

**EPSA
Conference**

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The Rotterdam Business Case

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The Rotterdam Business Case: What is it?

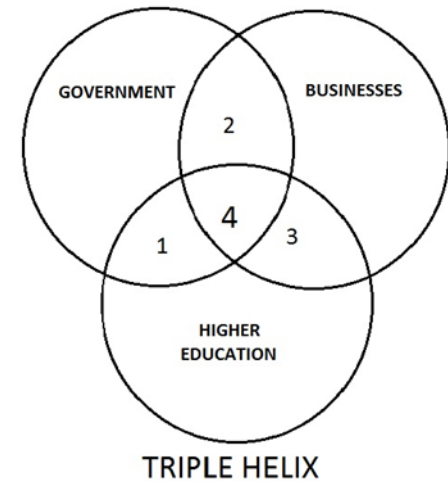
- **Succesfull project to support Entrepreneurs**
- **Who are in financial difficulties**
- **In cooperation Government / Education / Entrepreneurs**
- **In which retired Entrepreneurs are senior coach**
- **And students are junior coach**
- **Both vision and practical support**
- **In six month**
- **A restart of the business**
- **Improve income and economic sustainability**



- **Increasing number of entrepreneurs: 1.000.000+**
- **Flexibilisation of the labour market**
- **Entrepreneur or self-employed?**
- **1 in 6 entrepreneurs in financial difficulties**
- **Social benefits for entrepreneurs**
- **Not fish, but fishing rods**
- **Problems: economy, health, bad luck**
- **Root problems: lack of entrepreneurial skills and vision**

The Rotterdam Business Case: Approach

- **Focus on the problem**
- **Don't jump to solutions**
- **Co-creation / Partner approach**
- **Triple Helix: Government – Education – Entrepreneurs**
- **City – University Appl.Sciences – Former Entrepreneurs**



The Rotterdam Business Case: Approach

- **What is our goal?**
- **Increase income & economic sustainability**
- **What is/are the root cause(s) of the problems?**
- **Lack of business vision & lack of entrepreneurial skills**
- **How can we support the entrepreneurs?**
- **Government: financial support**
- **Business: entrepreneurial know how of retired people**
- **Education: practical support by students**

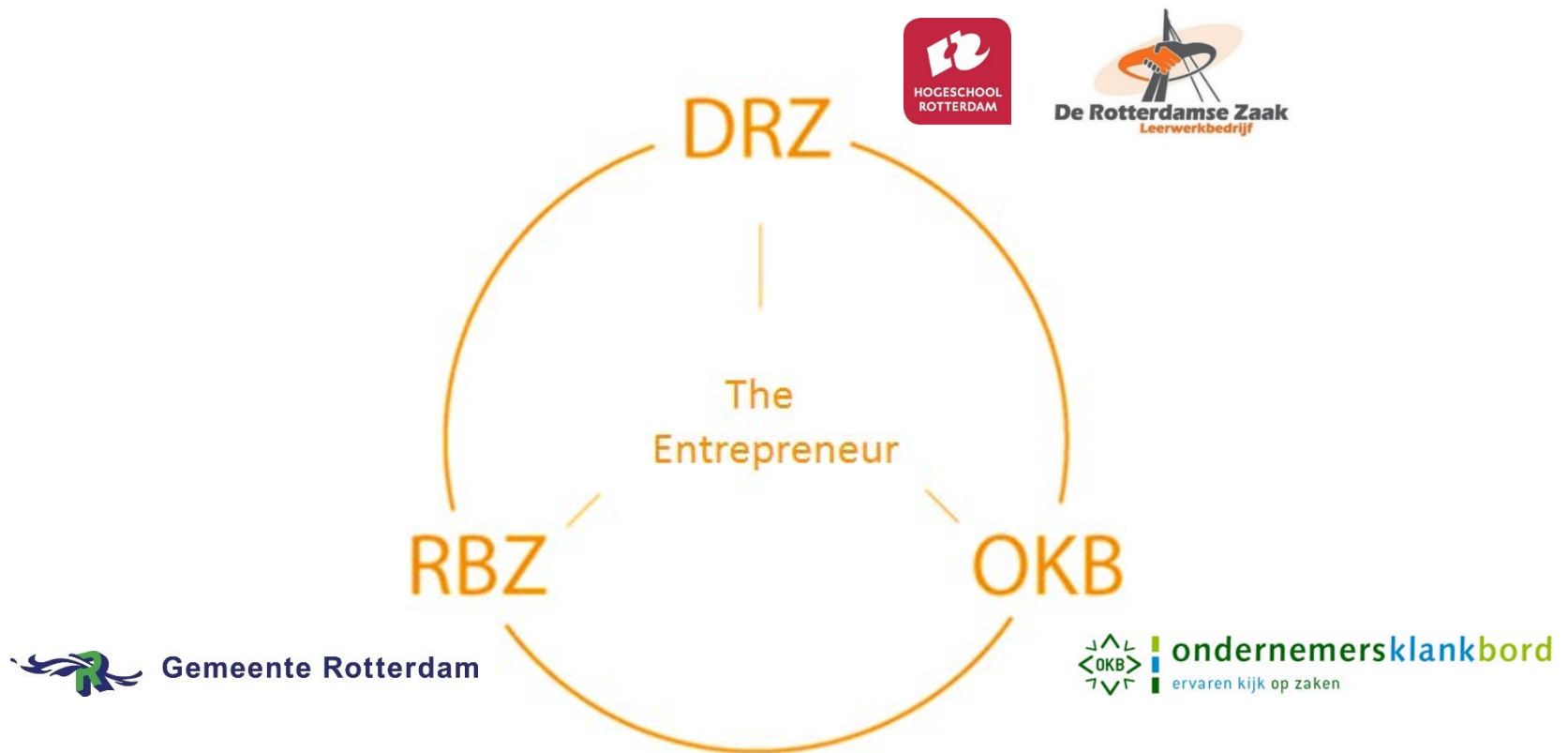


The Rotterdam Business Case

- **What did we do?**
- **We built a new concept**
- **Secret of the concept?**
- **Students + former entrepreneurs support entrepreneur**
- **Young + Old = Gold**

The Rotterdam Business Case: What do we do

Triangular cooperation



The Rotterdam Business Case: Who we are

- **Learning company University of Applied Sciences**
- **Lead by students**
- **12 interns / 4 peer coaches**
- **Business Economics, Commercial Economics, Small Business and Retail management, Accountancy**



The Rotterdam Business Case: Target Entrepreneurs

- **For which entrepreneurs?**
- **Entrepreneur is not able to pay for a commercial company**
- **Income around minimum living standards (€1.300 per month)**
- **Entrepreneur is doing business for more than 1.5 years**

The Rotterdam Business Case: Servicelines

Financial	Commercial
Organizing administration	Business plan
Credit / debt management	Acquisition plan
Set up investment plans	Marketing plan
Compose financial reports <ul style="list-style-type: none">- balance sheet- income statement	Increase brand awareness
Cash flow analysis	Competitor analysis
Overview of debt	Budget plan

The Rotterdam Business Case: The process

- **Weekly briefing at Chamber of Commerce**
- **Information about possibilities support**
- **Short conversations with entrepreneurs**

- **Intake by senior coach and junior coach**
- **Problem analysis**
- **Plan of approach**

- **Practical support and guidance by junior coaches**
- **Coaching consults with senior coach**
- **Completion of project**





- Dutch non-profit organization founded in 1980
- 300 advisors / coaches
- Former entrepreneurs and managers
- Voluntary and independent
- Sponsors: Ministry Economic Affairs, banks, confederation of Netherlands Industry and Employers VNO-NCW, provinces and cities

Entrepreneur Soundbord Foundation : principles

- **Former entrepreneurs and managers**
- **For existing and active entrepreneurs**
- **Personally and low threshold**
- **Professionally and independent**
- **Practical and solution orientated**
- **Soundboard, entrepreneur stays in the lead**
- **Half year period, entrepreneur pays a donation of €150**
- **2500 supported entrepreneurs in the Netherlands**



The Rotterdam Business Case: The results?

- **2012 : Started in Rotterdam**
- **2013 - 2018 : aprox. 200 entrepreneurs every year, 1000+**
- **2015 : Start of National Foundation to scale up**
- **2016 - 2018: 6 new Business Cases in Netherlands**
- **2018 - 2022: Towards national coverage**
- **2018 : Start first Business Case in Finland**
- **2016 : Winner European Enterprise**

Promotion Award



The Rotterdam Business Case: Participants & Results

- **61% male en 39% female, 81% one person enterprise**
- **32% less than 2 years experience**
- **43% between 2 and 5 years experience**
- **25% more than 5 years experience**
- **Problems: 67% Financial / 29% Commerc. / 19% Fiscal**
- **Desires: 74% continue, 18% stop, 8% unsure**
- **Results: 56% continue, others decide to stop (with ass.)**
- **77% of people who continue are positive on future**
- **69% participants positive, 18% neutral, 13% negative**

<https://youtu.be/eNbRYxSnOI>

- **Could this concept work in your country / region?**
- **Could you use this concept to solve a problem?**
- **Are you interested? Can we help?**

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