your other stakeholders and participants?

The organizational structure must manage activities such as task allocation, coordination and supervision, anything and everything directed towards the achievements of organizational aims.

- Sketch out your team in an organizational chart.
- Make an overview of your business partners.
- Make a short list of your main suppliers.



My most important relationships are ...

#organization

Key management functions.

Simple overview of functions in a small or medium sized company. Maybe the company has or could have a board of advisors and/or supervisory board.

They could be your formal or informal coach and business mentor. We invite our most important advisors into the board of inspiration.


- Write down the key people of your organization and their specific role and responsibility.
- Make a drawing of your organization with this organisational chart & structure.



What does your organization look like?



People

A large, gnarled tree branch with green leaves is the central focus of the image. The branch is thick and textured, with several smaller, thinner branches extending from it. The leaves are small and green, some showing signs of being eaten. The background is a clear blue sky with some light, wispy clouds. The overall composition is simple and naturalistic.

“ Growth is never by mere chance.
It is the result of forces
working together. ”

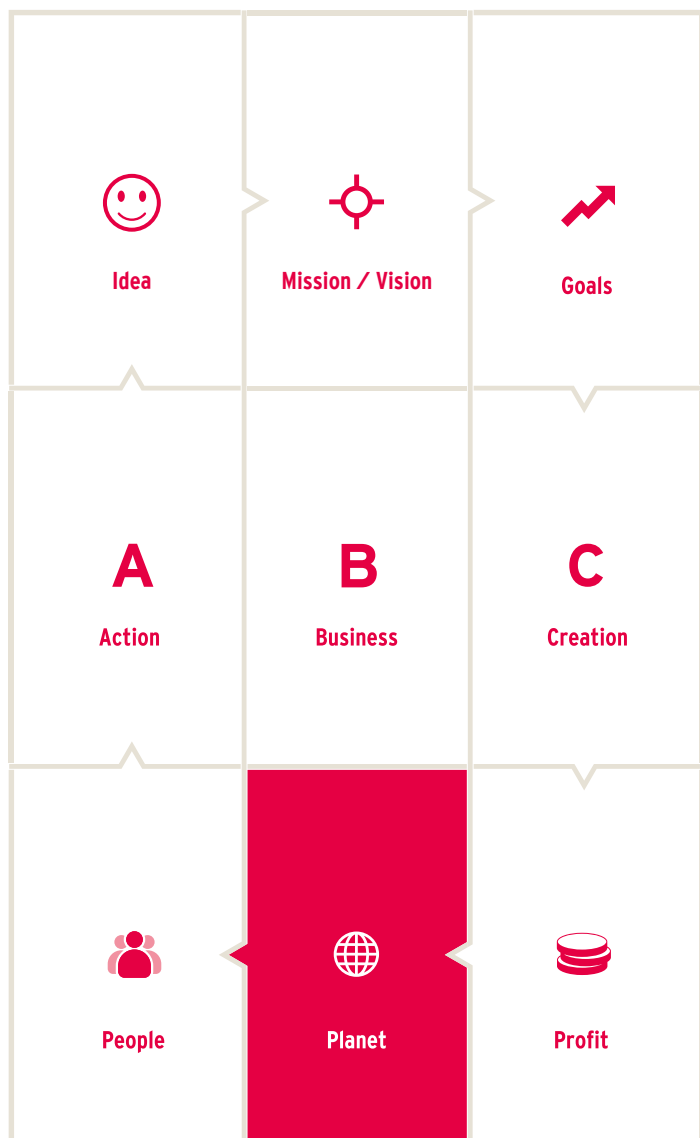
James Cash Penney

8. Planet (Market)



**On what market do you focus and
who is your target audience?**

#customer-segments #target-audience



8. Planet


Time to get an overview of all the facts and figures of your (potential) customers and market share.

What about your market?

- **Customer segments**
- Do you have other specific segmentations and/or alternative (new) business opportunities?
- What is your primary customer group and what is your secondary customer group?
- Are your customers easy or difficult to get and do you make a large or small margin?

Detailed information about your market segmentation:

- **What are your customer segments?**
- **Who is your target audience?**



My most important (potential) customers are ...
And I am focusing on this group of
(potential) customers ...

#customer-segments #target-audience

Customer segmentation is the practice of dividing a customer base into groups. Customer segmentation relies on identifying “key differentiators”, information such as:

Demographics #age #gender #familysize #income #education

Geographics #city #work

Psychographic #socialclass # lifestyle

Behavioral #spending #consumption #usage

Branches

Financial services Business services Industrial production

Government Water Creative industries

Logistics Chemicals Energy

IT/ICT Healthcare Education

Wholesale and Retail Agro-Food Hospitality

- Define your customer segmentation for further focusing.

On what market segments do you focus?

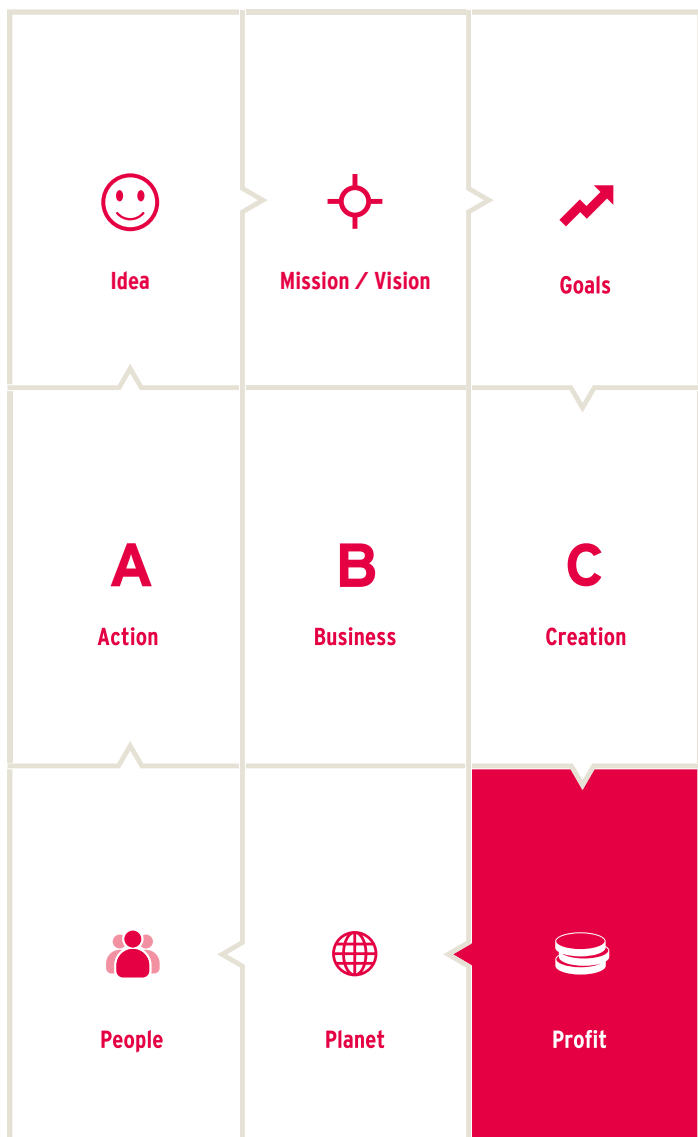


9. Profit (Finance)



What are your expected revenues and what is your profit & loss?

#revenues #profitability #funding



9. Profit

Facts and figures about the company or project.

What financial statements could you make?

- Finance

Statement about the profitability and cash flow.

- Profit and loss statement.
- Investments.
- Cash flow statement.

What is the need for money (if there is)?

- Short term
 - Mid term
 - Long term
-
- What are the prospective sources for revenue?
 - What are all your costs and specifications?



My (possible) turnover will be ...

#profit&loss

Revenues

Net sales

Interest income

Other gains

Total revenues

Total net sales

Operating expenses

Costs of goods sold

Personnel

Housing

IT & Telecom

Marketing

Sales

Travelling

Legal & accountancy

Other

Total

Interest (paid)

Depreciation (fixed assets)

Total result

#investment-budget

Fixed assets

Goodwill

Inventory

Computer hardware

Machines

Cars

Current assets

Commodities

Raw materials

Debtors

Work in progress

Cash

#investment-plan

Investments in fixed & current assets.

Marketing sales & execution “game” plan.

#investment-proposal

Company name
Company description
Strategy & focus
Management

Termsheet

Investment

Equity, Euro
Convertible loan, Euro
Offer, percentage, fully diluted

Conditions
Allowed to repay the loan
Percentage of interest

Payments
Euro x upon signing
Euro y at the beginning of next year
Euro z at the end of next year

Appendix

Financials



Profit



“ By three methods
we may learn wisdom:
First, by reflection,
which is noblest;
Second, by imitation,
which is easiest;
And third by experience
which is the bitterest. ”

Confucius



IV. References:

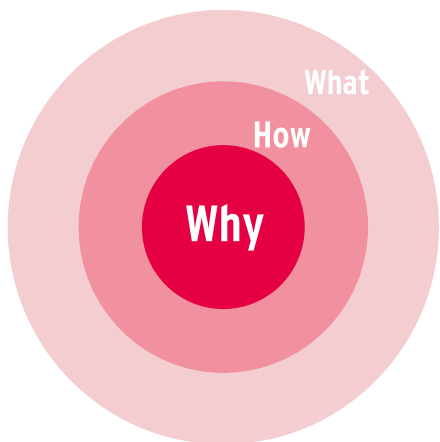
Entrepreneurial theory

All-in-1 Theory

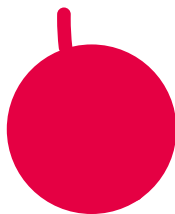
1nspiring sticks to the essentials while relying on a synthesis of the most accepted and implemented ideas used in business today:

- The Golden Circles (Simon Sinek)
- Customer Development (Steve Blank)
- Value Proposition Design (Alexander Osterwalder)
- The Lean Startup (Eric Ries)

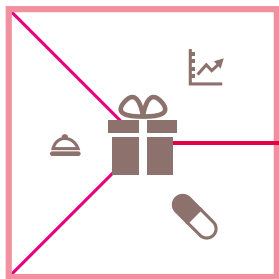
The Golden Circles teaches us to start with why. While working with Steve Blank's theories we learn to focus on customers. The Value Proposition Design Canvas gives us the perfect fit between our value and our customer segments. Lean Start-up is the way to build, measure and learn from what we are doing. 1nspiring brings these theories together.



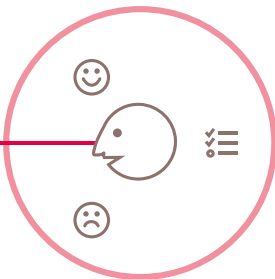
Learn

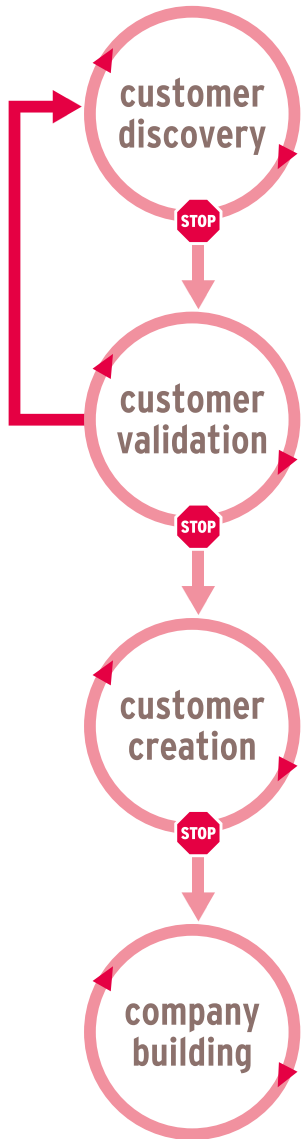
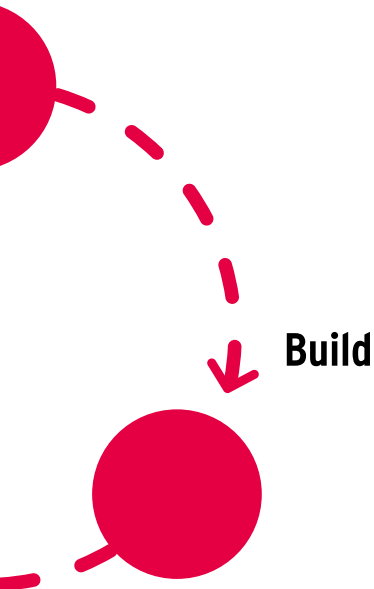


Measure



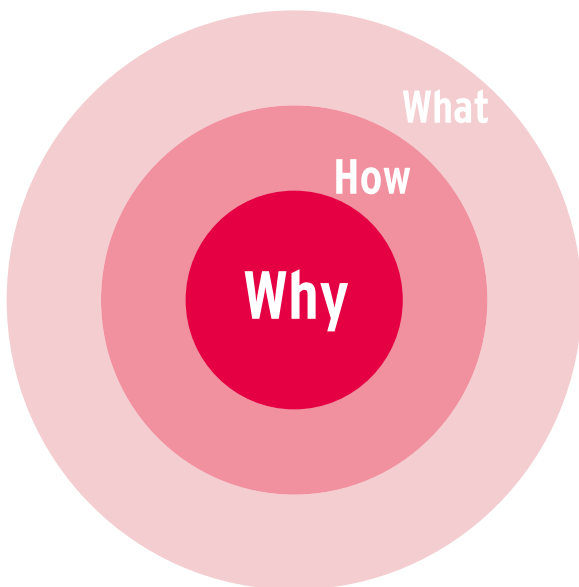
FIT





The Golden Circles

Start with why



**People don't buy what you do.
They buy why you do it.**

Simon Sinek

**Start
with
why**

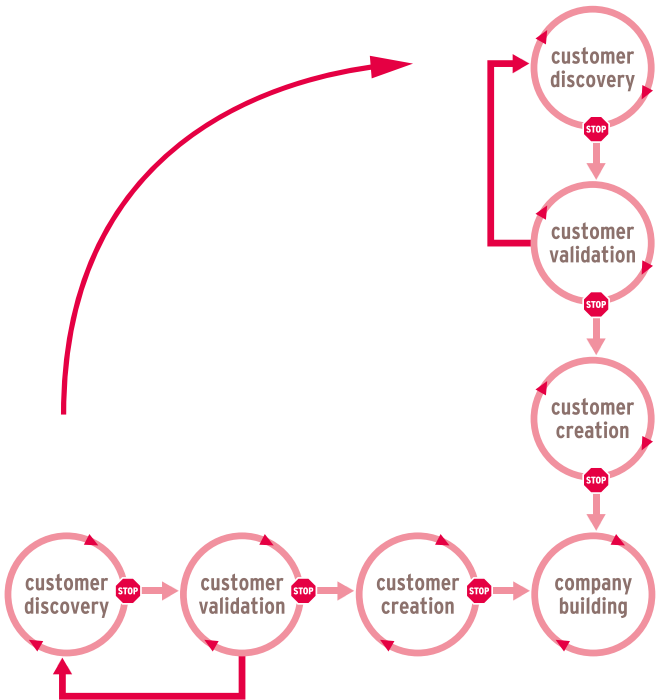
Customer development

The Customer Development framework is a four-step workflow to build your company. The Startups owner's manual has several sheets to help you with this.

Start with the customer discovery and customer validation. The customer creation will follow. Now it's time to build your company. And you are ready to scale your business.

While you are starting-up you will pivot your business model and product or service many times. In fact you pivot your approach as long as necessary to transform into a perfect fit.

Customer Development

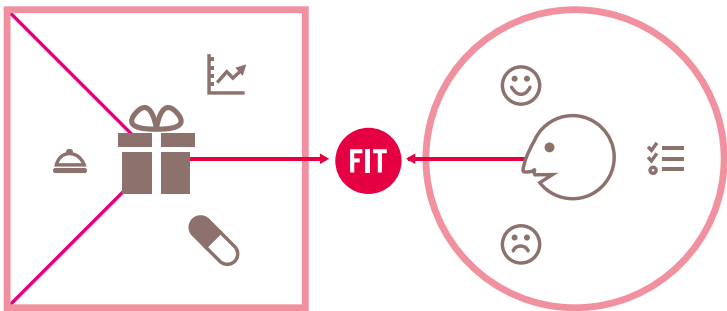


A startup is a temporary organization designed to search for a repeatable and scalable business model.

Steve Blank

Value Proposition Design

Value Proposition Design is the second book – after Business Model Generation – from Alex Osterwalder to go deeper in the challenge to connect the needs and experiences of to the value proposition.



Value proposition design simplifies complex ideas into quickly readable illustrations with only the most practical, important details.

The Lean Startup

Inspiring presents this focus & move forward approach following The Lean Startup movement.

The Lean Startup is an inspiring book written by Eric Ries.

The lean method was originally used by Toyota for their manufacturing process to create cars more efficiently.

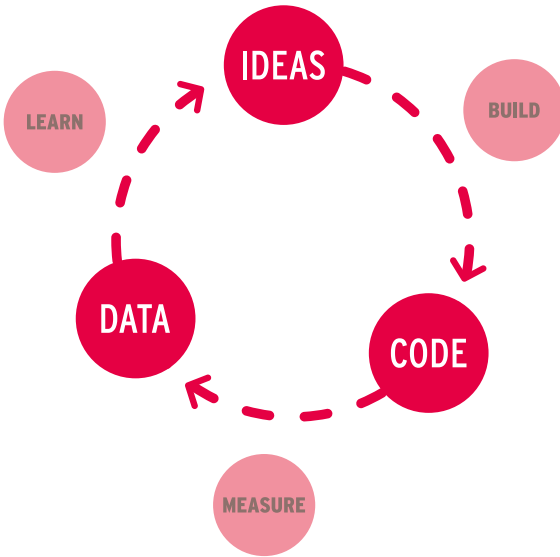
- You have to build your business and turn ideas into products.
- You have to measure and see how customers respond.

The Lean Startup is an intersection of customer and agile development besides the more traditional methods for project management like waterfall and scrum.

The scrum method is based on small sprints of for example 4 weeks to create (minimum) viable product.

Let's get started!

Build, measure, learn



Success is not delivering a feature, it is learning how to solve the customer's problem.

Eric Ries

“Chance favors only
the prepared mind,”

Louis Pasteur



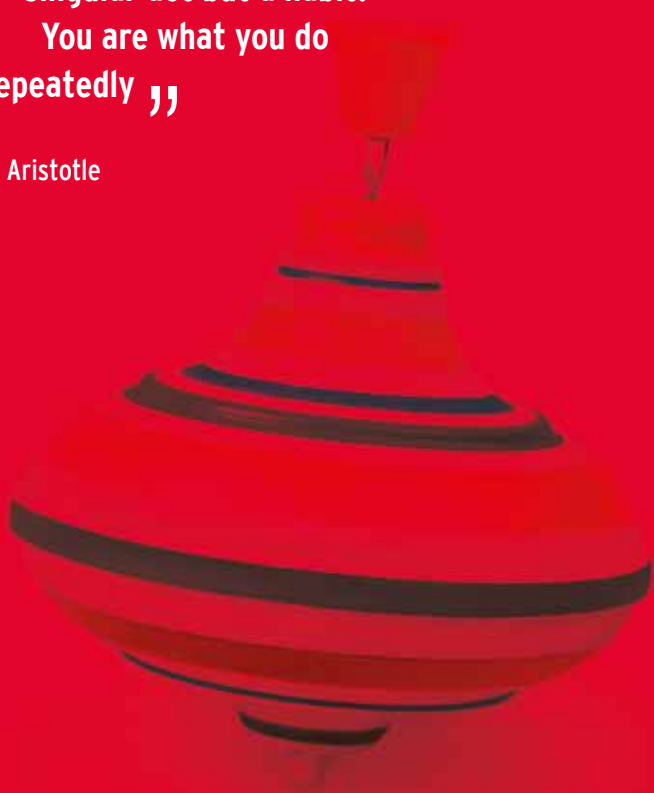
Appendix

Appendix

- Practice & instruction
- Q&A
- Business cases
 - 1nspiring (example)
 - 1nspiring (company)
 - WeQu (start-up)
 - Marcel's Greensoap (scale-up)

**“ Excellence is not a
singular act but a habit.
You are what you do
repeatedly ”**

Aristotle

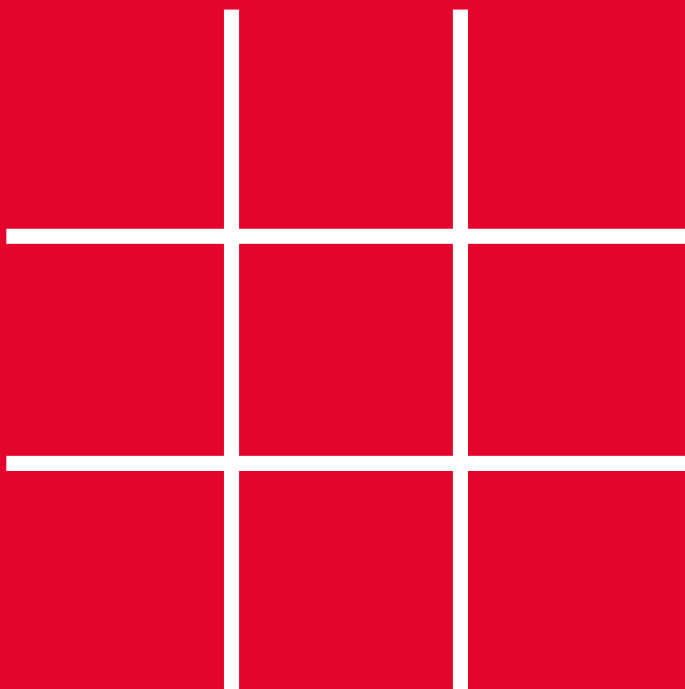


Practice & instruction

The 1st time you start practicing, you are writing and sketching just what comes up and what you have in mind.

The 2nd session you add value and ideas to each section.

The 3rd session you prioritize and define your focus strategy.





1. Idea

What is your idea and deeper meaning behind it?

#introduction #idea #purpose



2. Mission/vision

How will you (or do you) make it happen?

#value-creation #values



3. Goals

What are your goals?

#milestones #business-planning



4. Action plan

What is your action plan to achieve this?

#gameplan #brainstorming



5. Business

What do you offer & how do you create value?

#product #service #business-model



6. Customer creation

Who are your (potential) customers
and how many prospects/suspects do you have?

#sales #prospects #suspects



7. People

Who is in your team (or needs to be in)?

#organization #team #partners



8. Planet

What customer groups do you focus on?

#market #customer-segments #target-audience



9. Profit

Could you show us some financial figures?

#finance #profitability #investments



Introduction

My idea is.

The purpose behind this idea is..



Mission statement

I will realize this by ...

Because ...



Company goals (or personal)

My company goal(s) is/are...

The next milestone(s) will be...



Marketing

My possible actions are ...

The next actions will be ...



Product/service

My product(s)/service(s) is/are ...

And the price is/will be ...



Sales

My (potential) customers are ...

(name) & (number)

I have ...(possible) customers, ... suspects, ... prospects



Organization

My key team members are ...

The most important business partners are ...



Market

My customer segments/groups are ...

My target audience is ...

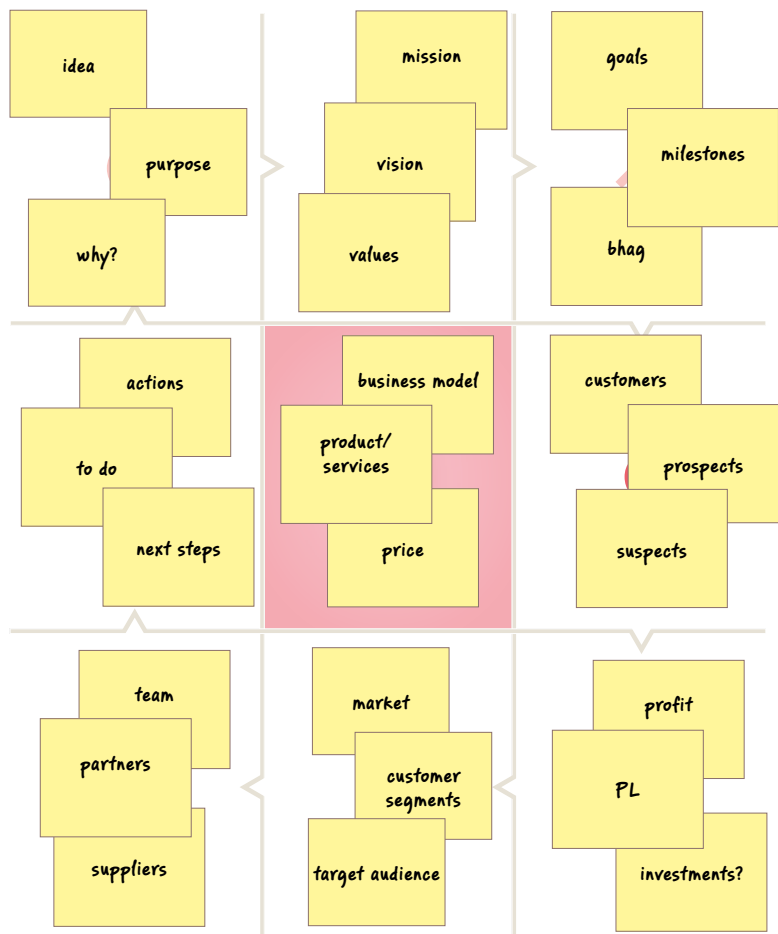


Finance

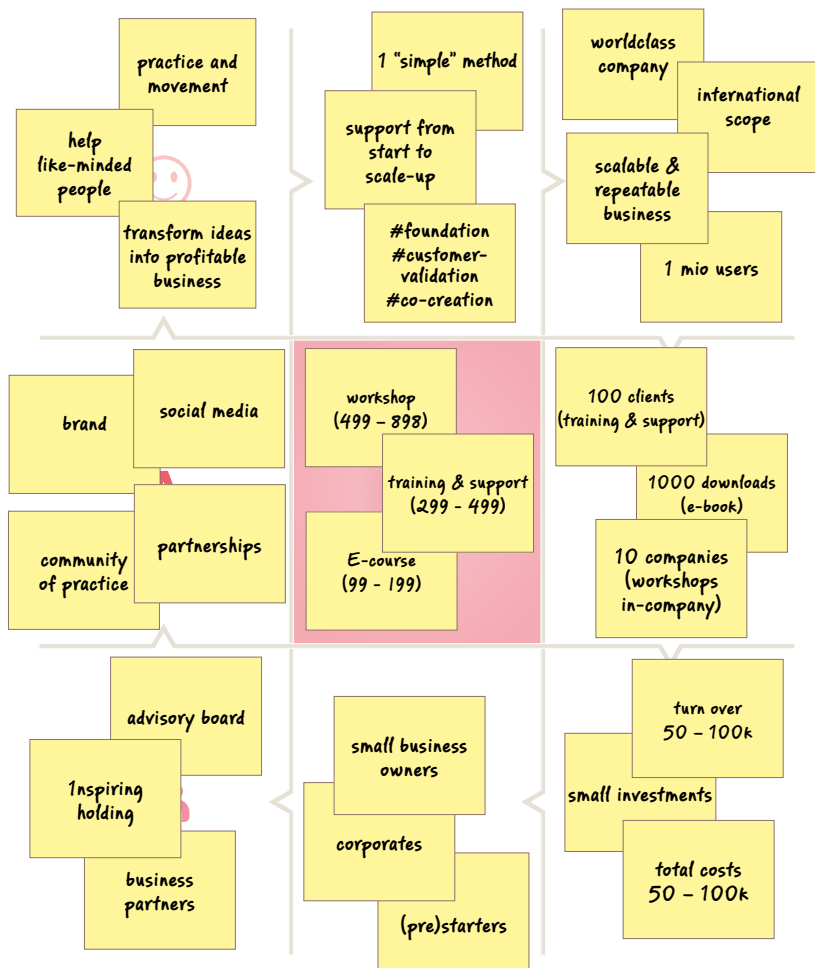
My profit – and loss – is ...

My need of investment is ...

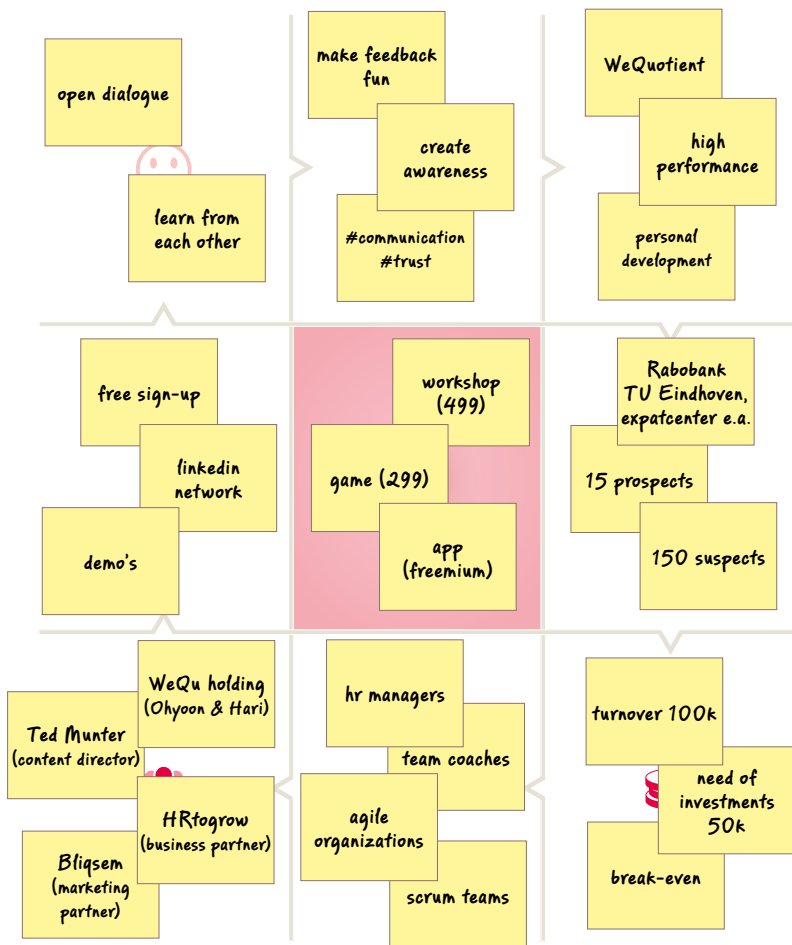
Inspiring (example)



Inspiring Company

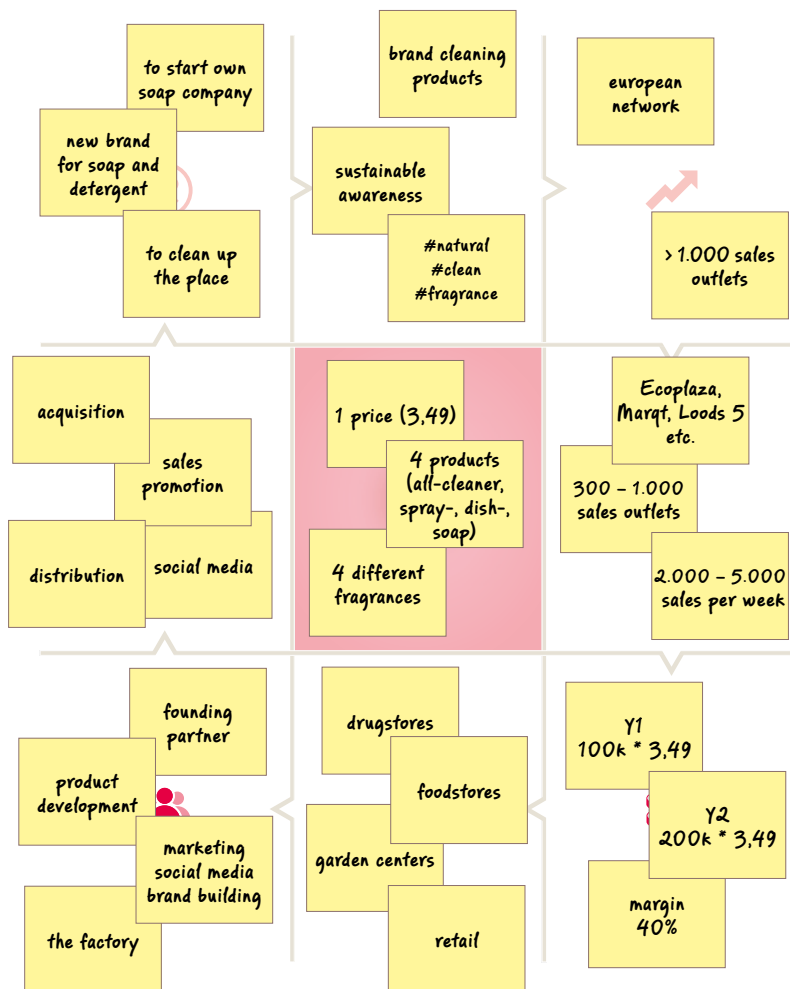


WeQu



www.wequ.co

Marcel's Greensoap



www.marcelsgreensoap.com

An aerial photograph of a terraced garden with a winding path and a staircase. The garden is filled with dense green foliage and trees. The path is made of light-colored stones or gravel. The staircase is made of concrete steps and has a metal railing. The overall scene is a lush, green landscape.

“ Ideas are easy ”

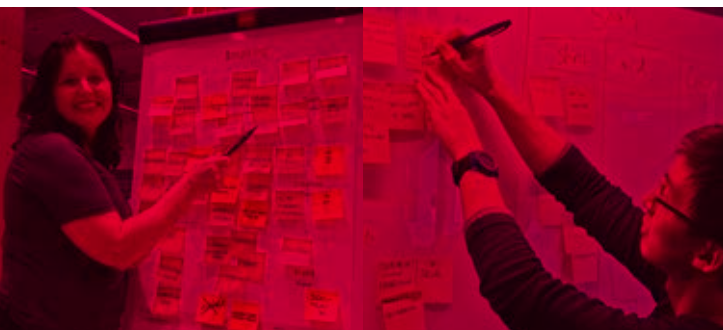


“ Implementation is hard ,”

Guy Kawasaki

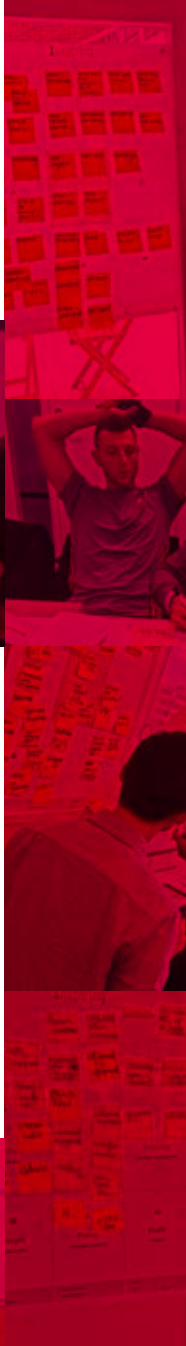
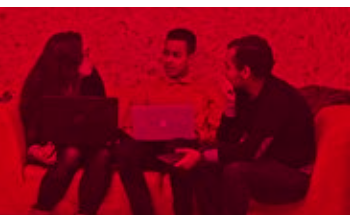
Bart Heijting, Managing director LiveRewired:

I can highly recommend joining for an Inspiring Day. It helped me focus on my goals to scale-up my business. Inspiring and partners will help you build your business using the easy and effective “Inspiring” model.



Muriël Horst, Managing partner Ifan Network:

As a startup you can do with some inspiration every now and then. The Inspiring Day is the perfect place to do so. On the Inspiring Day I got the opportunity to talk to the people who are ‘getting there’ as well as the people ‘who already got there’ so you can learn from both parties. The guidance from the coaches is especially useful since their experience can help you shed some light on some of your problems as well as learning to keep things simple. Why are you doing what you are doing, who is it for and what problems are you solving for your customers? Valuable lessons on a very inspirational day!





Stijn Kuijper, Student-entrepreneur Team Academy:
I had a very insightful day. The coaches were really helpful and inspiring me to think outside the box about my projects. The name of Inspiring Day really says enough: a lot of inspiration and new insights.



Marta Blocka, Entrepreneur in Residence:
Inspiring is a place for you to translate your ideas into a map of actions. An eye-opening session that will propel you to do amazing things.



Thank You

Koos & Cock Jenezon, Saskia Broersma–Jenezon, Ella Jenezon, Leendert Jenezon, Margreet Jenezon, Thierry de Vries, Freek van Amelsvoort, Rob van de Meer, Marian van de Meer, Erica Blankestijn, Frenz van der Grift, David Velt, Ben Valks, Adrie Reinders, Roeland Reinders, Zoran van Gessel, Vince Balk, Eduard Vos, Vicky Fasten, Sandra Brouwer, Judith Smits, Robert–Jan van Zessen, Richard Henderickx, Jan Oostenbrink, Johan Steenkamp, Thomas van de Meer, Bert Dijkshoorn, Ohyoon Kwon, Harikishore Sreenivasalu, Marcel Belt, Warda Bleize, Geert–Jan Beekman, Ingrid van Rossum, Michel Arends, Willem Gunzeln, Rutger de Hamer, Andre Bolland, Auke Kok, Iwan Blokker, Hugo Clercks, Marc Wesselink, Richard Reese, Karolin Kruiskamp, Chris Shakison, Claudia Deken, Marta Blocka, Stijn Kuijper, Bart Heijting, Jacqueline Vlug, Maciej Kupisiewicz, Tom Charman, Annette Beerepoot, Muriel Horst, Nina Brandt, Ted Munter, Mirjam Burger, Marjolein Sprenger, Andreea Stegarescu, Yohandi Widjaja, Ritushree Saha, Alexis van Dam and many others.

Thank you for your inspiration.





Bart Jenezon (1973)

is creator of opportunities and founder of the Inspiring Company to support people on their entrepreneurial journey by challenging them with a simple format and logic to do what they have to do in business development.

This book is a concise guide to making the most of yourself – a pocket bible for the high potential change maker to manage focus and attention to achieve high performance and the realization of purpose.

Inspiring sticks to the essentials while relying on a synthesis of the most accepted and implemented ideas used in business today. These include The Golden Circles (Simon Sinek), Customer Development (Steve Blank), Value Proposition Design (Alexander Osterwalder) and Lean Start-up (Eric Ries).

After a decade of starting-up and running small businesses, Bart Jenezon offers his experiences to business owners and managers to get inspired and fueled for action. Whether you are a school-leaver, self-employed professional or a business manager, this book is invaluable for everyone who aspires to start and scale-up in business.

For your inspiration :-)