

JOIN THE..

PRIDE

ING 

ING is one of many corporates that has set up an **innovation hub** next to their established business. In seeking after disruptive and radical innovations, **internal ventures** (i.e startups) are composed. These consist of **intrapreneurs**, who are innovative individuals working in the organization. Once in these ventures however, they have **uncertainty** regarding their own position. This is caused by the absence of an appropriate **performance management** program. The focus of this thesis has therefore been to take away some of the uncertainty intrapreneurs feel regarding their own position. A **solution** is therefore proposed that should help in accomplishing this.

WHY?

HOW?

COMMUNITY OF INTRAPRENEURS

The proposed solution is called **PRIDE**. The intention of PRIDE is to establish a **community** of intrapreneurs. A **group of lions** is called a pride and this community will therefore be a group of ING's lions (i.e. intrapreneurs) that have taken the risk of stepping into innovation. Next to this, these intrapreneurs should be treated in a way so they form the 'pride of the company' by recognizing their performance in the internal ventures. Thus providing a **podium** for them rather than keeping them 'invisible'. A community of intrapreneurs allows for ING to have a **poule of good-performing intrapreneurs** who can be re-used in the acceleration and scaling of internal corporate ventures. Next to this, the creation of a **social group of intrapreneurs** who exchange knowledge and experiences can be established. This establishes the opportunity for intrapreneurs to explore career opportunities as well as manifest themselves.

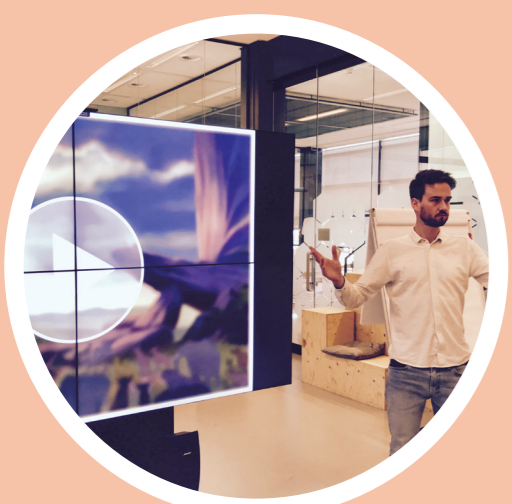
PROGRAM

The proposed program to establish **PRIDE** consists of three different elements: onboarding, community building and innovation mobility. **Onboarding** is used to create transparency for the intrapreneur regarding the process. Next, **community building** through events is used to bring intrapreneurs together based on common interests and values. Last, **innovation mobility** provides a safety net of 3 months after acceleration is done in which an intrapreneur mentors new ventures and explores new career opportunities.

PLATFORM

The digital platform plays a **facilitating role** in each element of the program to establish the PRIDE community. Essentially the platform introduces personal profiles of intrapreneurs connected to the ventures being accelerated by ING. The platform serves as a **marketplace** for intrapreneurs as well as a **social network** for them sharing experiences.

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ONBOARDING



COMMUNITY BUILDING



INNOVATION MOBILITY



SOCIAL NETWORK



MARKETPLACE FOR INTRAPRENEURS

WHAT?

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Join the PRIDE, offering intrapreneurs working in internal corporate ventures at ING a career perspective
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