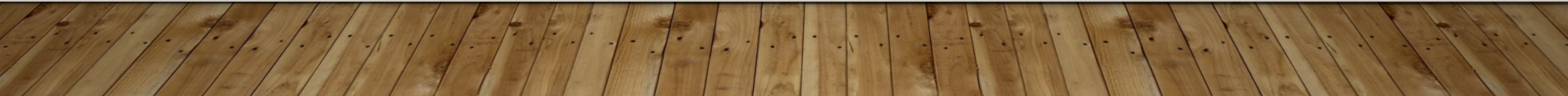


BRIDGING GAPS



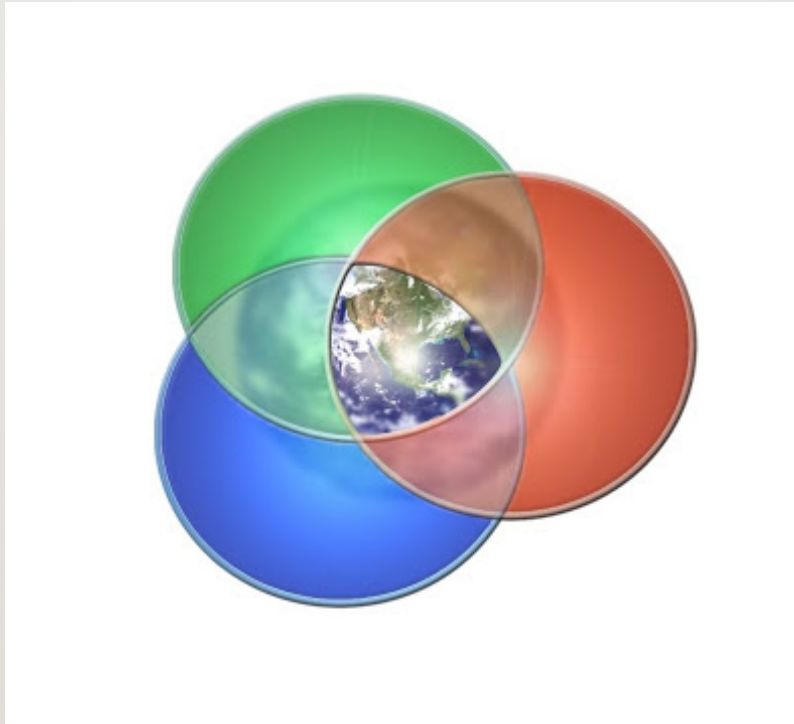
NICE MEETING YOU!

- Mark Bertrand
- Senior lecturer @ Zuyd University
- Member of lectureship 'Entrepreneurship & Innovation'
- Proud member of the 'SLIMhuis' (SMART house)



SLIMHUIS (SMARTHOUSE)

Samen
Leren van en met elkaar
Innovatief
Maatschappelijk



Together
Learning
Innovation
Social aware

WHO KNOWS?

- Pizzas delivered by drones
- MD calling you to provide from getting ill instead of you calling him when you are feeling ill
- What's the next big thing regarding Social Media?
- What kind of skills are needed tomorrow?
 - Educational
 - Business wise
 - Governmental

BRIDGING GAPS



REAL LIFE



AND MAYBE.....

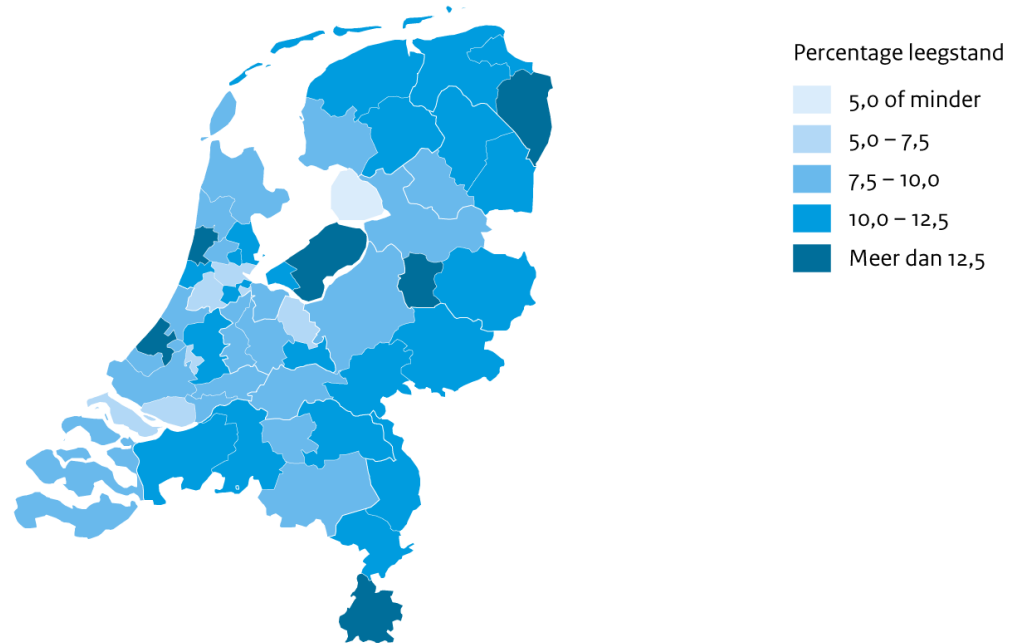


WHAT GAPS?

- | | | |
|-------------------------------|--------|----------------------------------|
| • Last mile manager | | Product, price, promotion, place |
| • Reverse logistic specialist | versus | Cross channeling |
| • Psychographic analist | | DESTEP |
| • VR/AR-converter | | Five Forces by Michael Porter |

WHAT GAPS?

Leegstand winkelvloeroppervlakte per COROP-plus-gebied, 1 april 2016



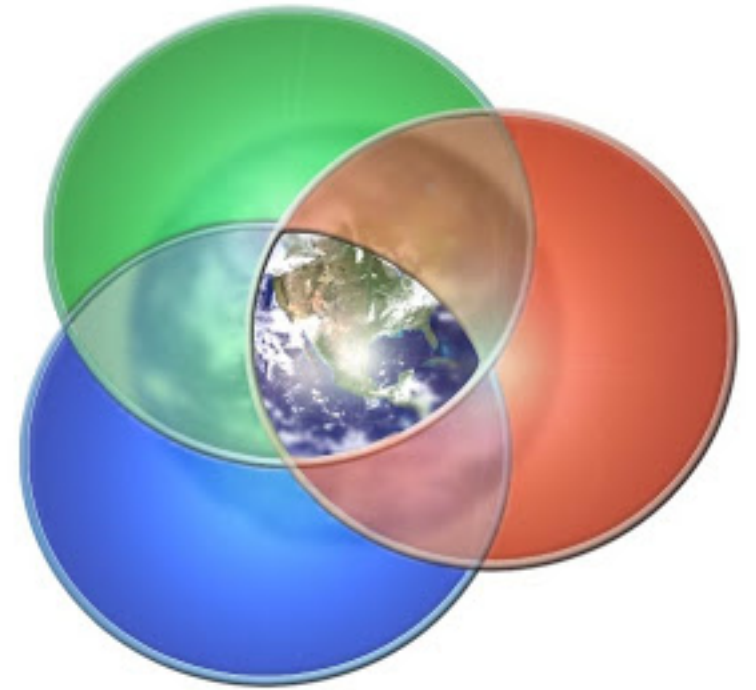
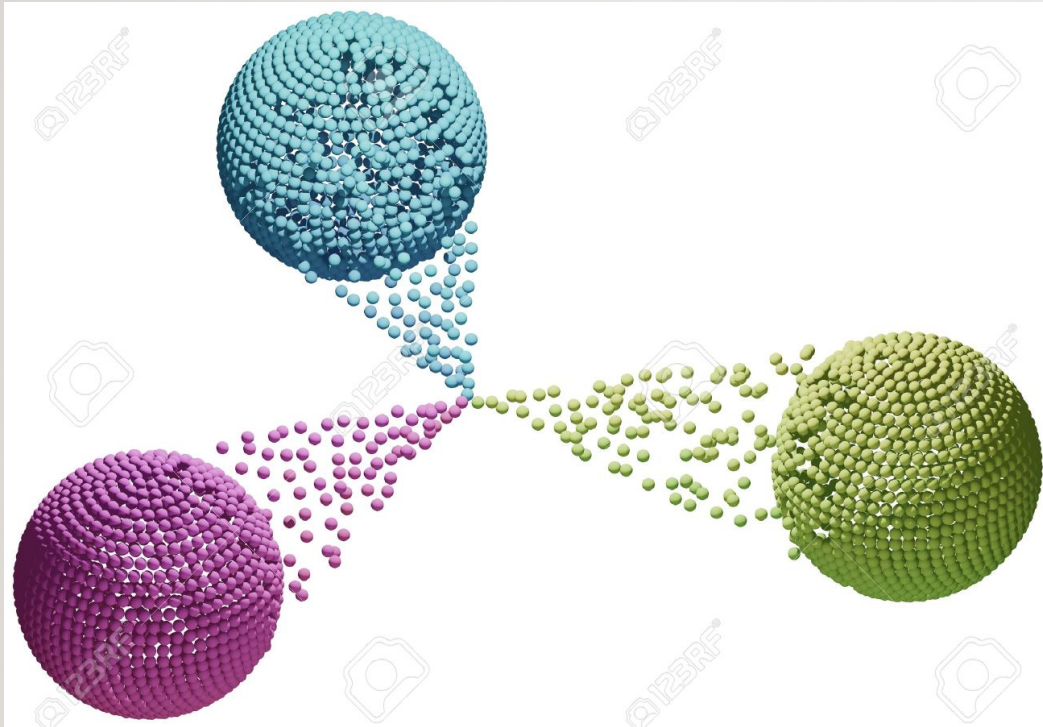
Bron: Locatus; bewerking PBL

PBL/sep16
www.clo.nl/nl215104

WHAT GAPS?

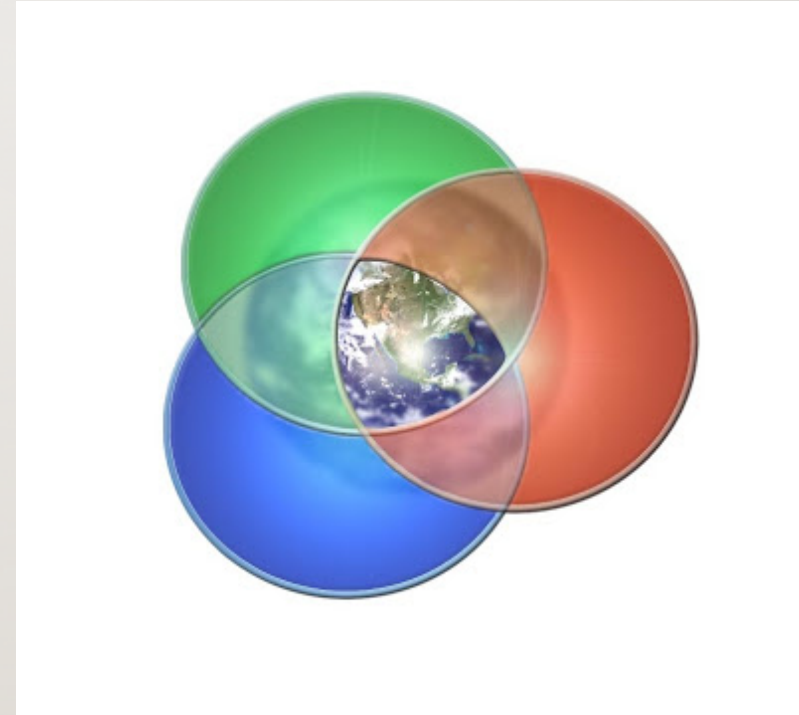


MERGING



CHALLENGES SLIMHUIS / SMARTHOUSE

- Common grounds
- Language
- Goals
- Position
- Funding
- Not another 'portal'



ACHIEVEMENTS

- 24 dedicated (key)partners
- Most advanced SME-front office in Limburg due to the Triple Helix commitment
- Partner of Brightlands and Limburg Economic Development (economic network organizations)
- Three lectureships dedicated to SLIMhuis (750h of research muscles)

ACHIEVEMENTS

- Workshops
- Housing (you can 'touch' us)
- Connector between businesses (mostly SME's), (local) government and education
- YEZ-award
- Research muscles
- → closing GAPS!

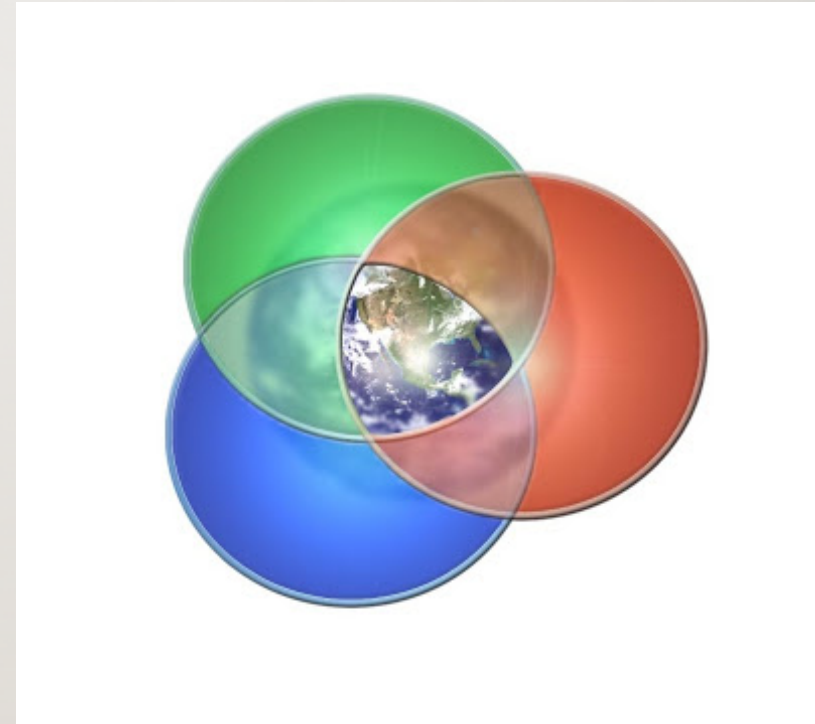
EXPERIENCES

- 'I can not find you'
- Demand versus supply → big gap
- Reverse the approach

GOLDEN CIRCLE

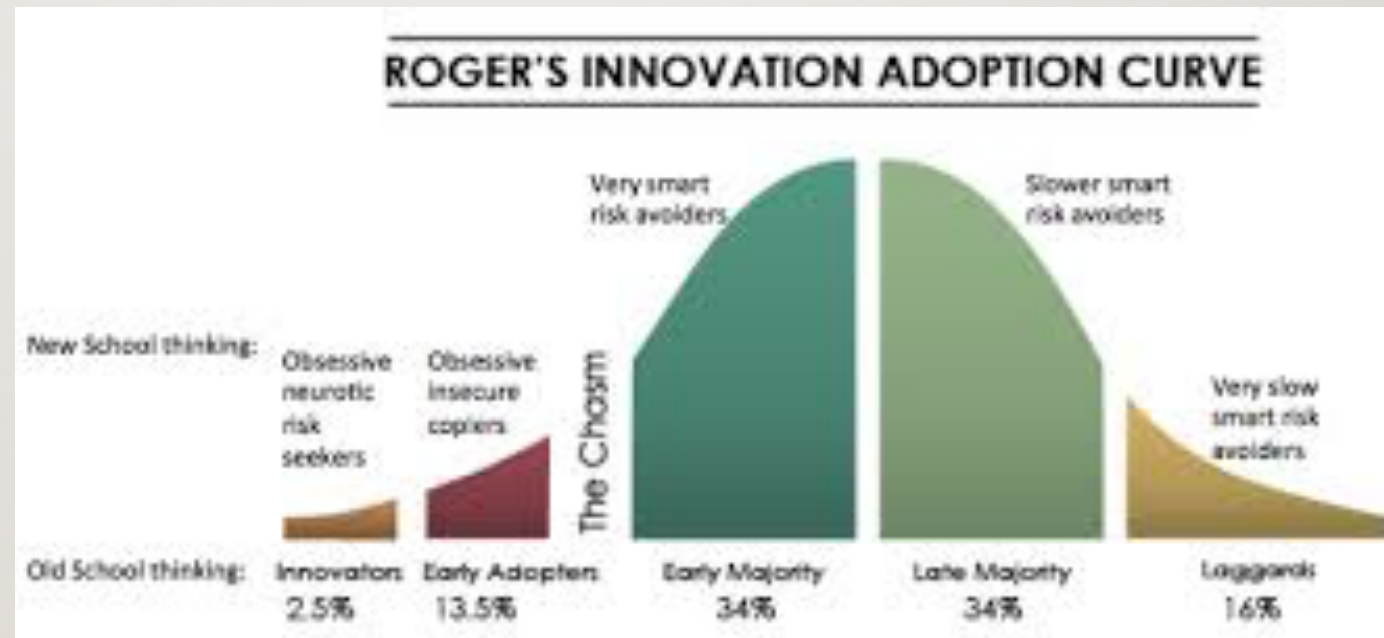


DEFINING COMMON GROUNDS



STEPS TO TAKE

- Many!
- Tipping point



THANK YOU

-
- www.slimondernemen.eu