



Maastricht University

*Leading
in Learning!*

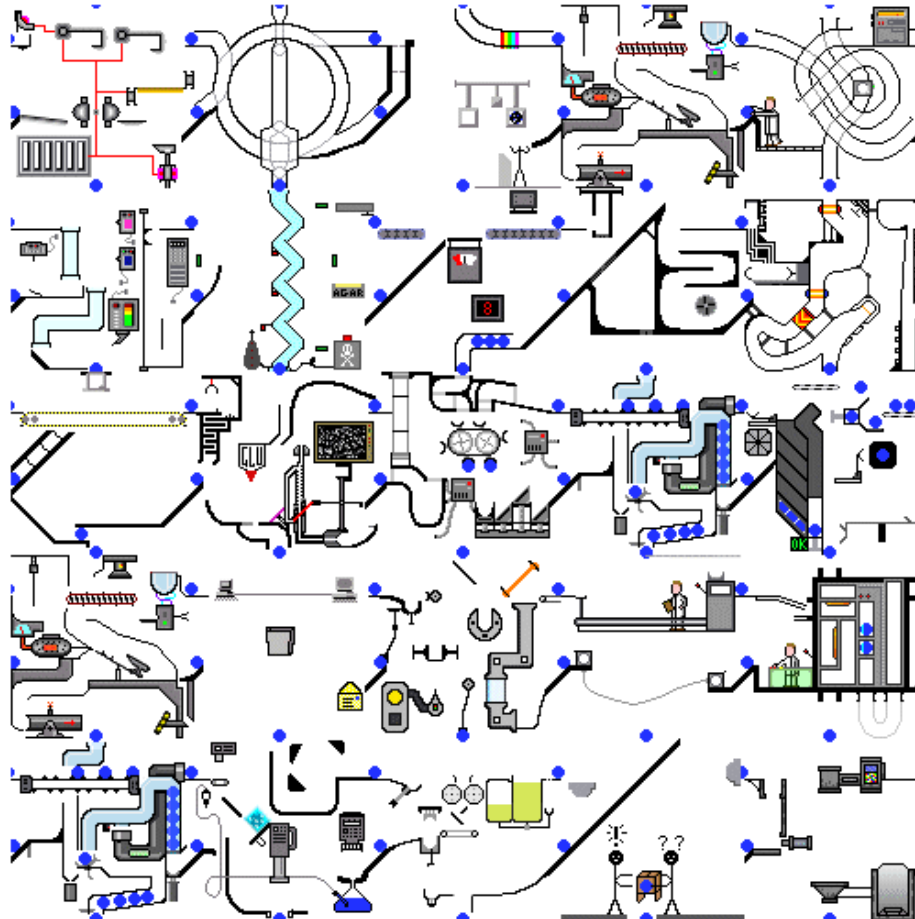
PLATFORM
KLANTGERICHT
ONDERNEMEN

CRM ASSOCIATION NL

Next-Generation Clients

Prof. dr. Paul Louis Iske
University Maastricht

De wereld wordt steeds complexer



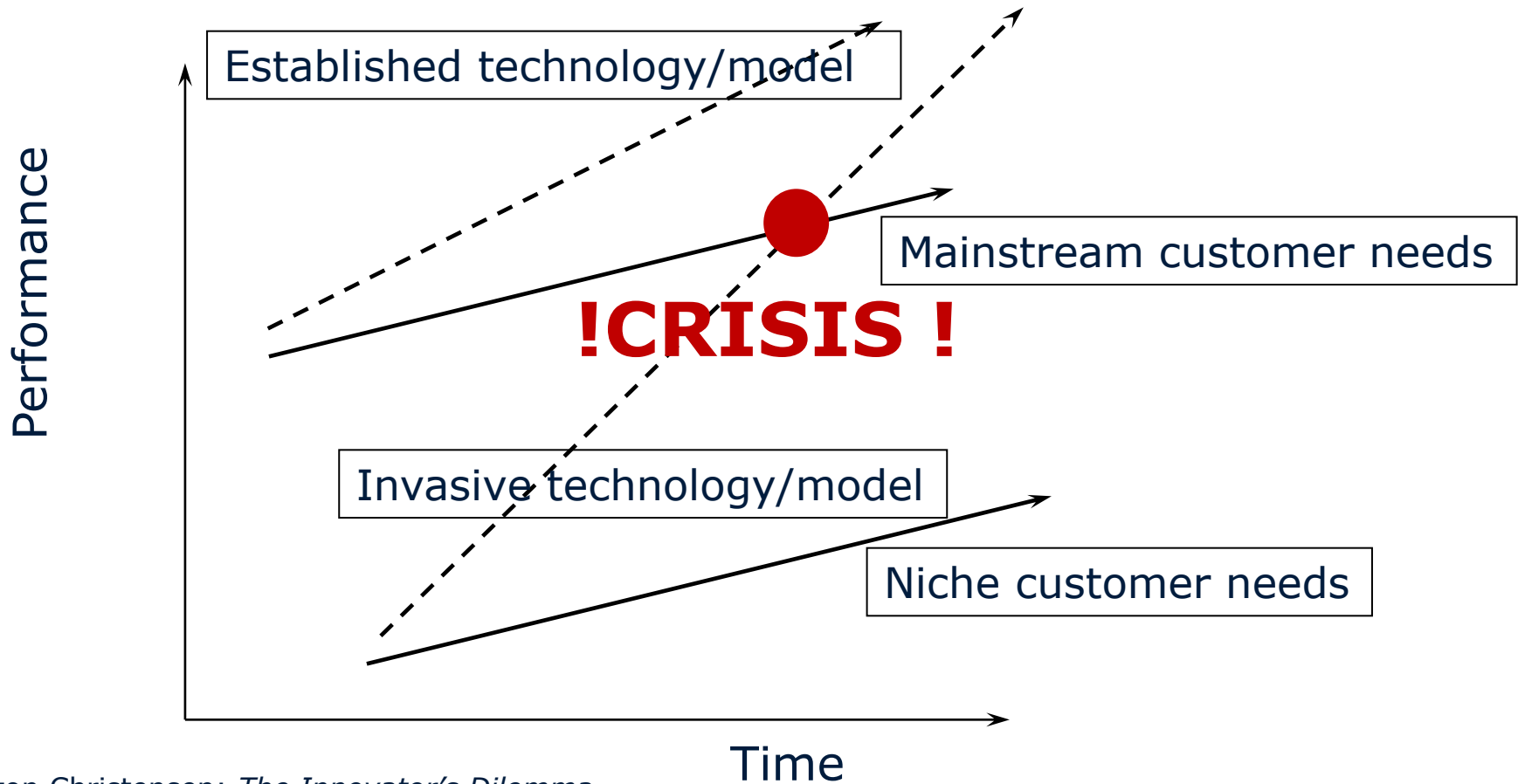
Dit vraagt om **Agility** en **Resilience**

We weten het zeker...



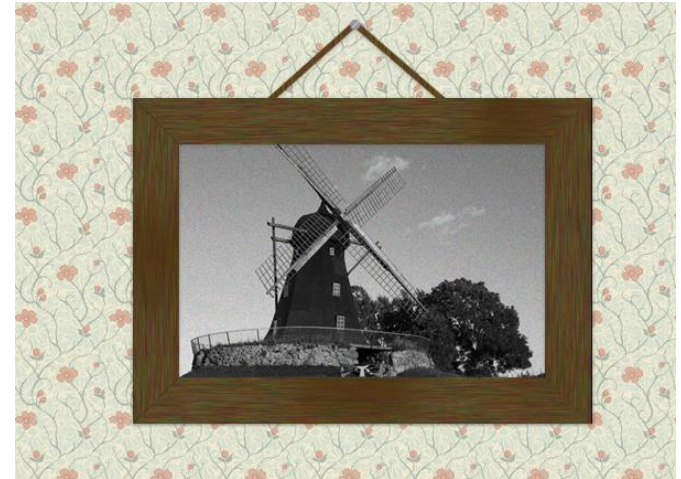
“We hebben geen enkele moeite om ons aan te passen”

The Innovator's Dilemma



Clayton Christensen: *The Innovator's Dilemma*

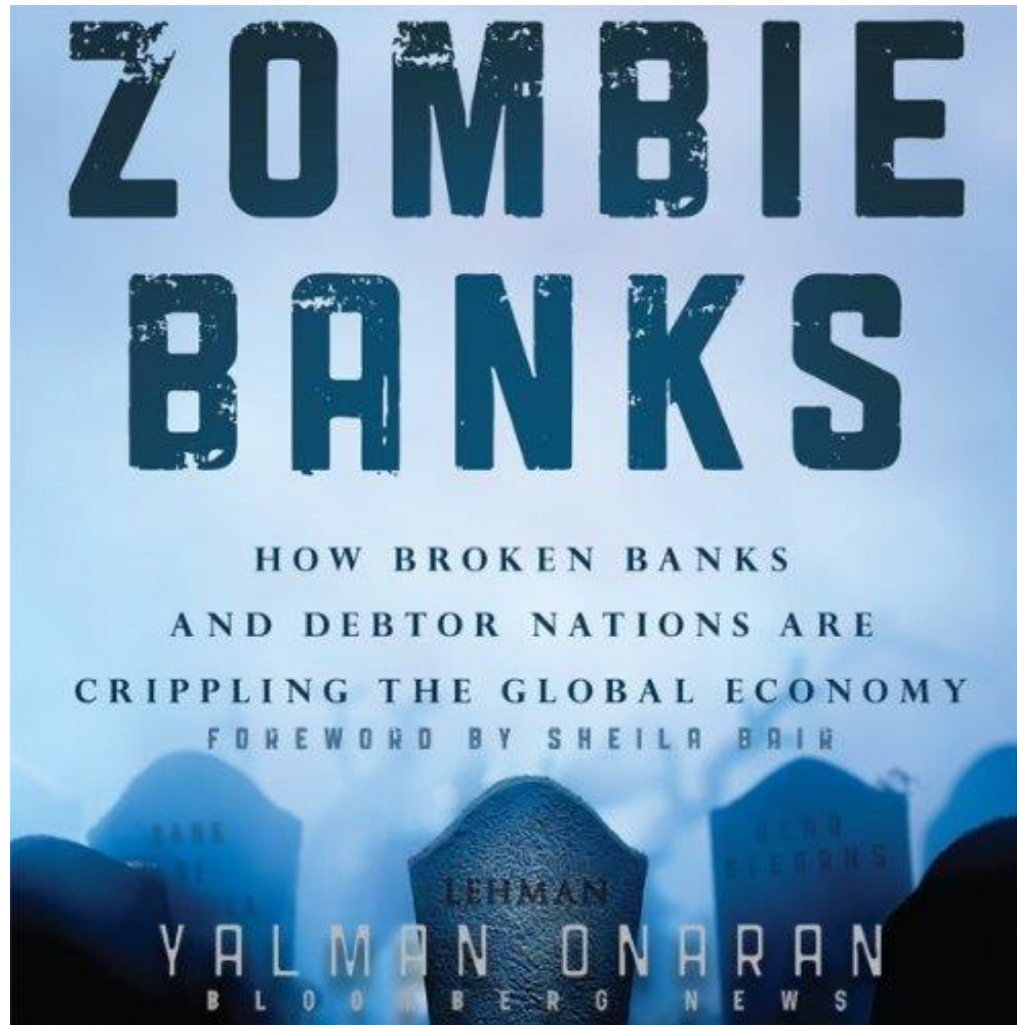
Example of a Zombie Industry



Voor je het weet, is het feest voorbij!



“I’m dead, but I don’t know it” (R. Newman)



Innovatie

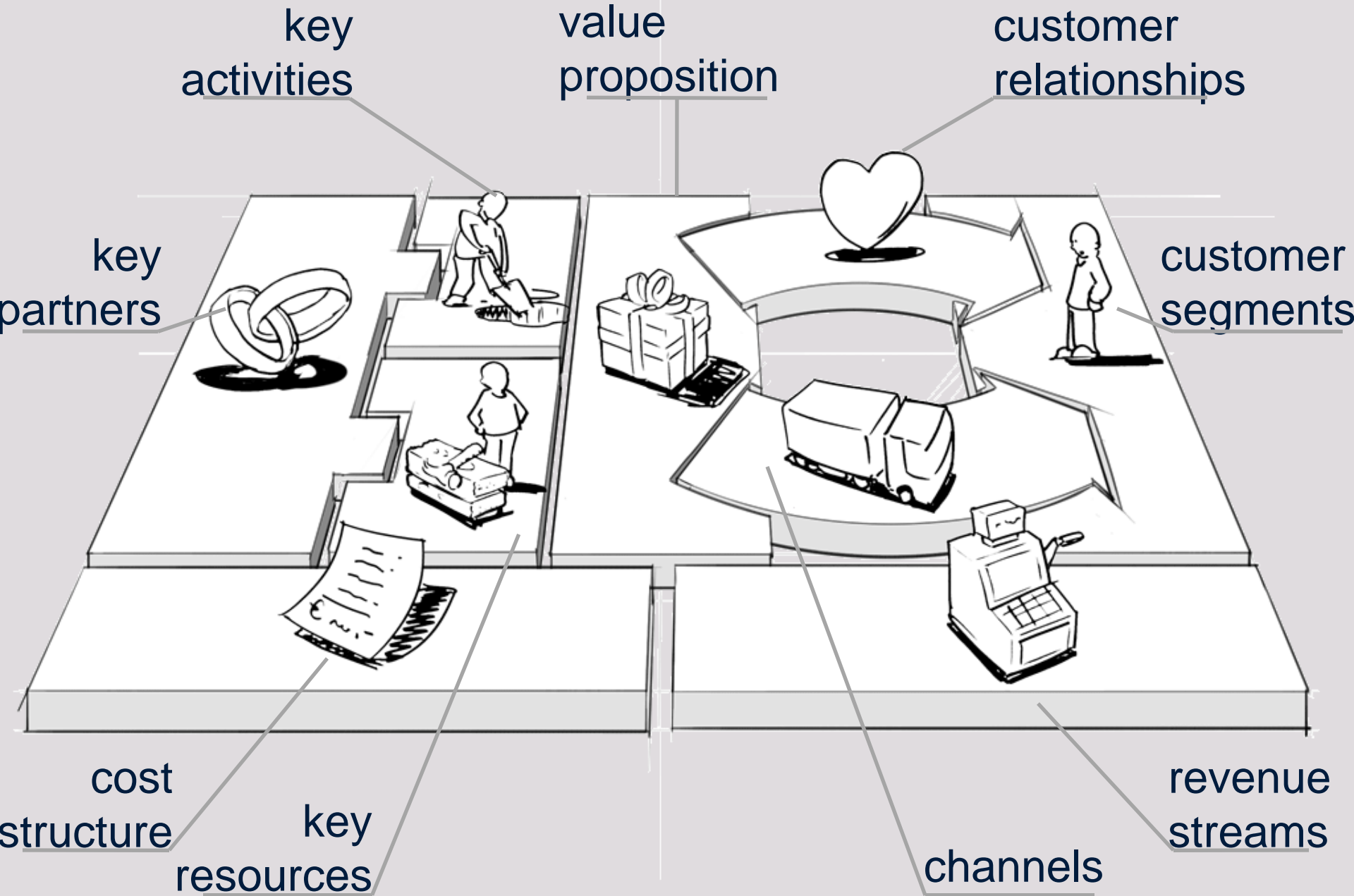
Innovatie is het proces waarbij waarde wordt gecreëerd door het toepassen van kennis in een nieuwe kennis-context combinatie.

Een bekende formule

$$NT + OO = DOO$$

Nieuwe Technologie
Oude Organisatie

----- +
Dure Oude Organisatie



Anders Denken

“A Paradigm shift is a change in the basic assumptions within the ruling theory of science”

Thomas Kuhn (1962)



- Client = Employee → Co-creation (Key Resources, Channels)
- Competitor = Colleague → Open Innovation
- Stranger = Strategic Partner → Combinatoric Innovation
- Crisis = Opportunity → Restructuring
- Succes = Danger → Disruptive Innovation
- Change = Fun → Fashion
- Knowledge = Commodity → Rising Knowledge Economies
- Valuable = Free → Free Content (Revenue Streams)
- Client = Account Manager → Qiy (Customer Relationships)
- Authority = Powerless → Publishers (Knowledge Resources)
- Best Practices = Worst Practices → Land Lines
- Money & Sustainability = Good pair → Green Energy
- IP = Outdated → Open Source
- Diversity = Asset → Ideo
- Certainties = Fake → Portfolio Management
- Risk = Attractive → Insurances
- Poor = Rich → Bottom of Pyramid (Customer Segment, Cost Structure)
- Small = Big → Crowdfunding (Cost Structure)
- Play = Serious → LEGO Serious Play (Customer Segment)
- Failure = Blessing → Brilliant Failures

I do not need a drill.
I need a hole in the wall



Welcome to the Collaborative Economy

Consumers Innovation in the Collaborative Economy

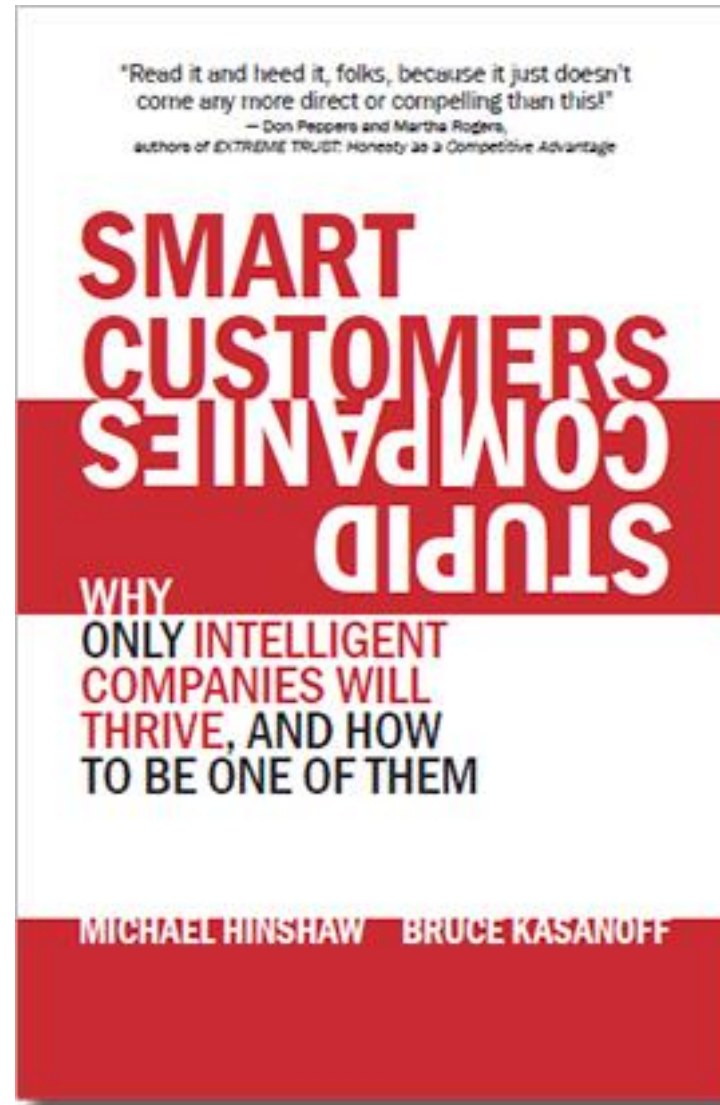
Consumers are becoming:

- Co-owners
- Co-designers
- Co-creators
- Co-sellers
- Co-distributors
- Co-financiers
- Co-teachers

Consumers are acting like:

- Hotels
- Restaurants
- Transport operators
- Manufacturers
- Universities
- Banks





Kennis vind je overal!





Hartstichting

Wat we doen

Hart & vaten

Gezond leven

Doe mee

Over ons

DONEER NU

Typ zoekterm

Lees voor

Home

Samenleving kiest prioriteiten hart- en vaatonderzoek



In april en mei 2014 riepen we iedereen in Nederland op: stem op onderzoek en bepaal mee in welke onderzoeksthema's de Hartstichting de komende jaren investeert. Bijna 12.500 mensen brachten hun stem uit. Op de nieuwe onderzoeksagenda staan de 5 thema's die de stemmers het belangrijkste vinden.

Onderzoeksagenda bekend

De onderzoeksagenda van de Hartstichting is bekend. De onderzoeksagenda is een lijst

Nieuw Model: Crowdfunding

?! What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)

[Discover](#)
great projects

[Start](#)
your project

[BLOG](#) [FAQ](#) [SIGN UP](#) [LOG IN](#)

TikTok+LunaTik Multi-Touch Watch Kits

Project by [Scott Wilson](#)

PROJECT HOME

UPDATES 36

BACKERS 13512

COMMENTS 3775

PLAY VIDEO

SHARE THIS PROJECT WITH YOUR FRIENDS

Facebook
 Twitter
 Tumblr
 Email

EMBED
PUT THE VIDEO OR WIDGET ON YOUR SITE

SHARE THE LINK
<http://kckstr.ai8N3p>

13,512

BACKERS

\$941,718

PLEGGED OF \$15,000 GOAL

0

SECONDS TO GO

FUNDING SUCCESSFUL

This project successfully raised its funding goal on December 16.

PLEDGE \$1 OR MORE

Every dollar counts. If your dollar helps make this a reality you will be able to buy the TikTok or LunaTik online or hopefully someday, if successful, at an Apple Store near you. Be a part of making a cool product that no one else would take the risk on and enabling a design firm to produce its own undiluted product.

Next-Generation Clients

Amsterdam, 3 juli, 2014

20

peer to peer exchanges

Zilok - Rent anything, On-line! Rentals from Businesses and Individuals.

Watch Zilok in the News

AUTO TOOLS PARTY ELECTRONICS LEISURE LUXURY AT HOME VACATION PRO SPACE

SEARCH FOR something to rent
What? advanced search
Where? Search

NEED SOMETHING SPECIFIC ?
Ask for a quote

POST AN ITEM for rent
 OK

Top Rentals

- Car Rentals
- Power Tool rentals
- Vacation Rentals
- Events rentals
- Venues rentals

Recently Rented on Zilok

	Sewing machine Brooklyn (11215)	\$ 15.00 / DAY
	Gorilla Ladder Princeton (08540)	\$ 15.00 / DAY
	Little Giant Ladder Parker (80134)	\$ 25.00 / DAY
	Xbox 360 System Vacaville (95687)	\$ 25.00 / DAY

Rental from Professionals

	Willow Bend Log Cabin Stanley (22851)	\$ 150.00 / DAY
	Technics 1200 (black) turntable, rental cart Santa Clarita (01324)	

Rental between Individuals

	Canon EOS Rebel XT + portrait lens + 2gb fla... Long Beach (90804)	\$ 15.00 / DAY
	HD DLP Projector BENQ 6110 San Francisco (94110)	

Zilok Rental between individuals

Up to 100€ a month

Zilok: Rent anything online!

peer to peer services

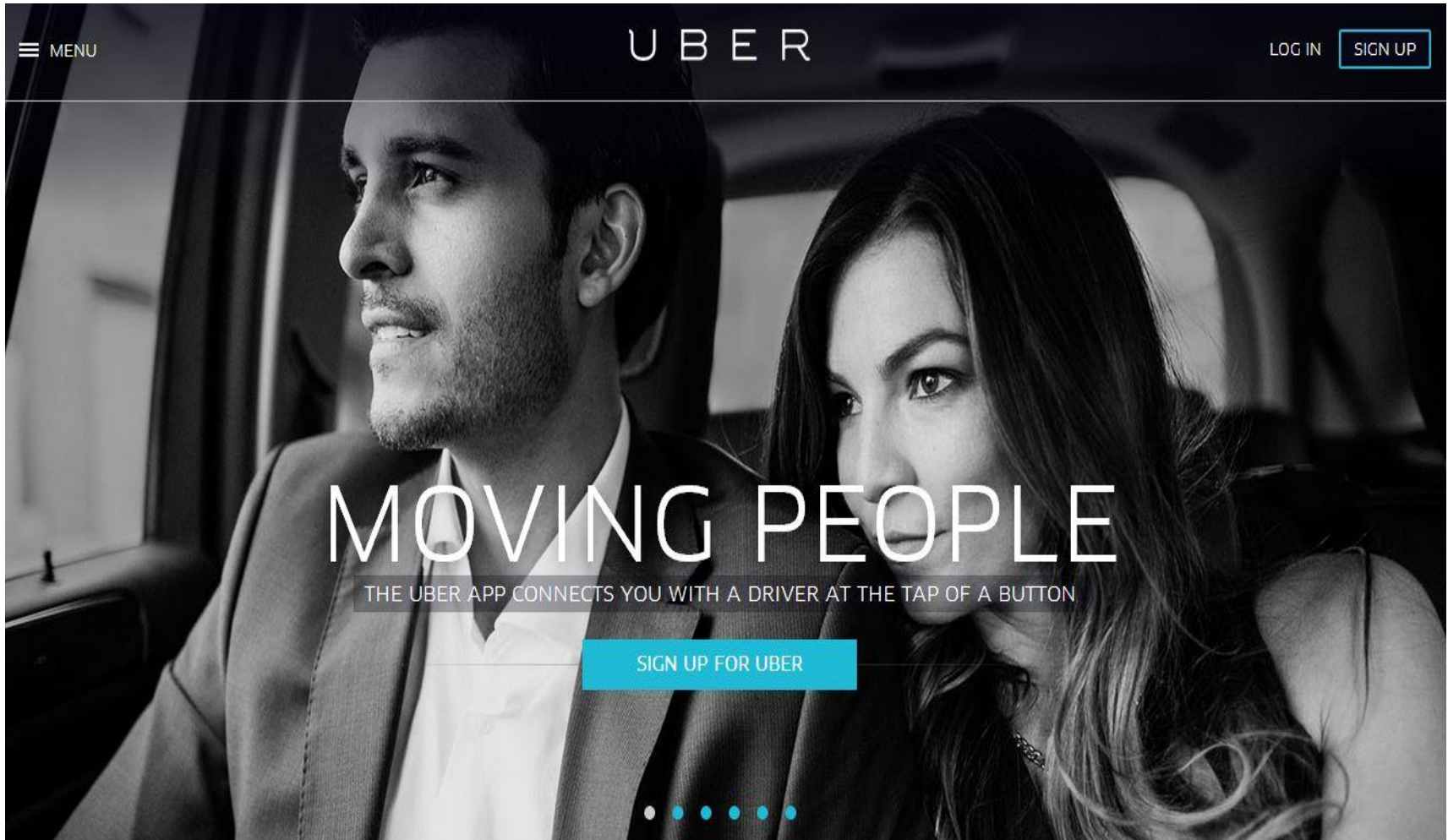
The screenshot shows the 'listminut' website interface. At the top left is the logo, and at the top right is a button labeled 'DEMANDER UN SERVICE' and a language selector for 'FR'. The main heading is 'GÉREZ MA DEMANDE EN BRICOLAGE'. Below this heading are four main navigation options, each with a blue circular icon and a brief description:

- MON COMPTE**: Gérez vos informations personnelles, vos demandes ainsi que vos messages.
- VOIR LES CANDIDATS**: Vous avez déjà reçu **7 candidature(s)**. Choisissez celle qui vous convient le mieux!
- VOIR LES COMMENTAIRES**: **5 commentaire(s)** ont été postés sur votre demande. Allez répondre aux questions des prestataires
- VISUALISER MA DEMANDE**: Consultez votre demande en cours sur le site

This screenshot shows a category selection menu on the listminut website. It features a blue box indicating '257 demande(s) trouvée(s)' and a location pin icon with the text 'Passer en affichage carte'. Below these are eight category icons with labels and dropdown arrows:

- BABY-SITTING
- TÂCHES MÉNAGÈRES
- COURS PARTICULIERS
- SERVICES ANIMAUX
- ENTRETIEN
- INFORMATIQUE
- LIVRAISON
- AUTRES

peer to peer transportation



peer to peer accommodation

The screenshot shows an Airbnb listing for a property in Redwood City, CA. The listing is titled "A Travelers Rest in Redwood City" and is categorized as a "Bed & Breakfast - Entire home/apt". The location is "Myrtle Street, Redwood City, CA 94062, United States". The listing features a main photo of a studio unit in a private garden with a 350 sq. ft. deck. The price is \$135 per night. The listing has 3 reviews and is saved 2 times. The host is Josh, and there is a "CONTACT ME" button. The listing also includes a "Description" section, "Amenities", and "House Rules".

A Travelers Rest in Redwood City
Bed & Breakfast - Entire home/apt · Myrtle Street, Redwood City, CA 94062, United States

Photos Maps Street View Calendar

From Per Night

\$135

Check in Check out Guests

INSTANT BOOK

SAVE TO WISH LIST

Saved 2 times

Josh

CONTACT ME

Description Amenities House Rules

Studio unit located in a large garden. Very private with 2 Weber grills and ample seating for guests. Studio is remodeled and well appointed.

Room type: **Entire home/apt**

Time Banking



peer to peer finance

Welcome to Zopa, [sign in](#) Lent on Zopa: **£499,656,960**

zopa™

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borrow at Zopa
- [Grow your savings](#)
lend money
- [About Zopa](#)
who we are
- [Community](#)
meet some members
- [My Zopa](#)
access your account

Get low rate loans & better returns on your savings

- ✓ Low rate loans
- ✓ No early repayment fees
- ✓ Most trusted loan provider as voted by our customers

[Get a loan](#)

- ✓ High interest, solid returns
- ✓ Your money is safeguarded
- ✓ Monthly income

[Grow your savings](#)

Zopa is the UK's leading peer-to-peer lending service. We have lent £499 million and helped both borrowers and savers get better interest rates. We've repeatedly been voted the most trusted and best loan provider by our customers.

Whether you're upgrading your car or saving for your future Zopa can help you get the best rates.

peer to peer education

SKILLSHARE

Classes ▾ Projects Teach Membership

Search

Sign In

Enroll in Lifelong Learning

Master real-world skills taught by industry leaders.
Hundreds of classes for \$9.95 a month.

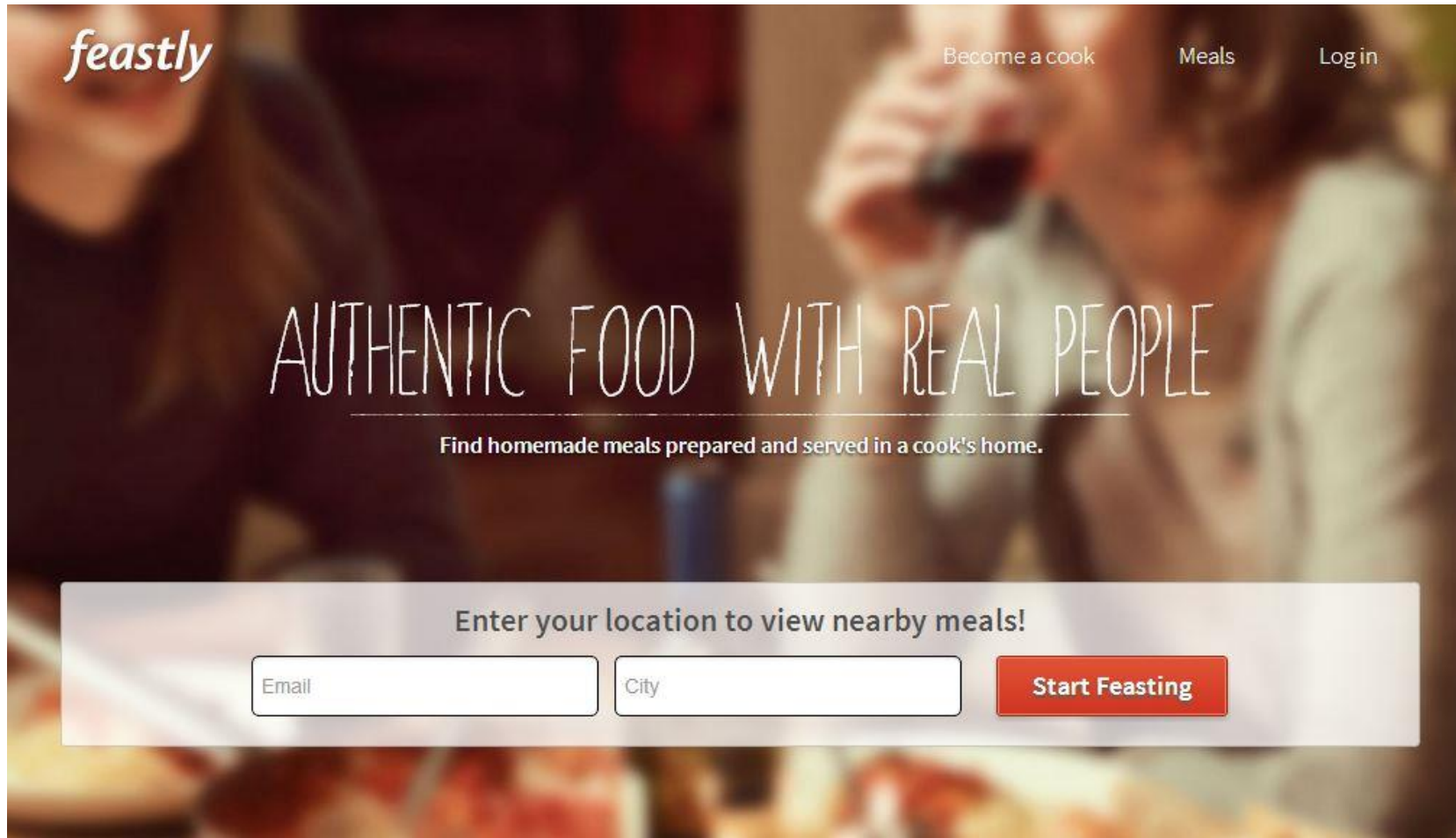
[BECOME A MEMBER](#) [LEARN MORE](#)

Class project by Alessandro Zaccaro

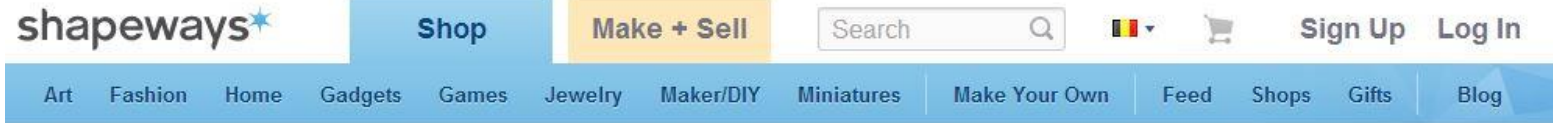
Learn From The Best Teachers

[Explore All Classes →](#)

peer to peer meals



peer to peer production



3D Prints for your Home

- Featured Picks
- Art
- Fashion
- For Your Home
- Gadgets
- Games
- Jewelry
- Maker/DIY
- Miniatures



Soapaduct
€35.62 by adamnathanielfurman



Faced Presso Cup
€29.59 by Bitawa



Hyphae lamp
€438.00 by nervoussystem



Typographical Chess Set
€83.04 by OneSaveSolutions



Toothbrush Holder
€9.82 by Eeppium



His and Hers Espresso Set
€47.33 by willtheloon



peer to peer pet sharing

The screenshot shows the homepage of 'Borrow My Doggy'. At the top left is the logo, which consists of the text 'BORROW MY DOGGY' with a registered trademark symbol, and a stylized black dog silhouette to the right. Below the logo are two small black dog silhouettes. To the right of the logo are social media buttons for 'Tweet' (701) and 'Like' (30k). Further right is a 'Sign in' button with a paw print icon. Below the logo and social buttons are navigation links: 'How it works', 'Testimonials', 'About us', 'FAQs', and 'Blog'. The main heading reads 'Find great local friends for your doggy'. Below this is a sub-heading: 'We match doggy owners with local borrowers for walkies, playdays, sleepovers and happy holidays. It's simple, safe, and free to sign up.' A blue button labeled 'Sign up now' with the text 'It's free to create a profile!' is positioned below the sub-heading. To the right of the text is a photograph of a woman in a white shirt and blue jeans walking a white dog on a leash in a park. At the bottom of the page, there is a green horizontal bar with two questions: 'Want more playtime & walkies for doggy?' and 'Do you miss having a doggy in your life?'. To the right of the text in the green bar is a small illustration of a person walking a dog in a park with trees.



50 percent of people are unfaithful

If it's not you, that means it's your wife

Demotivation.us

Tom Kabinet Collectie Verkopen Help



Login



0 boek(en)

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Verkoop je tweedehands e-books. Veilig en legaal.

Verkoop je e-books

Zoek e-books



Geavanceerd zoeken »



27
juni
2014

Groep Algemene Uitgevers dreigt e-bookplatform met kort geding

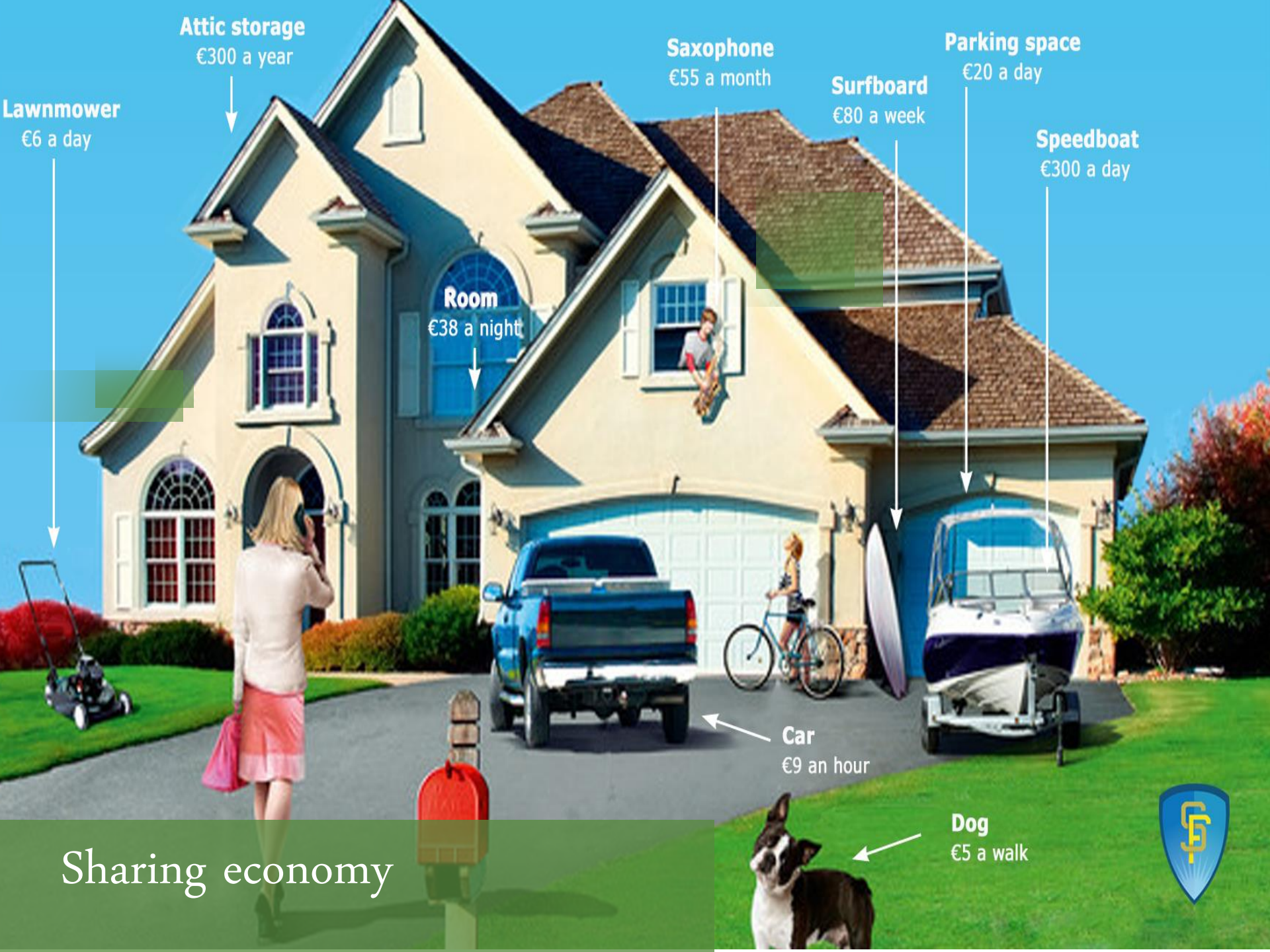


E-bookplatform tomkabinet.nl, dat sinds een week tweedehands e-books verkoopt, moet van de Groep

door Roderick Nieuwenhuis

Algemene Uitgevers vandaag om 14:00 alle activiteiten staken. De site zou zich ten onrechte beroepen op softwarewetgeving, meldt [Sprout](#).

Update 2 juli, 14:51: Groep Algemene Uitgevers heeft bij monde van advocaat Christiaan Alberdingk Thijm laten weten tomkabinet.nl gerechtelijk te zullen vervolgen. Volgende week donderdag vindt er een kort geding plaats in Amsterdam.



Attic storage

€300 a year

Saxophone

€55 a month

Parking space

€20 a day

Lawnmower

€6 a day

Surfboard

€80 a week

Speedboat

€300 a day

Room

€38 a night

Car

€9 an hour

Dog

€5 a walk

Sharing economy



Improving quality of life

The Center for Molecular Medicine (CMM) at Karolinska Institutet (KI) gathers more than 400 staff members with clinical experience from Karolinska University Hospital and with research competence from KI for research on the common diseases. The ultimate aim of our work is to provide knowledge that leads to the development of new and improved prevention and therapy for these diseases.

[Learn more...](#)

News

CMM News March

March 10

CMM News February

February 11

Molecular Psychiatry publication covered by SVT

January 26

Therese Eriksson and Per Svenningsson - Publication in Molecular Psychiatry

January 26

 [RSS](#)

[More news...](#)

Calendar

25
MAR
SEMINAR
tba

1
APR
THESIS DEFENCE
Dual cytokine inducing properties of HMGB1

1
APR
SEMINAR
Exosomes, nanovesicles mediating tolerance or immunity

 [RSS](#)

[More events...](#)

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RESEARCH AREAS

INFLAMMATORY DISEASES



Research Groups



Mona Ståhle
Group Leader
Dermatology

CARDIOVASCULAR AND METABOLIC DISEASES



Research Groups



Anders Hamsten
Group Leader
Cardiovascular
Genetics and
Genomics

GENETIC DISEASES



Research Groups



Annika Lindblom
Group Leader
Cancer Genetics

NEUROGENETICS AND PSYCHIATRIC DISEASES



Research Groups



Lars Terenius
Group Leader
Alcohol and Drug
Dependence
Research

[EATING DISORDERS](#)[BRAIN CANCER](#)[CHILD BRAIN TUMOR](#)[MALARIA](#)[DNA SEQUENCING MACHINE](#)[DEPRESSION](#)[DONATIONS 1994-2005](#)

WHAT KIND OF RESEARCH WOULD YOU LIKE TO SUPPORT?

At CMM our scientists conduct research on "common diseases". These are diseases such as rheumatism, psoriasis, MS, cardiovascular diseases, alcohol addiction, depression etc. We look at the underlying factors why these diseases occur. When we know why a disease breaks out, then we can find ways to relieve its symptoms or find methods to prevent its outburst. However, to conduct research in medicine today is not an easy task. To be able to engage in qualified research we are forced to compete for the limited amount of research funding available. Did you know that the Swedish state only finances a fraction of all research done in the field of medicine? This is why researchers have to turn to private donors or foundations in order to find funding for their ideas. At CMM we would like to give our researchers the possibility to conduct research without being held back by limited funding.

This is why we have opened up the possibility for the general public to support some of our research fields. You can now easily donate money to the research field of your interest. With some easy clicks and by using the payment method of your choice you can direct your contribution to the researcher/work of your choice. Your generosity will help us to do better research and improve life!

Brain Cancer

[Project Site](#)[Donate](#)

Child Brain Tumor

[Project Site](#)[Donate](#)

Depression

[Project Site](#)[Donate](#)

DNA Sequencing

[Project Site](#)[Donate](#)

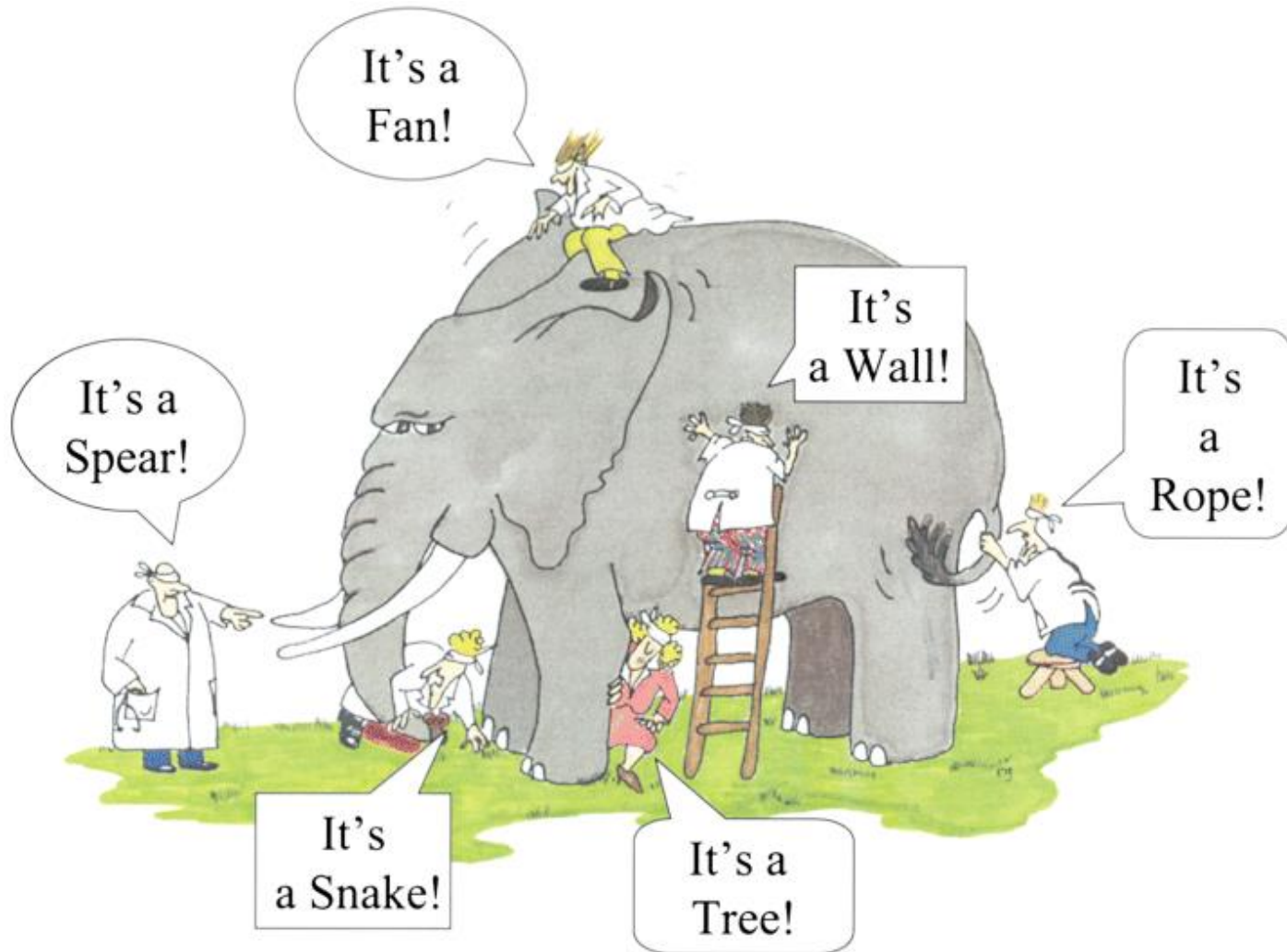
Eating disorders

[Project Site](#)[Donate](#)

Malaria

[Project Site](#)[Donate](#)

Verskillende perspectieven



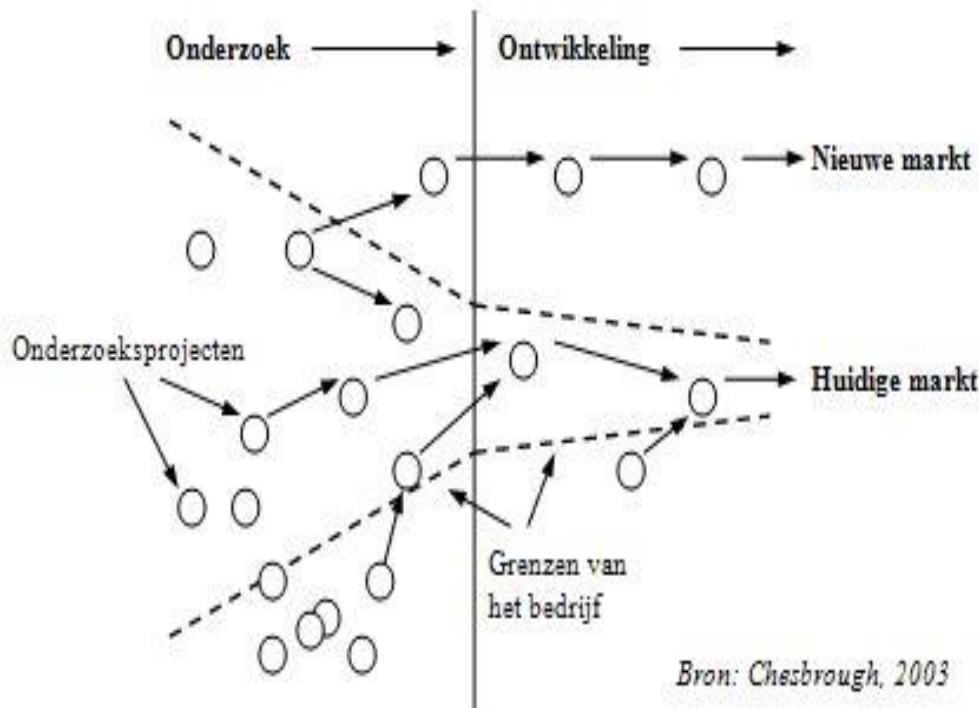
Gesloten en open innovatie

Gesloten Innovatie

- Ideeën beperkt door wat in huis is
- Ontwikkelingen moeten passen in bestaand bedrijfsmodel
- IP wordt beschermd

Open Innovatie

- Het bedrijf bezit slechts een deel van het benodigde talent
- Interne en externe kennis en ideeën smelten samen
- Spin in en spin out



Multi-perspective Business Case



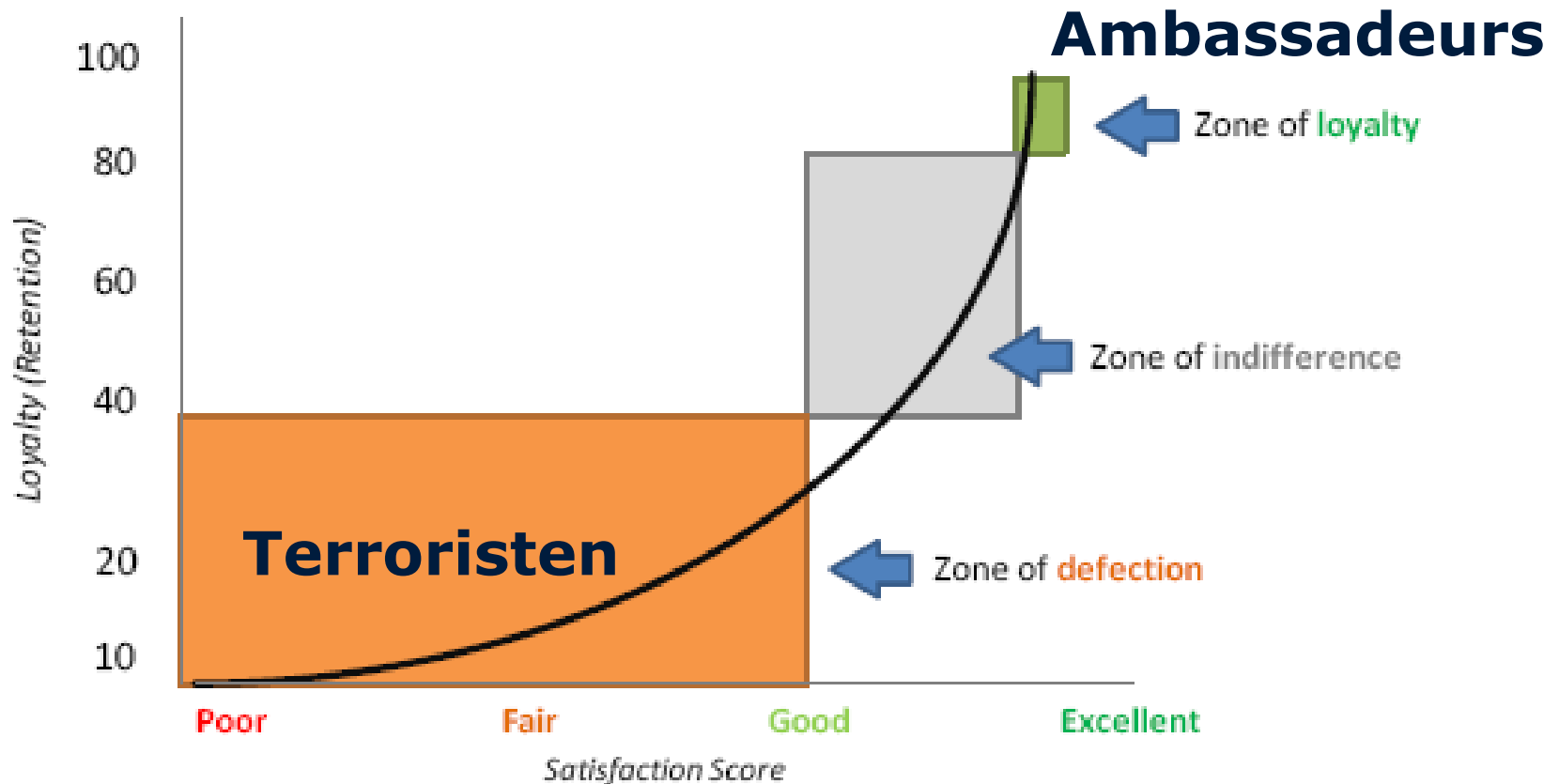
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Loyaliteit vs. Tevredenheid

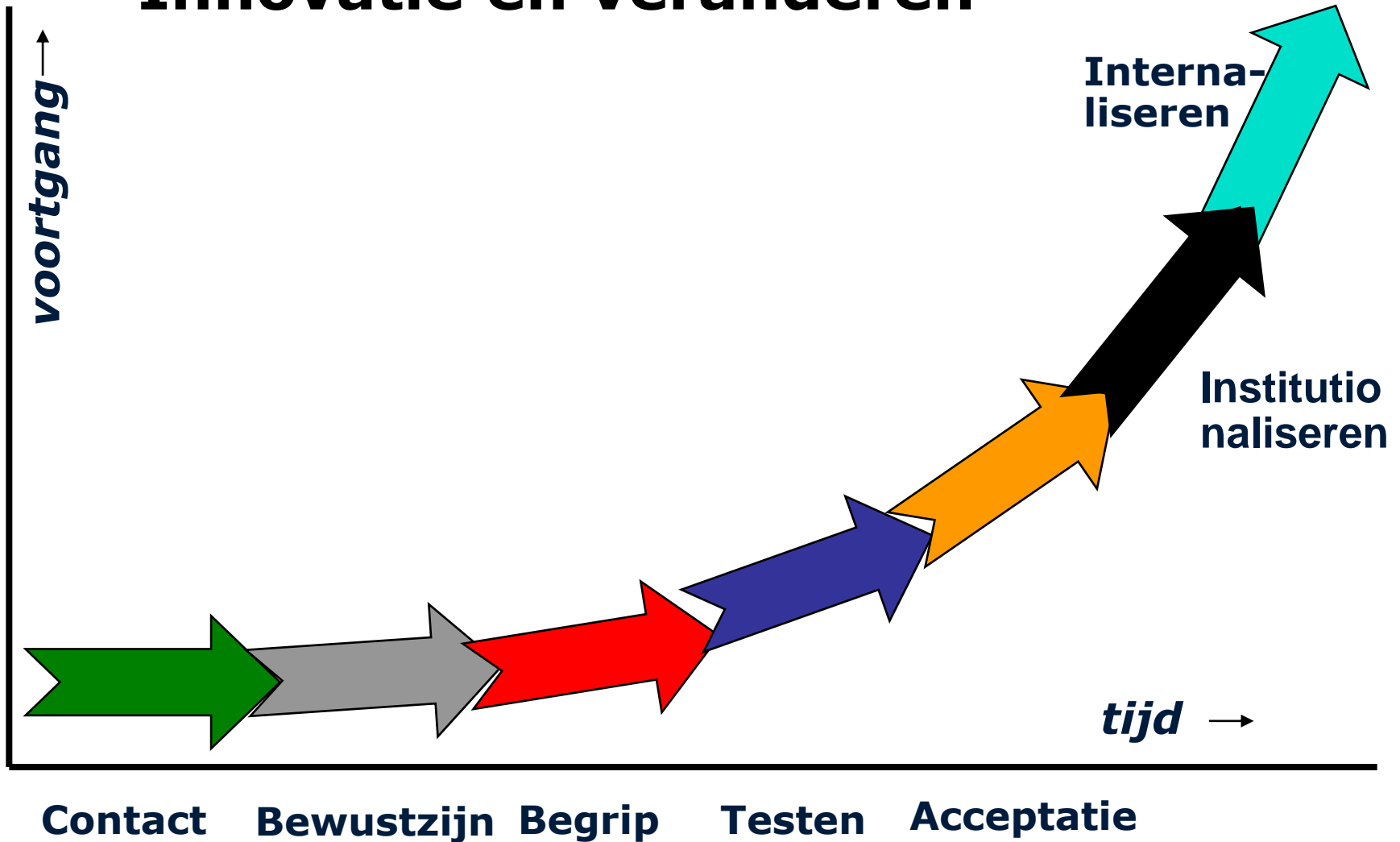


Source: J.L. Heskett, *The Service Profit Chain*; The Free Press; New York 1997

9 PRINCIPLES FOR ENTHUSIASM (B. Mager)

- **Relief:** unexpected help, getting rid of tasks, getting rid of responsibilities, decision support, saving time
- **Flexibility:** spontaneous reaction, adaptiveness, differing from standards, caring for individual needs
- **Prudence:** thinking outside the box, being one step ahead, consideration of circumstances
- **Generosity:** excess, lavish, more than the necessary
- **Authenticity:** sincerity, honesty, transparency, confidence
- **Belonging:** interaction, synergistic effect, being a part, feeling supported
- **Exclusiveness:** rareness, limitation, luxury
- **Success:** pride, reached aims, affirmation
- **Completion:** beauty, virtuosity, perfection, 'the divine'

Innovatie en veranderen



CONCLUSIES

- **AGILITY = ZIEN + HANDELEN**
- **ZOEK NIEUWE BUSINESS MODELLEN**
- **CREATIVITEIT HANGT SAMEN MET PROVOCATIEF DENKEN**
- **INNOVEREN DOOR COMBINEREN**
- **GA VOOR ENTHOUSIASTE STAKEHOLDERS!**



Suggesties?



Maastricht University

School of Business and Economics

Prof. dr. Paul Louis Iske

Professor Open Innovation and Business Venturing

School of Business and Economics

p.iske@maastrichtuniversity.nl

www.maastrichtuniversity.nl/sbe

www.servicesciencefactory.com

www.networksocialinnovation.nl

Tongersestraat 53, 6211 LM Maastricht

P.O. Box 616, 6200 MD Maastricht, The Netherlands

M +31 6 54 62 61 60

