

NEW BUSINESS DEVELOPMENT

**DISCOVER HOW TO IDENTIFY AND VALIDATE
NEW AND STRATEGIC BUSINESS OPPORTUNITIES**



If you want to grow your business, you need to constantly be on the look-out for new opportunities. But this is only half the challenge. Once you identify an opportunity, you need to be able to turn it into a concrete project, implement it, make it sustainable – and ultimately, make it profitable.

New Business Development shows you which avenues can help you grow in a sustainable way. You'll gain insights into strategies for growth – including developing new products, services, markets, defining new business models, reaching new customers and setting up strategic partnerships.

At the end of the programme, you'll develop a robust plan to implement your new business idea. And you'll get detailed feedback from faculty and peers. You'll leave with an action plan in order to gather new revenue streams.

FOR WHOM?

- Intrapreneurs, middle or senior-level business managers in mature organisations who are responsible for developing new business opportunities
- Entrepreneurs who are developing or refining their business plan and growing their business
- Managers of university spin-offs who want to bring inventions to the market

ADDED VALUE FOR YOU AND YOUR COMPANY

- Develop a robust business development plan - and gain the confidence to pitch it
- Become an expert in evaluating and explaining the potential of an idea
- Cultivate a more entrepreneurial mindset in mature organisations
- Connect with entrepreneurs and intrapreneurs from various industries

A LEARNING EXPERIENCE LIKE NO OTHER

When you come to Vlerick, you step away from your usual routine and gain a wider, more strategic perspective. You'll learn by doing – taking theory and tools from the classroom and applying them in real life. Everything you learn is relevant to your organisation and the challenges you face – and has an immediate impact in your workplace.

We believe learning is an engaging experience. So whether you study face-to-face or online, you'll share your journey with a diverse group of peers – gaining insights you may not have considered before. And you'll have expert faculty to challenge you, support you and get the best from you. They bring a wealth of experience from their own professional lives.

All of these things help you become a confident, skilled professional, ready to succeed in business – and in life. So come to Vlerick. Join our vibrant, inspiring community. And get ready for great things to happen.

MODULE 1: EXPLORING ROADS FOR GROWTH

- Define business development and why you need to invest in it
- Learn from intrapreneurs and entrepreneurs
- Discover the tools that help you identify opportunities for growth
- Dig deeper into new products/services/markets, exploring new channels, innovating at business model level and shaping partnerships

MODULE 2: DEFINING YOUR BUSINESS MODEL TO GROW

- Map and visualise your business model to grow your business
- Understand how to use “business model thinking” as a way to identify new growth opportunities
- Understand how to deliver a confident elevator pitch

MODULE 3: WRITING YOUR BUSINESS PLAN

- Take a more structured approach to validating your growth opportunities
- Discover how to conduct market research, assess your competitive edge, and evaluate feasibility
- Discover the building blocks of a good business plan
- Uncover the dos and don'ts of writing a business plan
- Know how to map the financials of your new business idea

MODULE 4: ORGANISING FOR EXECUTION

- Discover how to create internal buy-in for your idea
- Learn to manage a team and move your idea forward successfully

MEET YOUR FACULTY

- **Prof Miguel Meuleman** is programme director and passionate about new business ideas, business model design, entrepreneurial market research and dos & don'ts of writing business plans
- **Prof Veroniek Collewaert** is an expert in high-growth companies and pitching.
- **Cédric Donck** is an experienced entrepreneur, who has launched various start-ups in the internet and communication sector. He shares his methodology to help you to evaluate the potential of your business idea. At the end of his session, you will understand the exact strengths and weaknesses of your business idea - as well as areas for improvement.

LEARN FROM GUEST SPEAKERS

Hearing how other professionals have explored and implemented new business opportunities is a great way to learn. In past editions of the programme, we have welcomed speakers including:

- **Mark Vandecruys**, co-owner and Chairman of Fedrus International, a Belgian independent building materials distribution group. He has grown the business from a small entity to a multinational company with a buy-and-build strategy.



DISCOVER FEES & DATES AND REGISTER AT

**[www.vlerick.com/
new-business-development](http://www.vlerick.com/new-business-development)**



YOUR CERTIFICATE

If you take part in one of our programmes, you are entitled to a certificate from Vlerick Business School.

CERTIFICATE OF MANAGEMENT EXCELLENCE

When you complete at least two short-term programmes – with a minimum of 12 days' learning within three years – you can apply for our Certificate of Management Excellence. This award gives you membership of our worldwide, influential alumni community.

www.vlerick.com/certificate

CANCELLATION

Consult our cancellation conditions at:

www.vlerick.com/conditions

FINANCIAL BENEFITS FOR YOU?

- Special reduction of 10% for Vlerick Alumni members
- KMO Portefeuille and other governmental subsidies
- Vlerick Social Profit Grants for not-for-profit organisations

You'll find more info at:

www.vlerick.com/financial-benefits

QUESTIONS?



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