

Creative Entrepreneurs International Boot Camp

The Hague

September 18-19, 2014

IKEA case study

- A better everyday life for the many people
- Founded xxxx, in southern Sweden
- Now in over 40 countries
- Low cost, combining design, function, quality and sustainability
- Values driven
- Innovation fundamentally lies in its operations: huge efficiencies in how materials are supplied and products given to customers

Vision and mission

- **Vision – what in an ideal world you will achieve, where you want to get**
- *An international centre of excellence and global leader of creative and professional practice in the performing arts*

- **Mission – What it is that you do and that will enable you to fulfil your vision**
- *Train and educate musicians, actors and theatre technicians to the highest international standards; support creativity, innovation and risk; lead cultural change; excite and inspire as many people as we can reach*

Vision and mission

- *At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.*

Apple

- *Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.*
- **Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.**

Nike

- TO BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE* IN THE WORLD*IF YOU HAVE A BODY, YOU ARE AN ATHLETE

Innocent

- make natural, delicious food and drink that helps people live well and die old
- Innocent drinks mission is to make it easy for people to do themselves some good and to make it taste nice at the same time
- To be the Earth's favorite little food company

Orchestras

- THE MISSION OF THE LOS ANGELES PHILHARMONIC ASSOCIATION IS TO PERFORM, PRESENT, AND PROMOTE MUSIC IN ITS MANY VARIED FORMS AT THE HIGHEST LEVEL OF EXCELLENCE TO A LARGE AND DIVERSE AUDIENCE
- *LSO: To make the finest music available to the greatest number of people*
- *Jazz at the Lincoln Center: With the belief that jazz is a metaphor for democracy, the Orchestra's mission is to entertain, enrich and expand a global community for jazz through performance, education and advocacy.*

Pitch structure

- Welcome to(name of business). Value proposition/vision
- The need/problem that this business addresses
- We are doing this by..... (include key partners and resources if appropriate)
- The benefits are.....
- Our next steps are.....
- Please help us by.....