

- EVENT PROGRAM -

Thursday, February 25, 2016

08:45 - 09:00 OPENING

09:00 - 12:00 TALKS

INTRAPRENEURSHIP: MISSION IMPOSSIBLE

⌚ 09:00 - 09:20 Erik Stam (Utrecht University)

REAL CORPORATE STARTUPS: TURNING LEAN STARTUP THEORY INTO PRACTICE

⌚ 09:20 - 09:45 Tristan Kromer (TriKro)

EVIDENCE-BASED PRODUCT DEVELOPMENT

⌚ 09:45 - 10:05 Joris van Heukelom (Makerstreet)

BRAND HACKING

⌚ 10:05 - 10:30 Jeroen de Bakker (Brand Transformation Strategist)

10:30 - 11:00 COFFEE, CAKE & NETWORKING

TURBULENT WATERS: DEVELOPING AN ECOSYSTEM FOR STARTUPS

⌚ 11:20 - 11:45 Mare Straetmans (PortXL)

STRUGGLES & SUCCESSES: CORPORATE INNOVATION SURVEY REPORT

⌚ 11:45 - 12:00 Auke van den Hout (Makerstreet Innovation)

12:00 - 12:45 FISHBOWL CONVERSATIONS

[Track 1] IN-HOUSE LABS: THEATERS OF DREAMS OR DESPAIR?

Kees van Nunen (Value First)

[Track 2] CORPORATE INNOVATION: OXYMORON, OBNOXIOUS OR ORGASMIC?

Auke van den Hout (Makerstreet Innovation)

[Track 3] LEAN IN OR LEAN OUT: WHAT'S ACTUALLY WORKING AND WHY?

Tristan Kromer (TriKro)

12:45 - 13:30 LUNCH

13:30 - 14:45 INTRAPRENEUR CASE STUDIES

[Track 1] FROM CONCEPT TO GRAVEYARD TO WORKING PRODUCT: THE STORY OF UCOURSE

⌚ 13:30 - 13:55 Marie-Louise Kok (Sanoma)

[Track 2] MY LIFE AS INTRAPRENEUR: THE RIGHT ENVIRONMENT TO DO MAGIC

⌚ 13:30 - 13:55 Niek Otten (Océ Technologies)

[Track 1] CREATING AN ENTREPRENEURIAL AND INNOVATIVE CULTURE: FROM THE BOTTOM UP

⌚ 13:55 - 14:20 Bart van Hattum & Stephan Clarisse (Nuon/Vattenfall)

[Track 2] COOPERATIVE INTRAPRENEURSHIP: FROM IDEA TO I-DO

⌚ 13:55 - 14:20 Jan Hoetmer (Rijkswaterstaat)

[Track 1] GO OUT, GO FAST. LEAN STARTUP PRINCIPLES IN A CORPORATE SETTING

⌚ 14:20 - 14:45 Maarten Boertien (Philips)

[Track 2] TOWARDS A NEXT-GEN TELCO

⌚ 14:20 - 14:45 Fleur de Nijs (KPN)

14:45 - 17:30 WORKSHOPS

[Track 1] SEE IT TO BELIEVE IT: LIVE PRODUCT DESIGN

Roderick Martens (MakerLab)

[Track 2] A LEAN ROADMAP FOR YOUR INNOVATION

Iwein Fuld (StarterSquad)

16:00 - 16:15 BREAK

[Track 1] USING DESIGN THINKING FOR ESTABLISHING A CULTURE FOR INNOVATION

Mark Vernooij (THNK School of Creative Leadership)

[Track 2] HOW TO MOVE FROM START-UP TO SCALE UP

Jeroen Lampe (XL Family)

17:30 - 19:00 CLOSING KEYNOTE & NETWORKING DRINKS

MAKE INNOVATION SIMPLE, SMART, AND STICKY

⌚ 17:30 - 18:00 Moodi Mahmoudi (Collaborne)

- ATTENDEES LISTING -

First Name	Last Name	Company	First Name	Last Name	Company
Rob	Aalders	Startup-Spirit	Karen	Mann	Sthree
Peter	Albertz	Forbo Flooring B.V.	Roderick	Martens	Makerstreet Innovation
Lluís	Alsina	FC Barcelona	Nitzan	Merguei	Intrapreneurship Conference
Femke	Appelman	Incotec Holding B.V.	Martijn	Miedema	FEI
Daan	Assen	Startersquad	Barent	Momma	Bindinc
Hans	Balmaekers	Intrapreneurship Conference	Klaus E.	Olsen	Postnord
Leon	Bedaux	KPN	Niek	Otten	Océ
Anis	Bedda	Intrapreneurship Conference	Agnieszka	Pagacz	Booking.com
Maarten	Boertien	Philips	Caroline	Portier	XS4All
Lukas	Bratt Lejring	Airbus	Upiek	Riptoningrum	Koninklijke Kentalis
Stephan	Clarisse	Nuon	Bozena	Rozycka	Booking.com
Isabelle	Coppens	Outside Inc.	Bart	Ruysen	SAP
Claudio	Cossio	Nearsoft Inc	Willem	Schellekens	ING Innovation Studio
Karin	Croon	KPN	Patricia	Shumi	Intrapreneurship Conference
Juul	Cuijpers	DSM	Tialda	Siebinga	Bindinc
Jeroen	De Bakker	Brand Transformation Strategist	Erik	Stam	Utrecht University
Gabrielle	de Jong	Bindinc	Mark	Storm	markSTORM
Fleur	De Nijs	KPN	Mare	Straetmans	Port XL
Karina	Dilag	ASICS Europe BV	Martijn	ten Kate	TU Delft
Marta	Dobrowolska	Incotec Holding B.V.	dante	van de kerke	Nationale-Nederlanden
Sven	Edgren	DNV GL Group	Mark	van de Zande	Royal IHC
Joop	Essing	DSM Resins	Noor	van den Berg	PostNL
Soraya	Ferahtia	Yves Rocher	Auke	Van den Hout	Makerstreet Innovation
Chen	Fleisher	Utrecht University	Stefan	van der Fluit	Nuklius
Nir	Fox	Nir Fox	Martijn	van Hal	Deloitte Consulting
Iwein	Fuld	Startersquad	Bart	Van Hattum	Nuon
Layna	Hodgson	Booking.com	Joris	Van Heukelom	Makerstreet Innovation
Jan	Hoetmer	Rijkswaterstaat	Kees	Van Nunen	Value First
Lieke	Hoomans	Verbond van Verzekeraars	Hermen Jan	van Ree	Royal HaskoningDHV
Anne	Hudepohl	Delta Lloyd	Margot	van Soest	Huxley
Marjolein	Hulsebosch	Stedin	Mark	Vernooij	THNK
Paul	Kerssens	Eneco	Freddy	Verweij	Eneco
Marie Louise	Kok	Sanoma	C	Verwijs	Verbond van Verzekeraars
Tristan	Kromer	Trikro	Michiel	Ykema	Delta Lloyd
Jeroen	Lampe	XL Family	Rene	Zandbergen	ASICS Europe BV
Clemens	Lohman	JP van Eesteren	Claudia	Zoontjes	FrieslandCampina
Moodi	Mahmoudi	Collaborne			
Onno	Makor	Great Little Company			