

Vintura Life Sciences Event



Michiel Muller

Vintura <>
a different consulting experience

Amsterdam,
November 28th, 2014

@mgmuller

Qandidate.com

B BeeBoxx
slim verhuizen

ecofont

La Dress
by Simone

vonq

tango

ROUTE
MOBIEL

BIEDEN EN WONEN

fashionista
love your style!

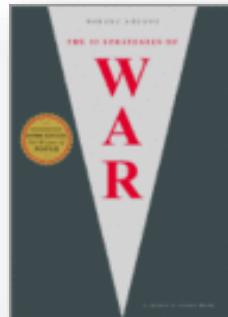
VAULT 79
FASHION AUCTION

APOSTLE[®]

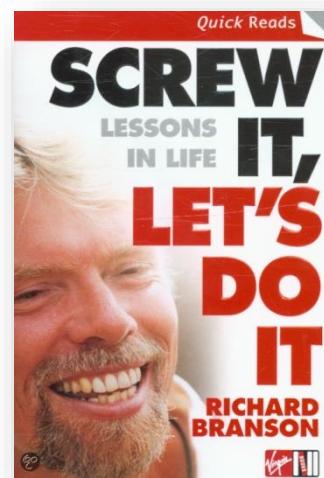
Getting things done



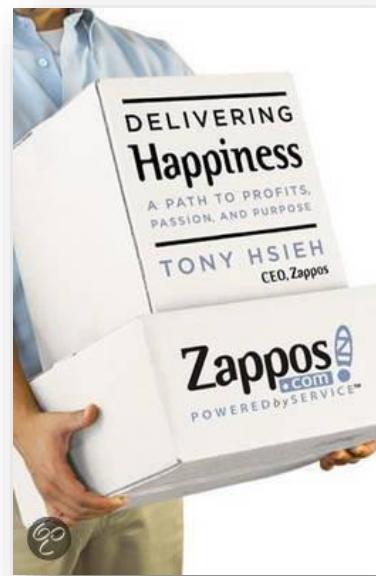
Mentality



Be ready to fight



Guts



Focus

WHATEVER
YOU THINK
THINK THE
OPPOSITE.

PAUL ARDEN, author of the
world's bestselling book

Creativity

Why innovate? Proof from the Airline industry

What happened to the 15 largest US-Airlines since 1982?

DISAPPEARED



REPUBLIC
AIRLINES



BI
EASTERN

PIEDMONT
AIRLINES



Texas
International

BANKRUPT



UNITED

Continental
Airlines
(TWICE)



PROFITABLE



How it all started...

- Market dominance...
- Little competition on quality and price
- Little innovation
- Sleeping giant...



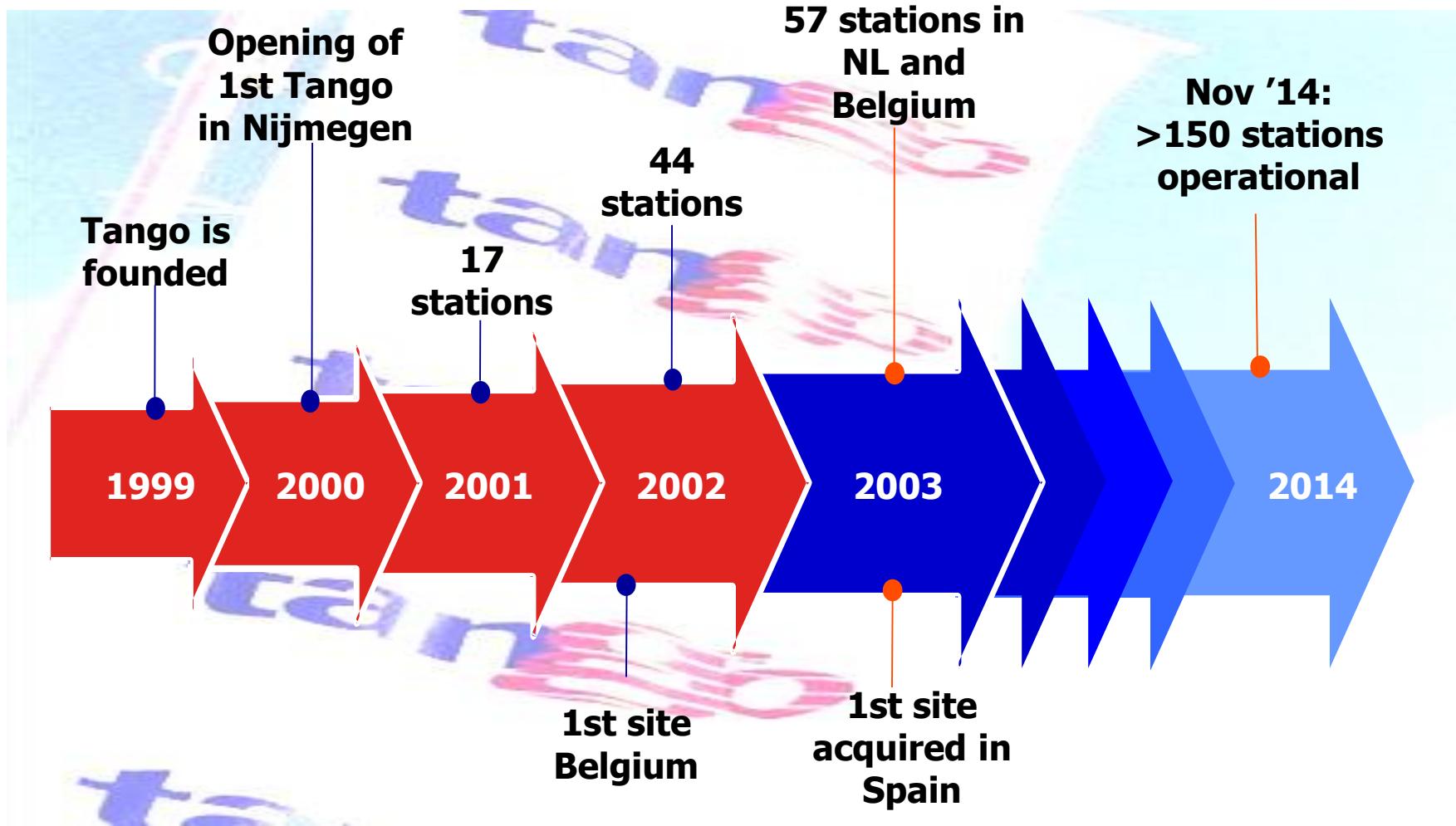
Disruptive business model



With innovations...



...and strong growth!



And a copy after a number of years...



- A competitor...
- Of considerable size and marketpower...
- And the beginning of a new idea...

Route Mobiels



- Roadside Assistance market
- Challenger
- Fast and cheap
- Worldwide coverage

The dream

- Alternative for ANWB (Dutch AA)
- Without considerable investments upfront
- Find the best partners
- Outsource operations



Know your customers and prospects

- Online customer satisfaction survey



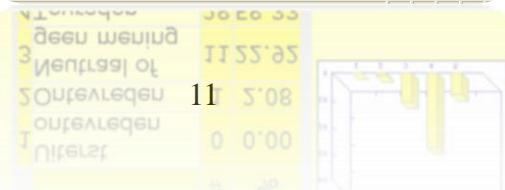
14 Hoe tevreden bent u over Route Mobiel in het algemeen?

	#	%
1 Uiterst ontevreden	0	0.00
2 2	0	0.00
3 3	0	0.00
4 4	0	0.00
5 5	1	2.04
6 6	1	2.04
7 7	8	16.33
8 8	20	40.82
9 9	14	28.57
10 Uiterst tevreden	5	10.20
gemiddeld	8.2	
reacties	49	
onbeantwoord	0	

15 Met betrekking tot de communicatie, hoe tevreden bent u over:

De website van Route Mobiel

	#	%
1 Uiterst ontevreden	0	0.00
2 Ontevreden	1	2.08
3 Neutraal of geen mening	11	22.92
4 Tevreden	20	40.82
5 Uiterst tevreden	11	22.92



A woman with long brown hair and bangs, wearing a blue cable-knit sweater, points her right index finger towards a red rectangular button. The button has the word "START" written in white capital letters. The background is dark with a subtle grid pattern.

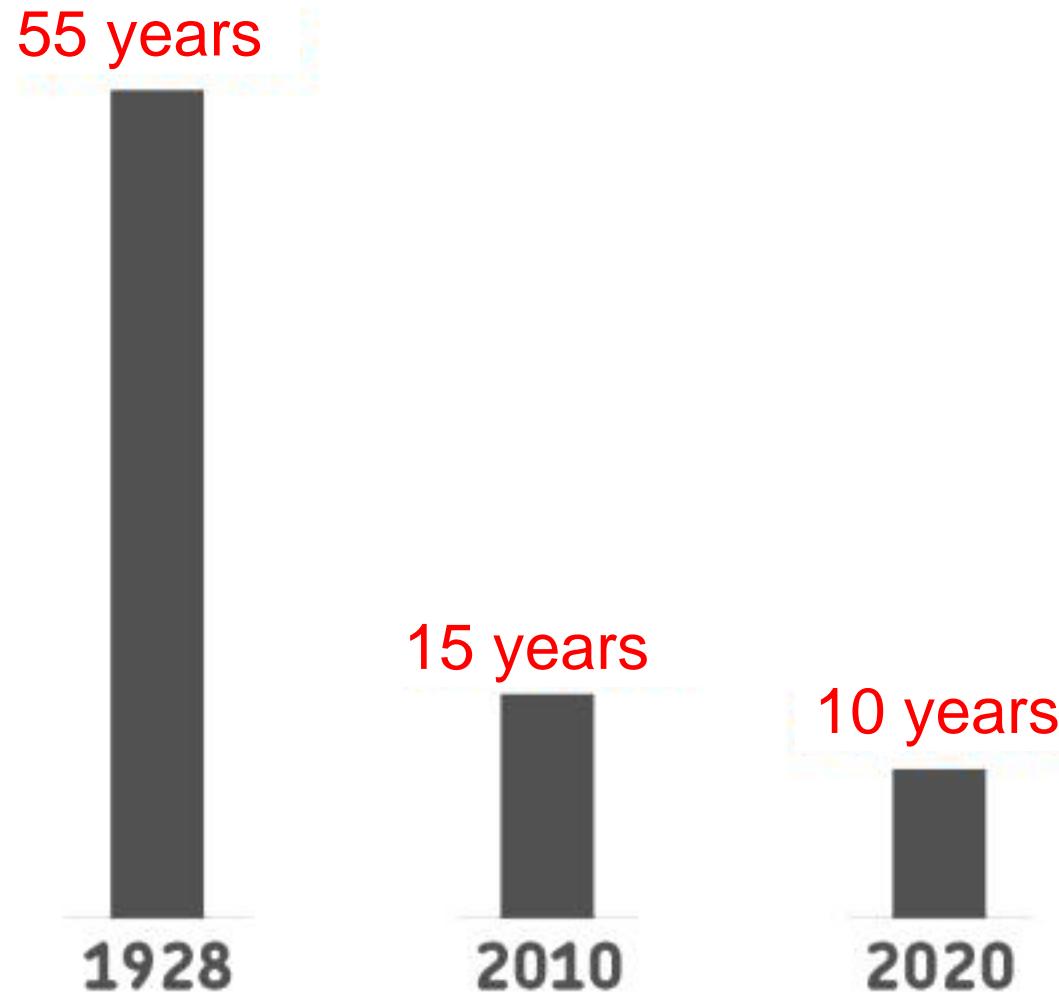
**“...the world is
becoming too fast, too
complex and too
networked for any
company to have all
the answers inside”¹¹**

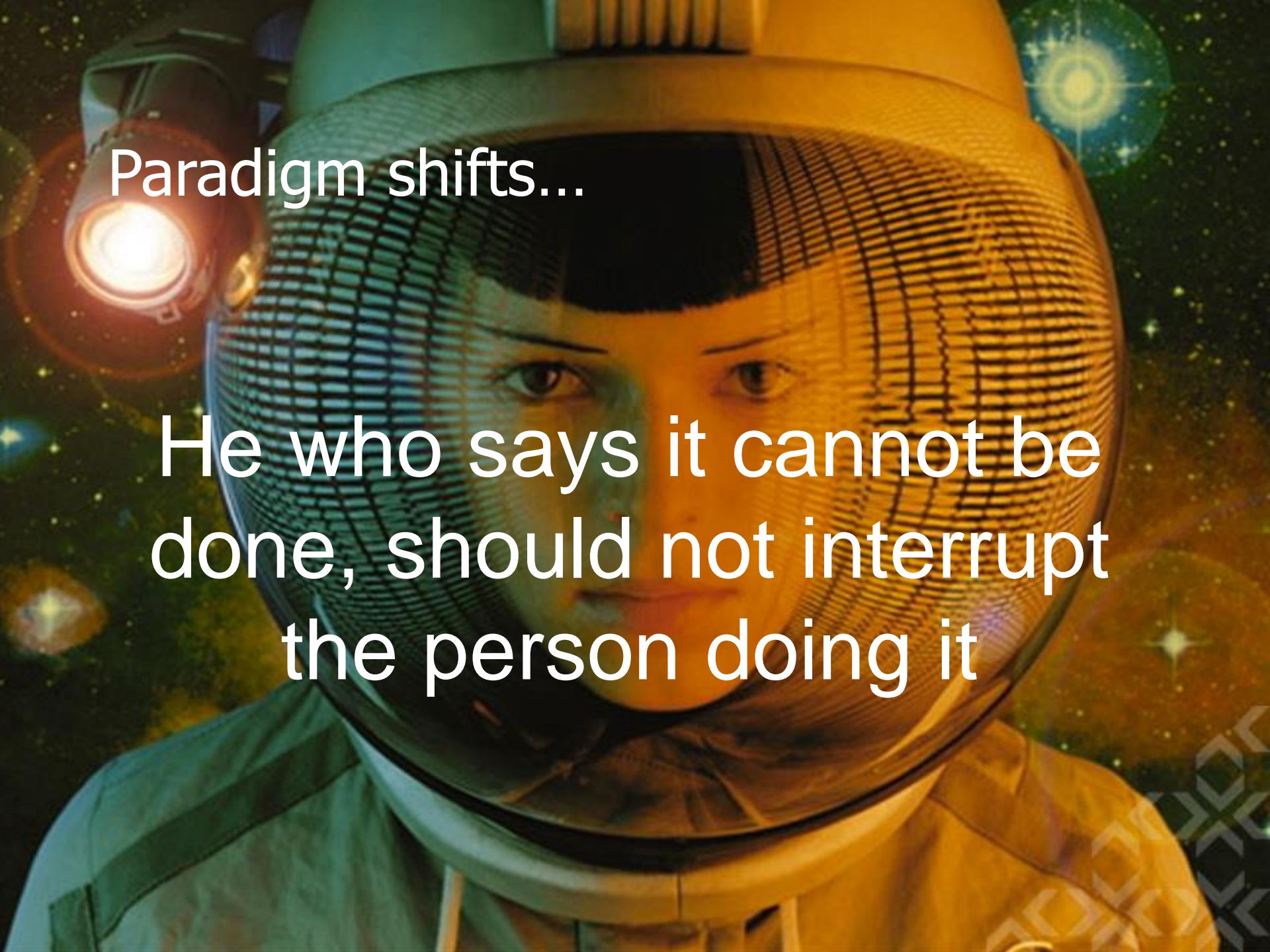
Yochai Benkler

**The new reality:
“constant disruption”**

John Seely Brown

Company live cycle





Paradigm shifts...

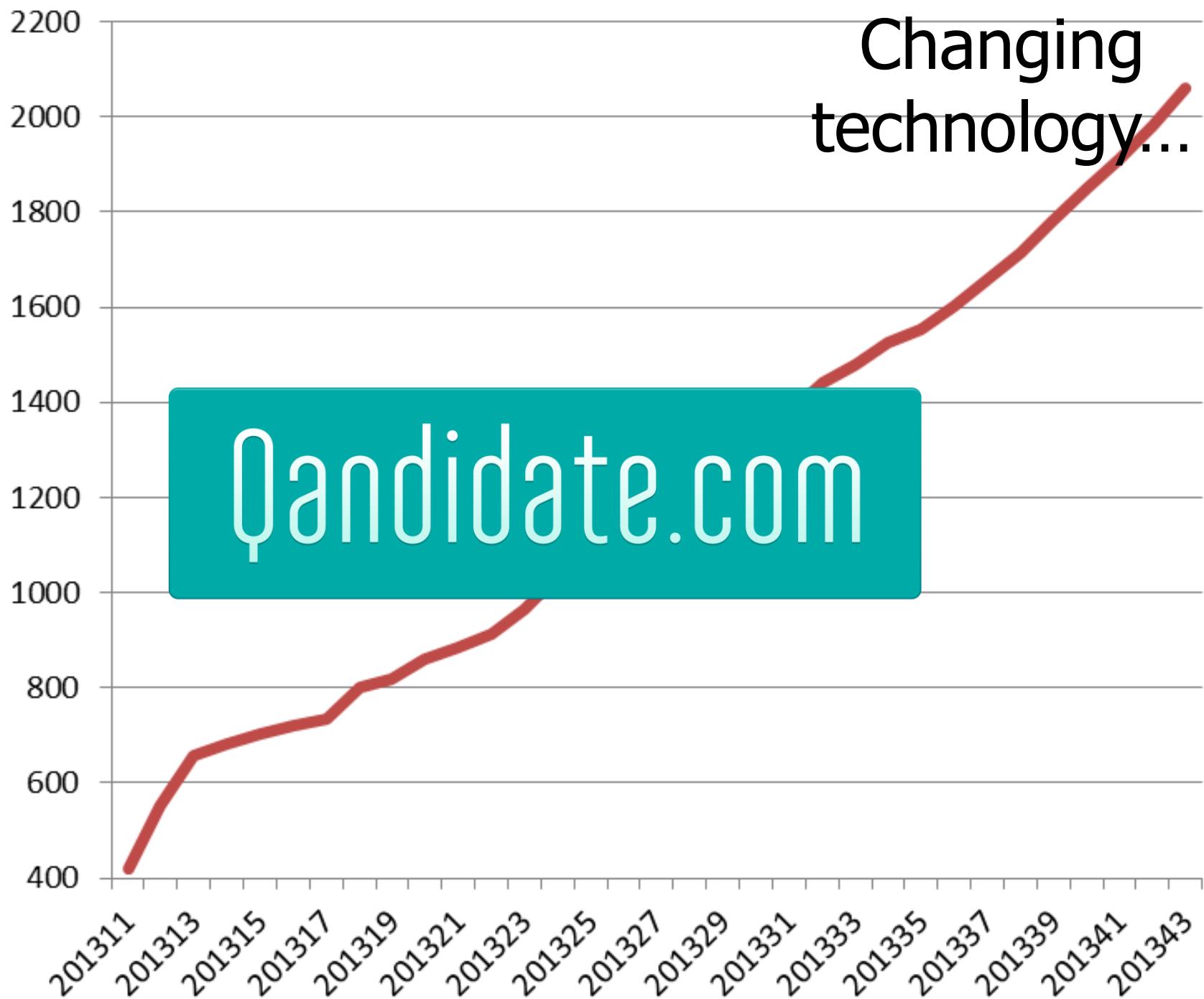
He who says it cannot be
done, should not interrupt
the person doing it

Changing environments...



FASHIOLISTA AGENCY
AMSTERDAM - NEW YORK

Changing
technology...



La Dress

by Simone



Changing
business
models...

mytomorrows

GENALICE

TECHNOLOGY FOR PEOPLE & SCIENCE



Who's the most
entrepreneurial..?



The entrepreneurial route: Just Do It!



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