

EYES ON THE FUTURE.

THIS IS HOW YOUR
BUSINESS STAYS AGILE IN A
RAPIDLY CHANGING MARKET

Novelty

Technological developments keep moving faster and faster. Doing what you've always done, is not an option anymore. So how do you keep reinventing your business? How do you make sure to always be one step ahead of the rest? New business development manager Martin Olde Weghuis talks about how you stay future-proof with the support of Novel-T.

Three types of entrepreneurs

The advisors at Novel-T are usually on the road. So is Olde Weghuis. "I prefer to take a look behind the scenes at the companies. That way, I get a feel for the company, and it allows me to see the daily course of events." Thanks to years of experience, he discovered that he could sort entrepreneurs into three categories. "There are entrepreneurs that struggle to keep their head above the water and who are losing clients. For them, it is a necessity to innovate. The second group consists of entrepreneurs who can still manage for now but foresee a future threat. Because of new trends or developments in the market, for example. The final category is

entrepreneurs who are currently thriving and have the opportunity to invest. For all these entrepreneurs, continuous innovation is the answer.

Finding your course

So keep innovating and keep reinventing yourself. Easier said than done. It all starts with finding out in which direction you want to innovate. Before you enthusiastically start brainstorming on a new product, it is essential to take a moment to dwell on several matters. Because how you innovate differs per company. Olde Weghuis:

"The first step is to return to the core of your business. Make sure you know your company from the inside as well as the outside. Know what your core values are. Only then are you able to innovate in such a way that fits your company."



To get to know your company better and discover your starting point, you can use the Novel-T Innovation Scan as a tool. Just like Berry Rave of Nolek (specialist in leak testing solutions):

“I was curious. What chances are there which we don’t know of?”

The results of the Innovation Scan lead to processes being re-examined. They implemented a new CRM system and switched to a servitization business model.

“The scan reveals more than you think and you get the insights clearly on paper. Only when you know where the opportunities lay can you continue growing.”

Explore your options

Subsequently, think of why you want to innovate. Olde Weghuis: “In which of the three categories of entrepreneurs do you fit? Is it a necessity, or are there currently opportunities to stay ahead of your competition? Make sure that innovation becomes a vital part of your strategy. This forces you to look at your company from a new perspective continuously.” With this knowledge in your back pocket, you can research different areas on which you can innovate. Are you going to develop or optimize a product, for example? Or will you look at your business organization? Or maybe it's your business model that needs updating. During this process, dare to look over the fence at other entrepreneurs.

Filling out the Business Model Canvas enables you to focus on your innovation. ESPS from Almelo did this together with experts of Novel-T during an innovation session. Sophie LeNoble of ESPS says:

“Those sessions brought depth to our discussions and helped us tremendously in bringing our solution to the market.”



Photographs by **Lizet Beek** and **Corey Martin**

Ask for help

Once you have an idea of how to innovate, it's time to get to work. How do you translate your vision into concrete steps? Novel-T helps you with that in the Innovate GO program. During 18 weeks, you work with your team one day a week on your innovation. Every three weeks, you zoom in on another hypothesis you have on your innovation. At the end of the program, you have the right skill set to market your innovation.





Grootgroener is one of the companies that participated in Innovate GO to focus on their innovation. They developed a machine that, with the help of AI and machine learning, detects weeds on sports fields and subsequently eradicates them. Job Dekker:

“You get easily carried away by the day-to-day operations of your business. We worked on our innovation every Tuesday during this program and were coached adequately. Clearing out your schedule to work on innovation is especially important. That’s why we stick to the methodology of the program from now on.”

Novel-T guides you through the entire innovation cycle, from A to Z. At every moment in your process, you can reach out to them with your question.

Could your innovation process use a boost?

Go to novelt.com/mkb and reach out.

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A woman with blonde hair, wearing a black blazer over a green ribbed top and blue jeans, stands next to a man with grey hair, wearing a dark suit jacket over a light blue shirt. They are both smiling. The background is a modern office space with a brick wall and dark door frames.

NovelT

WHAT ARE THE OPPORTUNITIES FOR YOUR COMPANY?

PLAN A 30 MINUTE INNOVATION SESSION.

Novel-T is the innovation office for SMEs that offers inspiration, programs and one-on-one support from innovation experts during every phase of your company's development. With our support, we help SMEs make the right moves at the right time. With our central role in the innovation ecosystem, we provide access to knowledge, talent and capital.

Novel-T is an independent non-profit organization founded by Twente Board, the University of Twente, Saxion University of Applied Sciences, the province of Overijssel and the municipality of Enschede. Our goal is to secure the future of SMEs.

NOVELT.COM/INNOVATIONSESSION