

Workshop Business Modelling

International cooperation

Kom verder. Saxion.

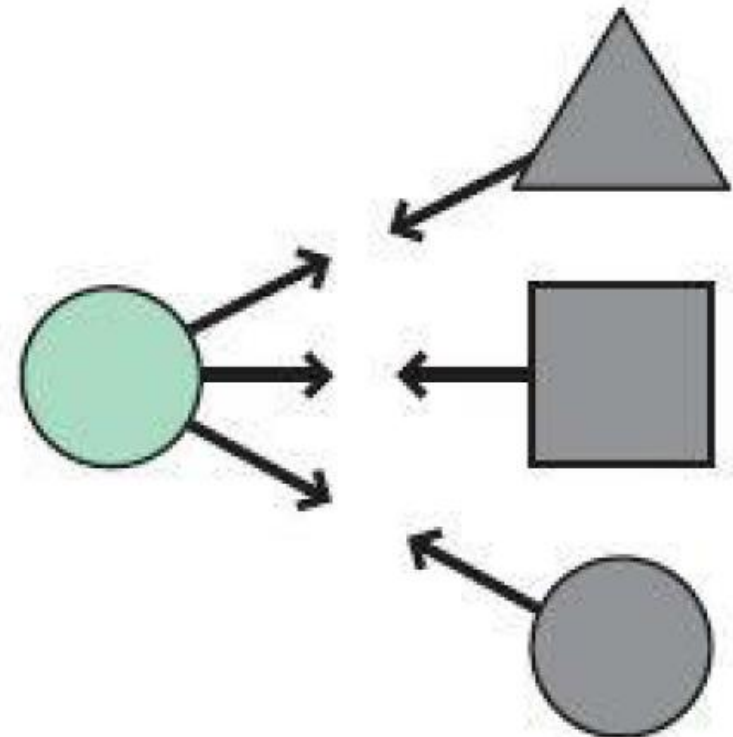
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How to make normal business work

Problems with starting a business:

People with different “language” have to communicate (eg. entrepreneurs, venture capitalists, marketeers)

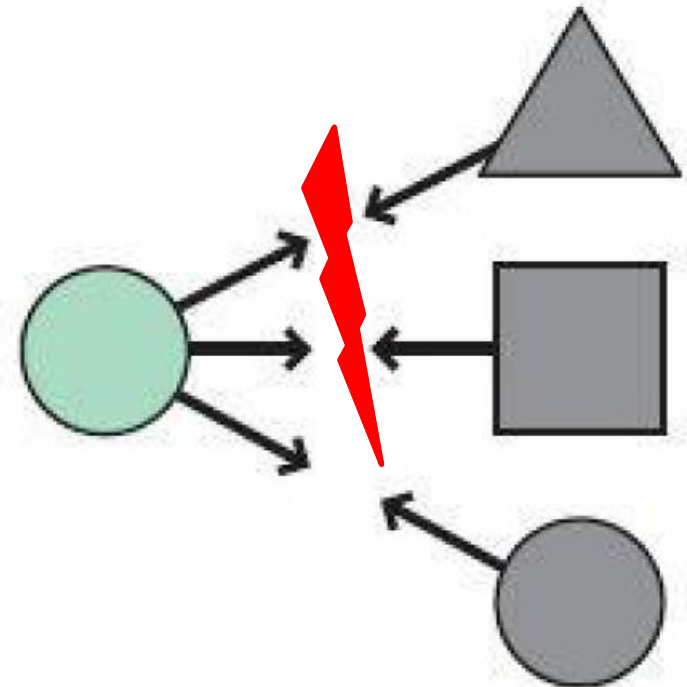


How to make business work

Extra challenge for international business:

People with different language, culture and history have to communicate.

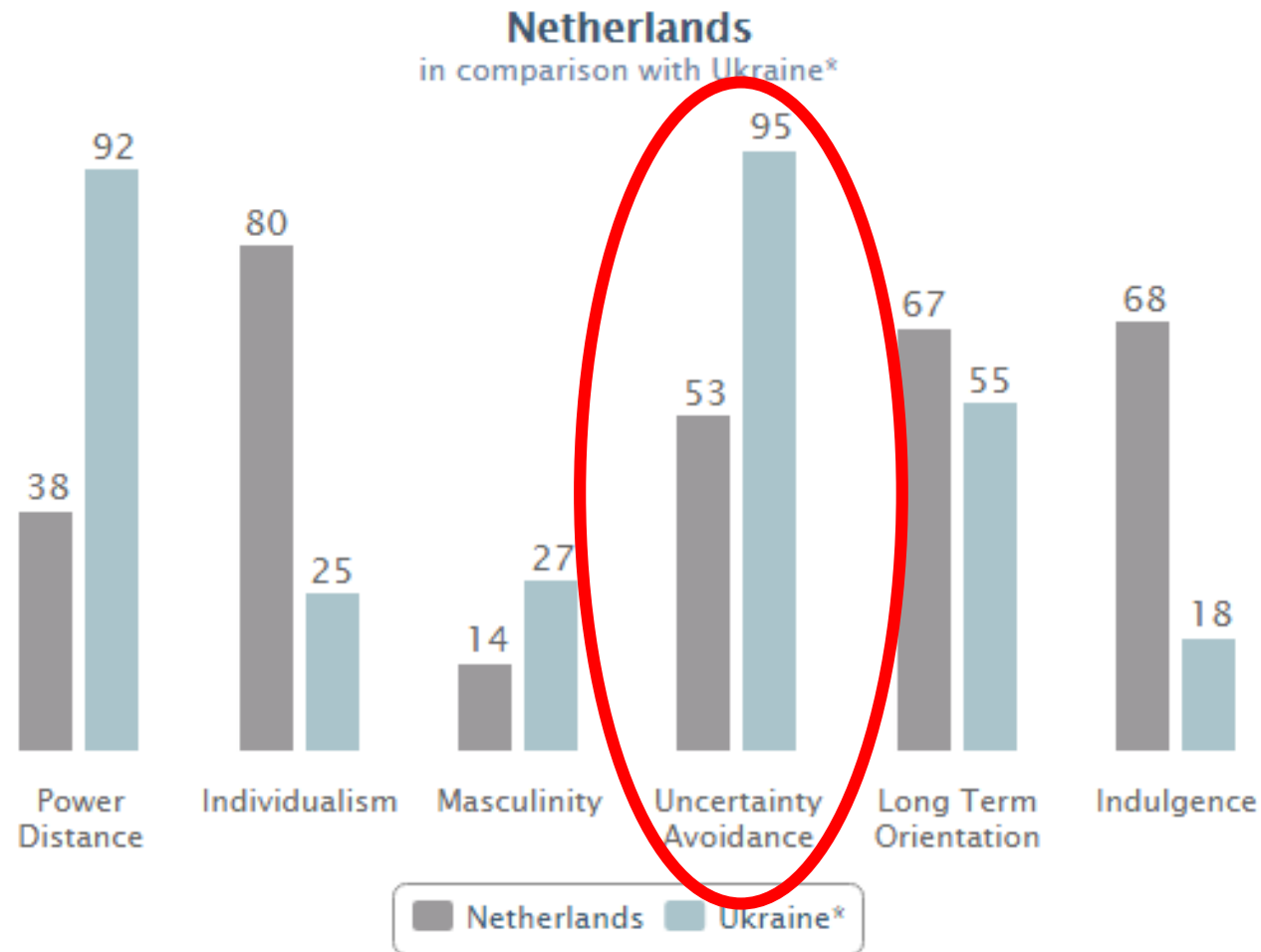
That means... different ideas and expectations at the negotiating table



International business



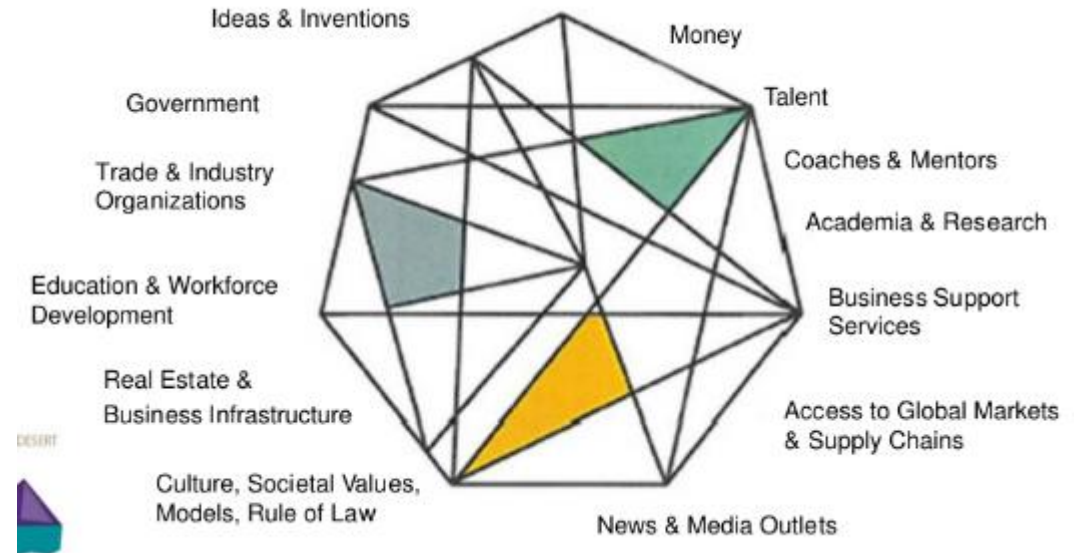
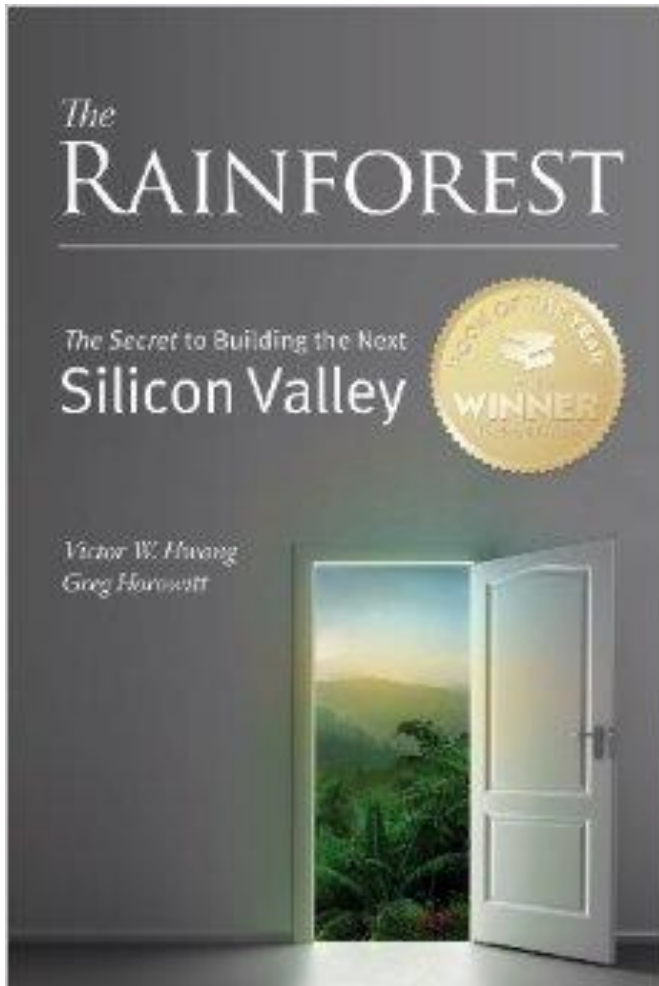
Hofstede scores



Both Dutch and Ukrainian entrepreneurs are generally risk avoiders

“Rainforest” solution

Hwang & Horowitz use the Rainforest metaphor (wild unordered jungle with a large biodiversity) to explain why some regions are successful in creating an innovative climate, while others are not



Venture Funding

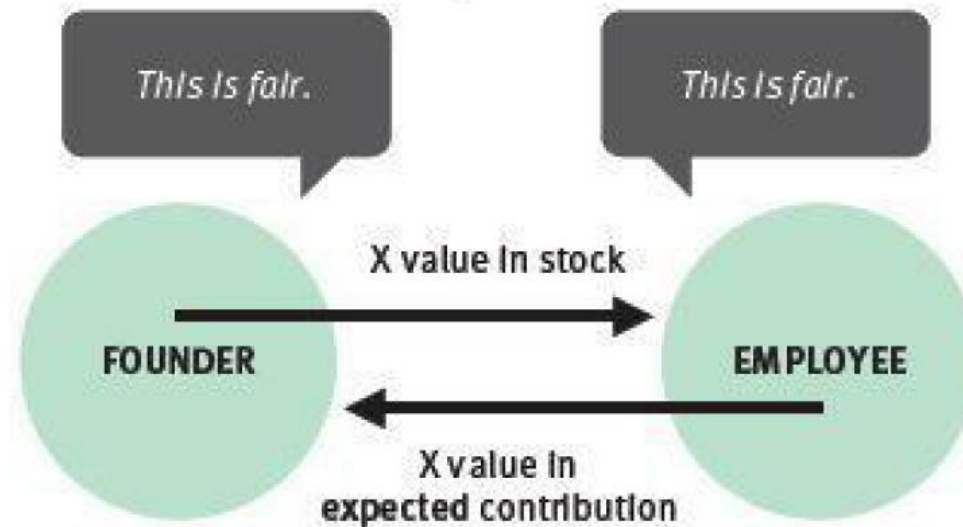
Why is it often so difficult to get sufficient funding?

What does a
Venture
Capitalist
see?



Rainforest rule

Effective funding & long term partnerships only work if there is trust among partners that the different partners are **Seeking fairness, not advantage!**



Innovation in business

Golden rules of successful innovation:
(According to Microsoft)

1. It is something new.
2. I want to have it!
3. Why didn't I think about it?



I wish you good business negotiations!

