

## Plenary conference Innovate To Win

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With:

### **Pierre De SAINTIGNON**

*Vice Chairman of the Nord – Pas de Calais Region*

### **Laurent DEGROOTE**

*Vice Chairman of the Lille Chamber of Commerce and Industry*

Like entrepreneurship is an international exchange for the development of entrepreneurship.

### ***Guests***

### **Philippe VANRIE**

*CEO EBN, Belgium*

LIKE ENTREPRENEURSHIP means thinking outside of the box. Entrepreneurship education is still too superficial. We need to learn to speak simply, and reward downstream applications, such as entrepreneurship spirit and practical applications. We should push service innovation, and focus on business modeling. We need to focus on opportunity-spotting, integrity and solidarity.

### **Franck DETEE**

*Research & Development Director (R&D), Auchan*

Innovation has an overall effect of unifying the business and promoting shared values. It requires style, humility and trust.

### **Ted VICKEY**

*Fitwell, USA*

I started my company at such a young age. Last year I sold my company and moved to Ireland to finish my Masters in entrepreneurship. It's never too late to learn.

### ***Innovative businesses***

#### **Vente en Vidéo**

### **Maxime THIEFFRY**

*Vente en Vidéo, France*

Innovation has two sides: new technologies and the opportunity to re-think an existing business, video in our case.

### **Nicolas HELFENBERGER**

*Vente en Vidéo, France*

Innovation creates growth for a business and differentiates it from others. Vente en vidéo supports brands and distributors in speeding up sales, by articulating commercial intelligence, the creative studio, the broadcast media, and the measurement of the impact on sales, around precise operational marketing objectives.

**Ted VICKEY**

I was impressed by how easy it looked. An entrepreneur needs to be careful about budgeting.

**MLG Consulting**

Is it as easy as it looks?

**Nicolas HELFENBERGER**

Everything depends on the model we use. Some of our promotions are limited in time so our budget is more restricted. When we work on a global level, the budget increases.

**A-Volute**

**Tuyên PHAM**

*Chairman and founder of A-Volute, France*

A-Volute's technology allows you to create the feeling that the sound is coming from a specific point when using any piece of audio equipment. We choose key partners in diverse application fields (industrial, civil and military aviation, automobile etc) and we sell licenses. Today, we are branching out into electronics for the general public, notably video games and mobile phone applications. **Moving from a technology project to a product and to a need/customer is difficult** and, as an engineer, I had to acquire certain skills.

**I care for my dog**

**Kris LEYS**

*Founder of I care for my dog, Belgium*

I founded my company after my dog died because there was no veterinary service available in the evening. I wanted other dog owners to have a 911 number to call. I set up pet insurance to reimburse veterinary costs. My strategy is think big, start small, upgrade quickly. We tested little groups and from there, we adapted. It's important to accelerate otherwise your product will be useless, or a competitor will copy your business model. We provide alternative distribution services, and free distribution of collar tags, which dog owners get by registering on our website. This also helps us know our customers. Throwing money at marketing campaigns is not necessary if you have the right strategy. We've since quadrupled our sales.

**Philippe VANRIE**

How you are different from other suppliers?

**Kris LEYS**

Emotional communication. We fulfill our customers' needs by learning who they are.

### **MLG Consulting**

You have found a way to make it about your clients. I think it's a great way to be innovative.

### **Bivolino.com**

#### **Carine MOITIER**

*Co-founder bivolino.com, Belgium*

We wanted to provide mass customization products, so everyone could wear their own fashion. When the internet bubble burst, we decided to innovate. We created a formula to forgo tape measurements, simply by taking a customer's height, weight, collar size and age. Through a local research centre, we were able to patent that formula. In Europe we were able to get research support, which granted us the money to develop our concept. We have created consumer-driven integrated manufacturing. Today, 10% of the online fashion market is customized, and big brands have followed suit. We are now developing our concept at European level for other distributors. An article in "*60 Millions de Consommateurs*" magazine showed that our concept scored better than traditional tailoring.

#### **Carine MOITIER**

As a start-up and as a small and medium-sized business (SME), turning to research was a challenge. We had to convince the European Commission to get help.

### **Woowoos**

#### **Chris DE BACKER**

*Woowoos, Belgium*

In 1999, I came up with the idea of creating eclipse shades. Three months later, I had succeeded in creating Eclipse shades in collaboration with pharmacies and the government. We used TV stations for our campaign advertisements. Because it was a once-in-a-lifetime event, we also got lots of free publicity.

You need help. People bring different skills, new ideas and solutions. It's important to know what drives you. You need creativity, knowledge and a business plan. This is what woowoos offers. I created Young Photographers United to promote young photographers. It allowed me to get in contact with European marketing directors. We are now creating different communities such as Young Designers United and Young Media United. We've gotten lots of sponsoring and license purchasing offers. We're still in the developing phase, but I hope to have products to show by next year.

#### **Ted VICKEY**

That's a great message: anyone can be an entrepreneur. Never be afraid to ask for help.

#### **Chris DE BACKER**

I hope to create a networking place around ping pong tables for companies in need of creativity to get in contact with experts and entrepreneurs.

### **Poken**

### **Marc LIEW**

*Poken Switzerland*

Poken was set up two years ago and entered the market last year. **Only the market can judge an entrepreneur's project**, it allows you to make it known and develop it.

### **Ted VICKEY**

I truly love networking. What you have takes networking to the next level. It's fantastic.

### **Speechi and altruistic capital**

### **Thierry KLEIN**

*Speechi, France*

**Altruistic capital is the gift of capital by a business to a humanitarian cause**, in order to counterbalance the adverse effects of capitalism by drawing on this same capitalism. The consequences of such a gift are important, because a company's capital value can be ten times higher than its profits. **A capital gift does not affect the business competitiveness nor its balance sheet.** 10% of Speechi's capital has been donated to an association that protects gorillas. The business is profitable and pursues its commercial activities, but its employees know that 10% of their time is given over to this cause. Our type of business has the same or better performance than the others. Furthermore, donating capital is not incompatible with searching for new capital.

### **Ted VICKEY**

I've seen a lot of innovation but today's presentations were among the best I've seen.

## **Conclusion**

### **Laurent DEGROOTE**

*Vice Chairman of the Lille Chamber of Commerce and Industry*

A business cannot grow without innovation, which represents a behavioural approach, an ability to question and constantly anticipate every aspect of the business (production, marketing, management etc.). A common desire to create entrepreneurial networks emerges from the like entrepreneurship forum. I therefore suggest that we meet up again in Brussels on December 15 at the *European Business Network meeting*. We want to support the development and creation of businesses in a successful region, which is forward, not backward-looking, just like Europe.

### **Pierre De SAINTIGNON**

*Vice Chairman of the Nord – Pas de Calais Region*

I would just like to thank Laurent and everyone involved for the work that has been done, and to thank you all for the quality of this meeting. Please note that the next Créer show will now be held September 2010.

### **Philippe VANRIE**

*CEO - EBN (European Business and Innovation Centres Network)*

If we are to continue to learn, we must attend all the meetings in the future. Businesses can contact the facilitators that exist in the marketplace in their regions and regional authorities. Communicating about *start-ups* allows them to be better understood, and to create the desire to start up something. Individual initiative, as well as funding provided by European, national, regional and local institutions enable innovative businesses to be created.