

PRINCIPLES OF INTRAPRENEURIAL CAPITAL



Albert Bengtson Birgitte Stjärne Roland Williams



VEEVET GOLDMINE

AFSAR BODHWANI

Intrapreneurial Capital



The ability to **adapt** to the environment in which the company will operate



Albert Bengtson



Birgitte Stjärne



Dr. Ruben Puentedura



Roland Williams



WHO ARE WE?

SENIOR FOUNDERS

All participants are senior in their fields; sales, PR & creativity, author, finance and project coaching

ENTREPRENEURIAL

A mix of serial entrepreneurs, not afraid of starting from scratch. Won a few awards, developers price (\$25k) from Elon Musk when at PayPal.

INTRAPRENEURIAL

Merited for Strategic project development in roles at IBM, The Coca-Cola Company, CGI, Apple, Europeiska försäkringar, Kreab Group, and HiQ.

ACADEMIC BACKGROUND

Mentor Dr. Ruben Puentedura studied Antifragility for Benoît Mandelbrot together with Nassim Taleb, author of the Black Swan



Whose board
room is this?





Different perspectives



Human behaviour

Game rules





"incumbents"



Two different systems of nature...

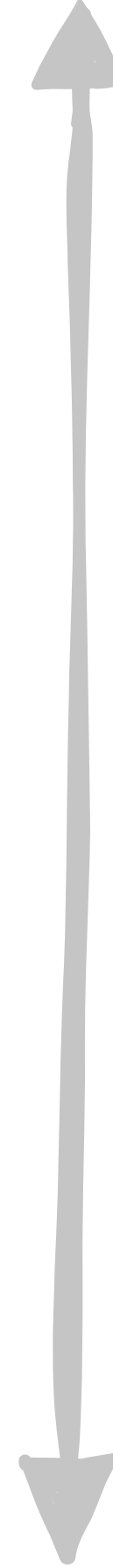
STABLE
SYSTEM



CHANGING
SYSTEM

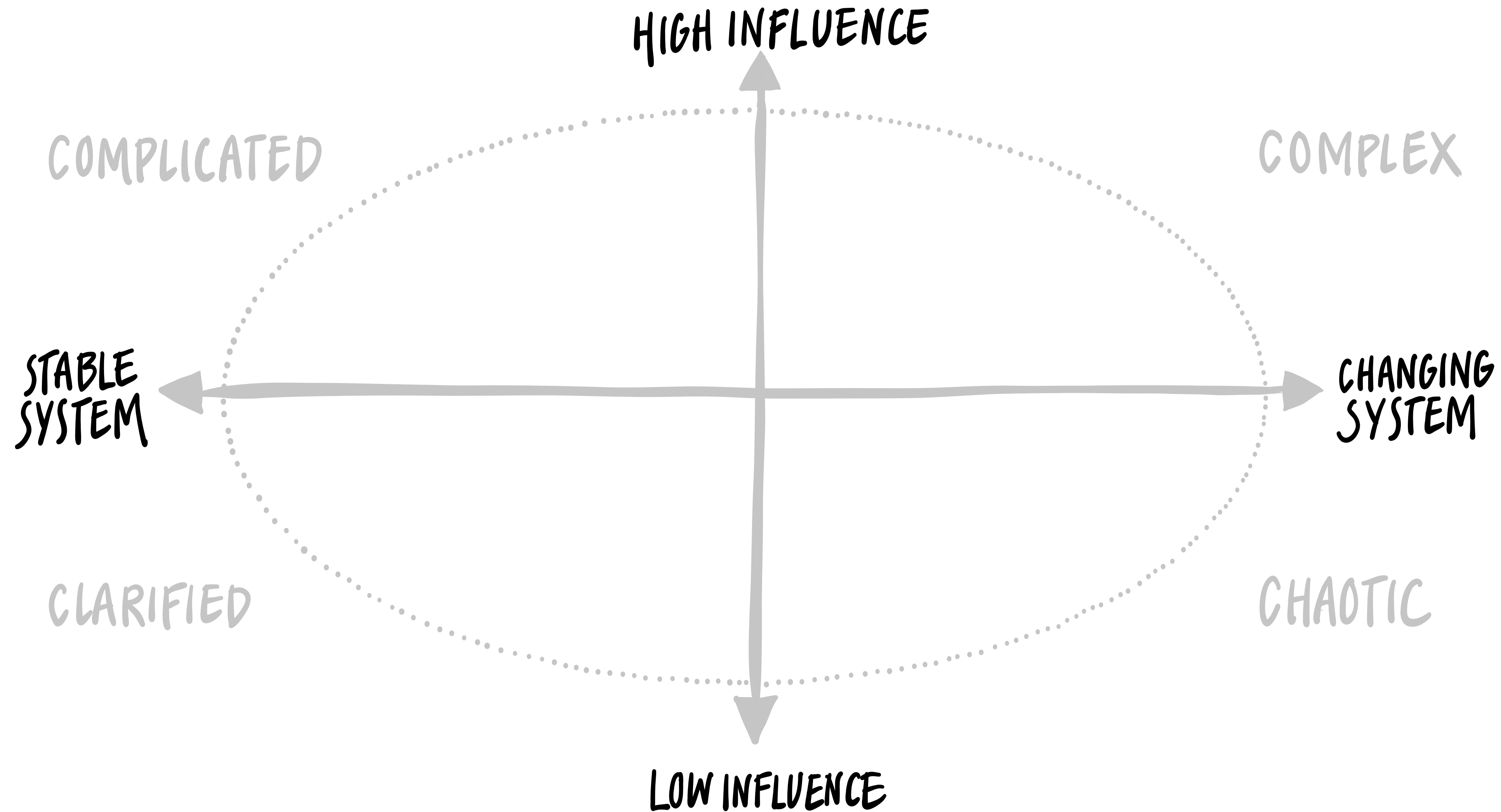
Power to **influence** your surrounding - from the corporations view

HIGH INFLUENCE



LOW INFLUENCE

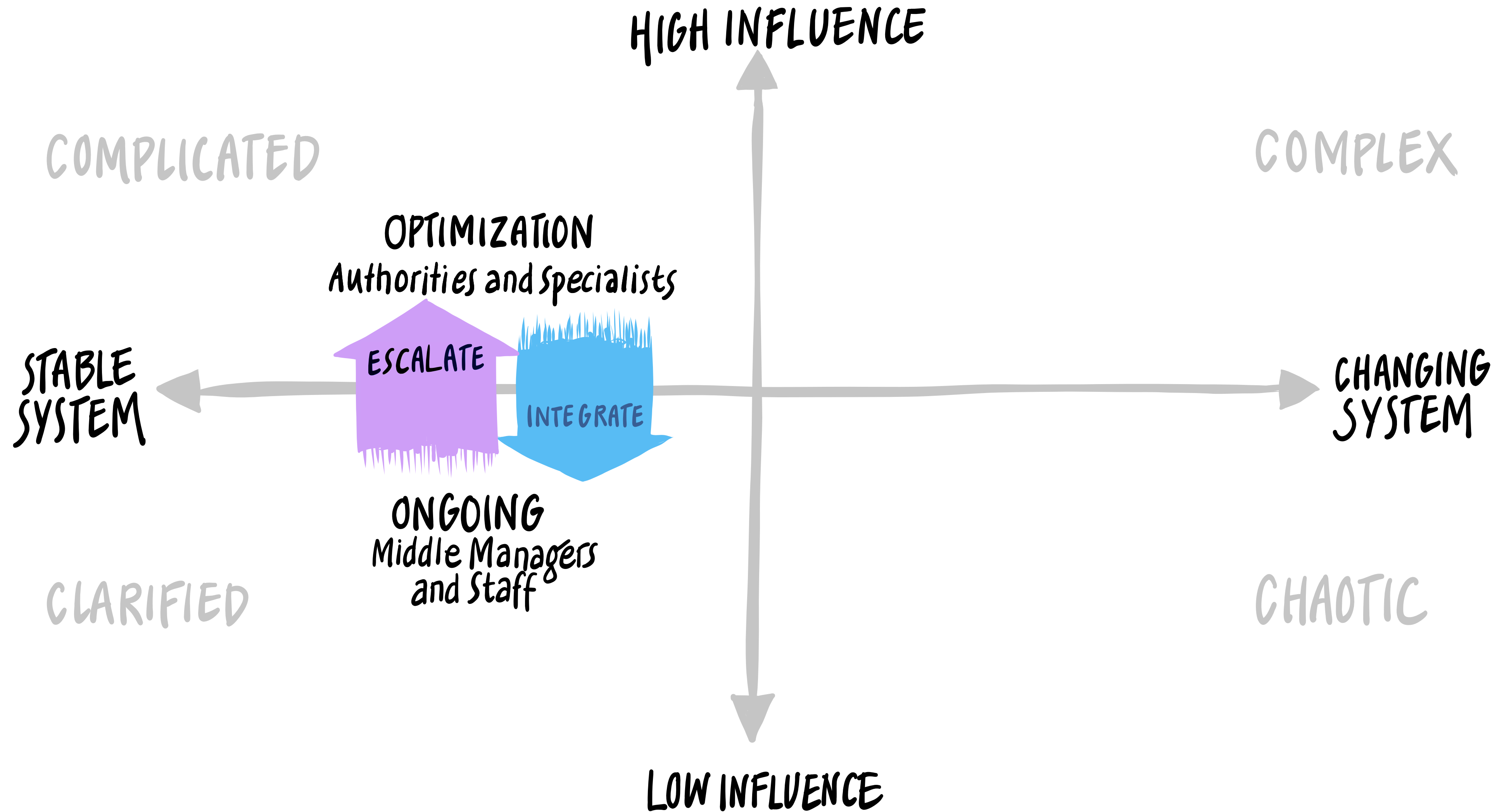
The different contexts are The 4C:s (**Foresee**) in the model...



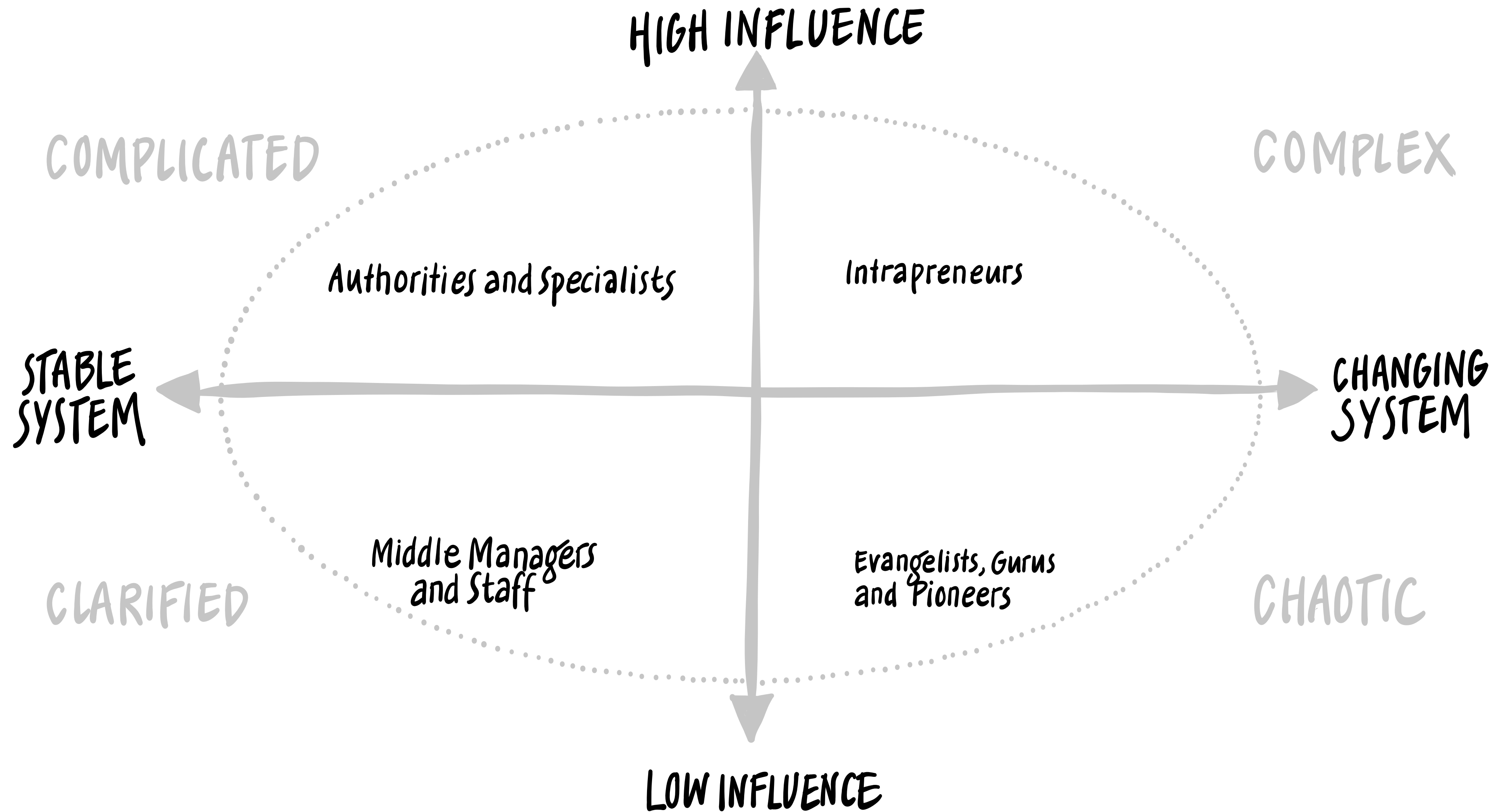
Four different **talents** operating in each context



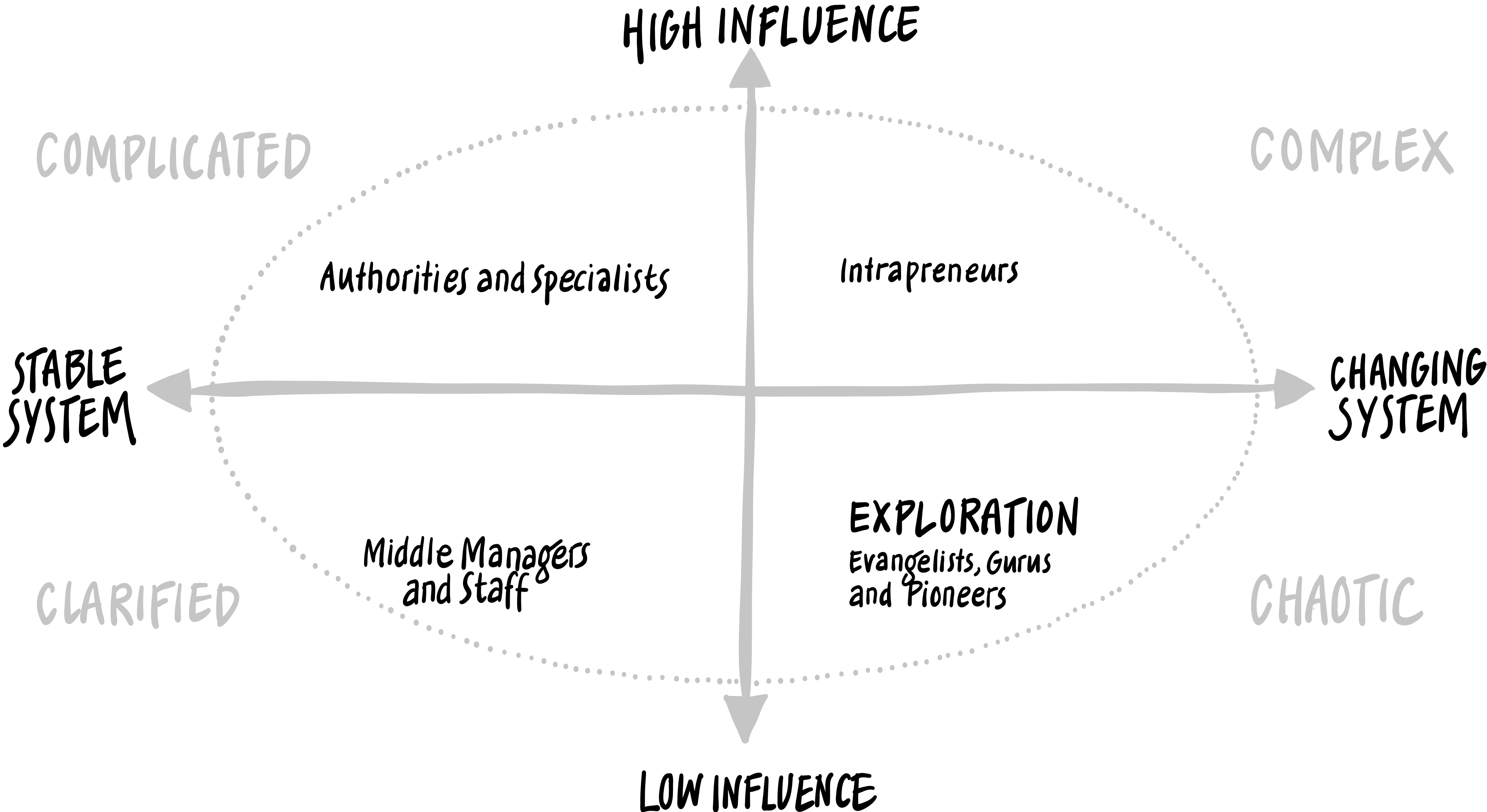
The regular process



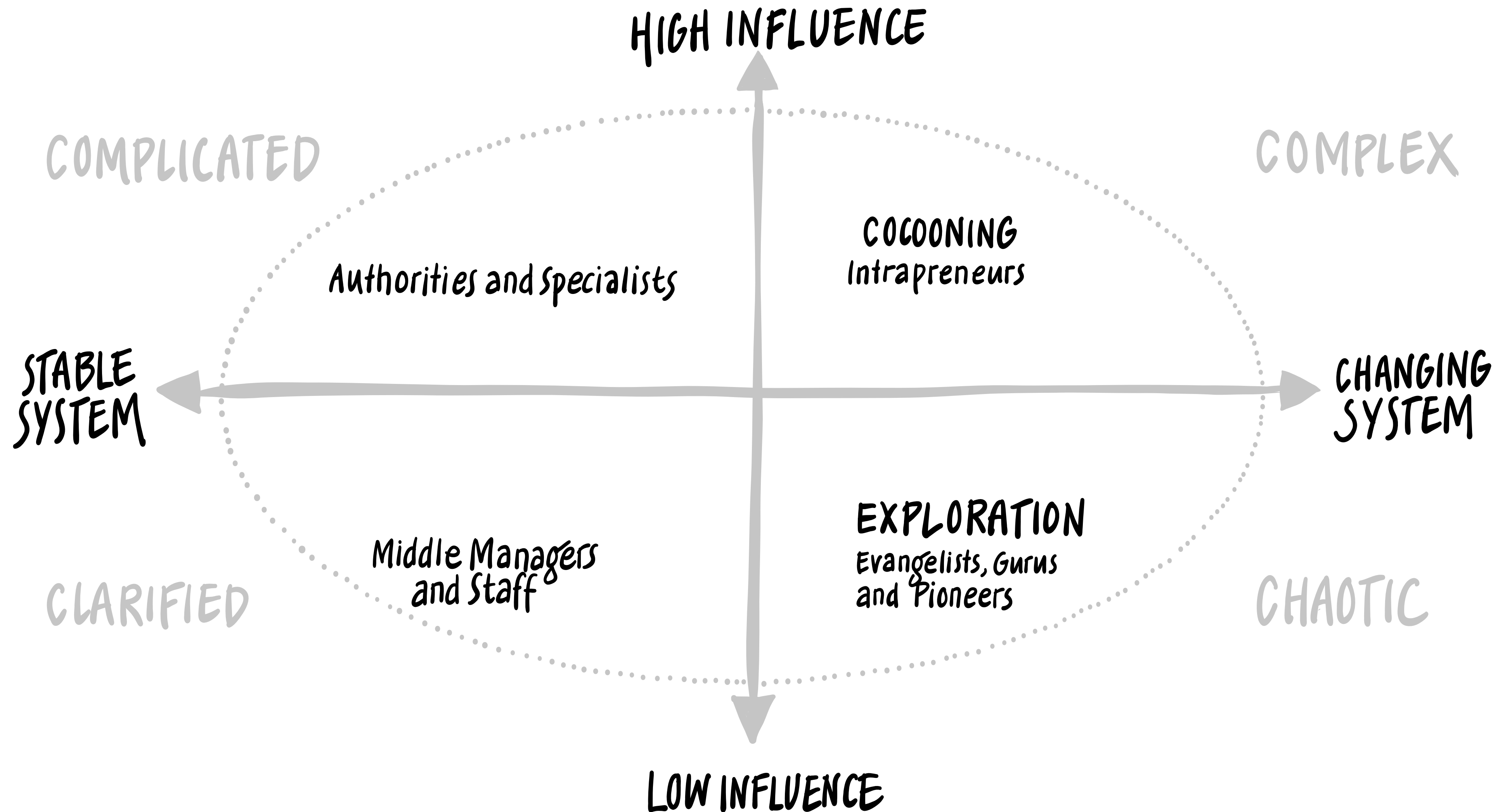
How does a transformative project start?



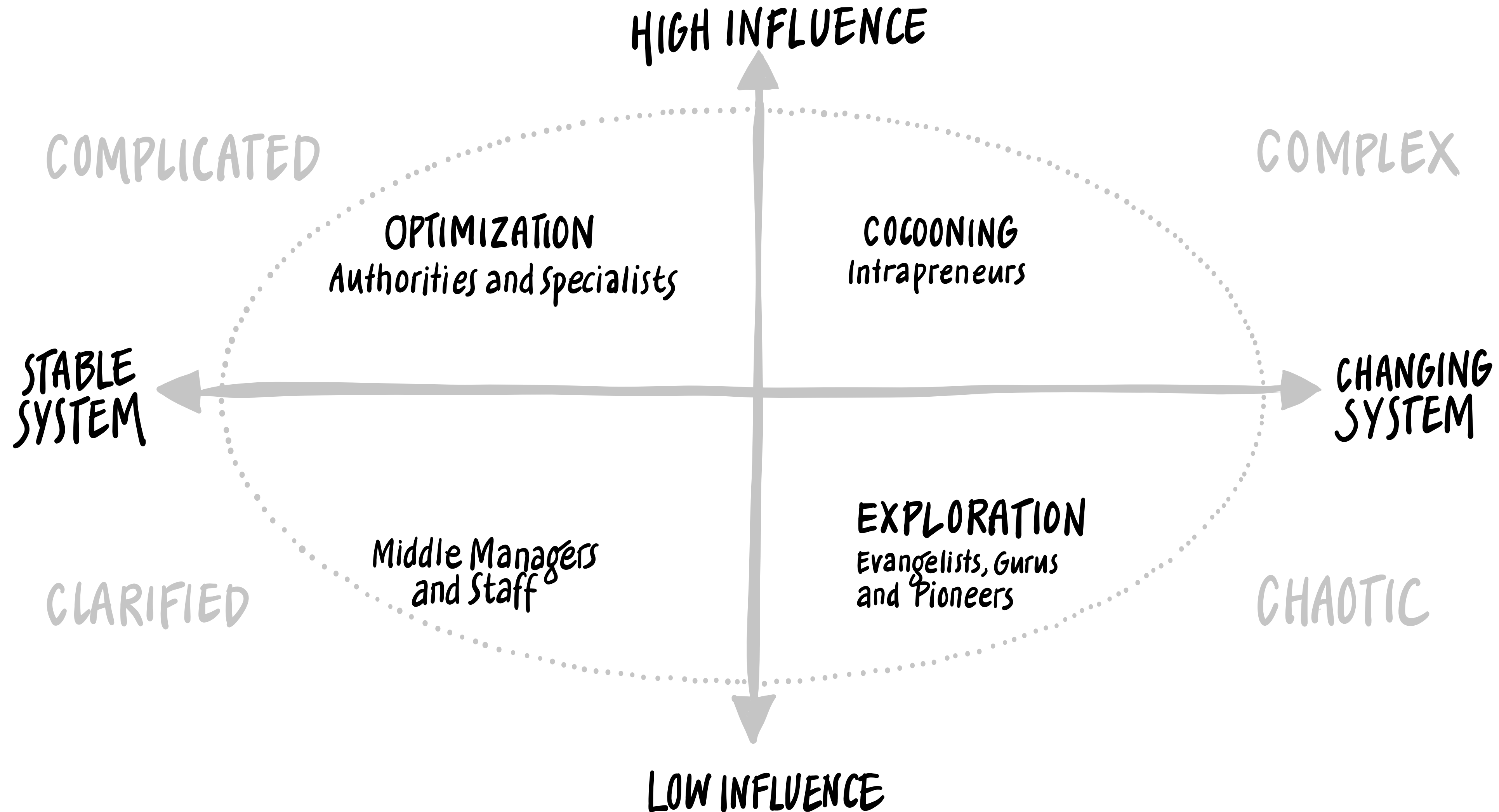
First we have **EXPLORATION**



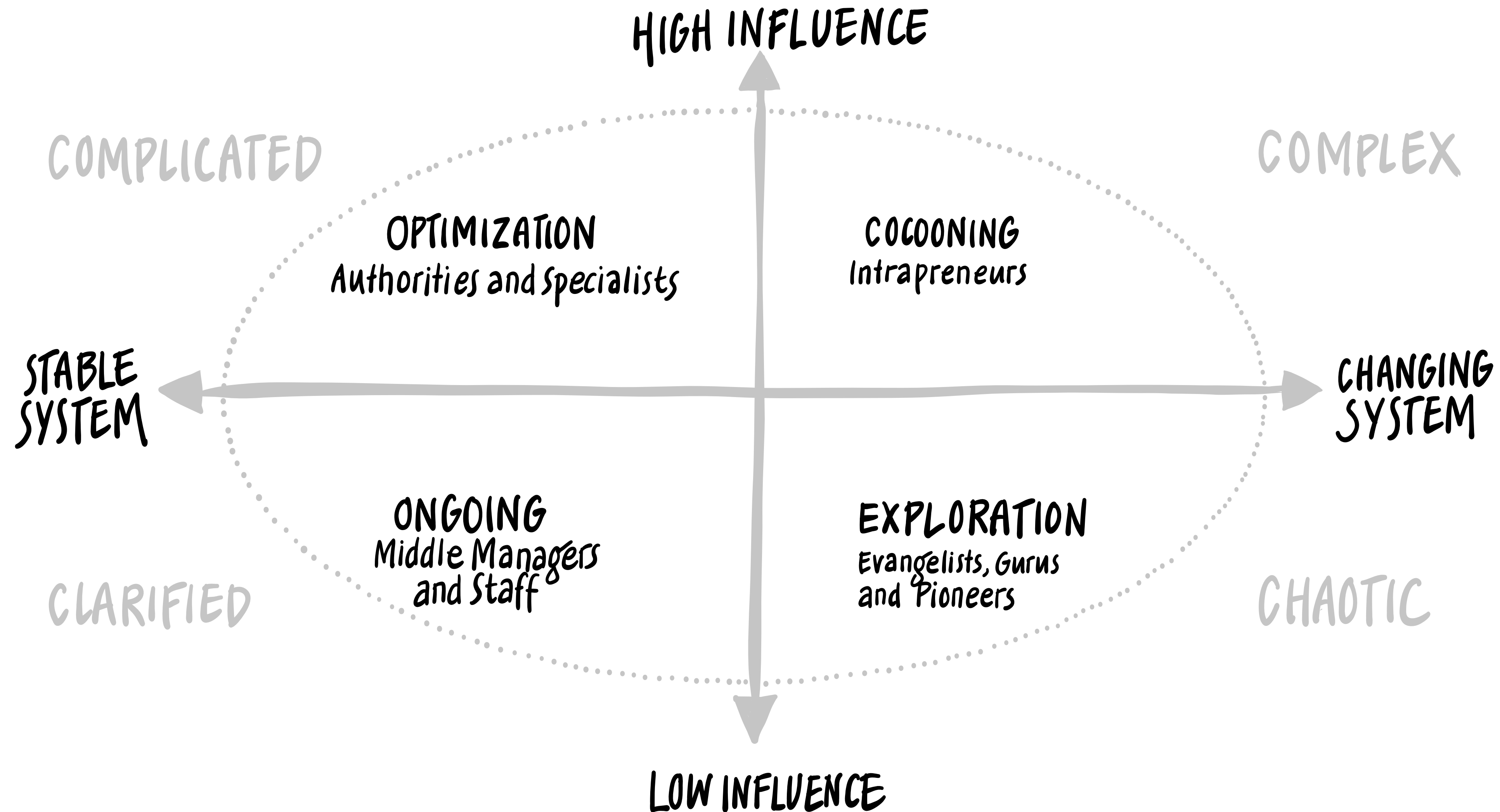
When on the inside of the company we have **COCOONING**



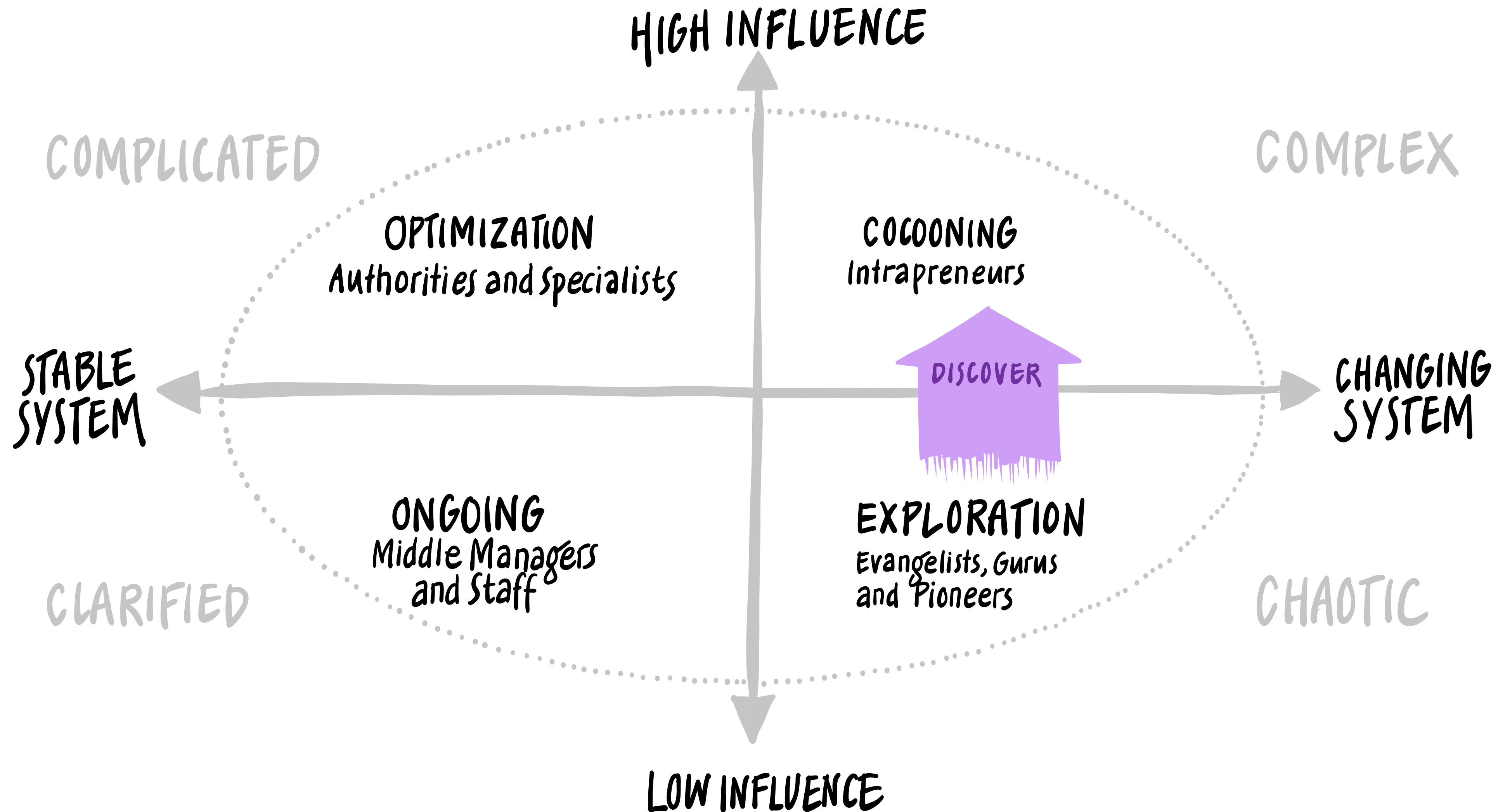
When adopted by the authorities we have **OPTIMIZATION**



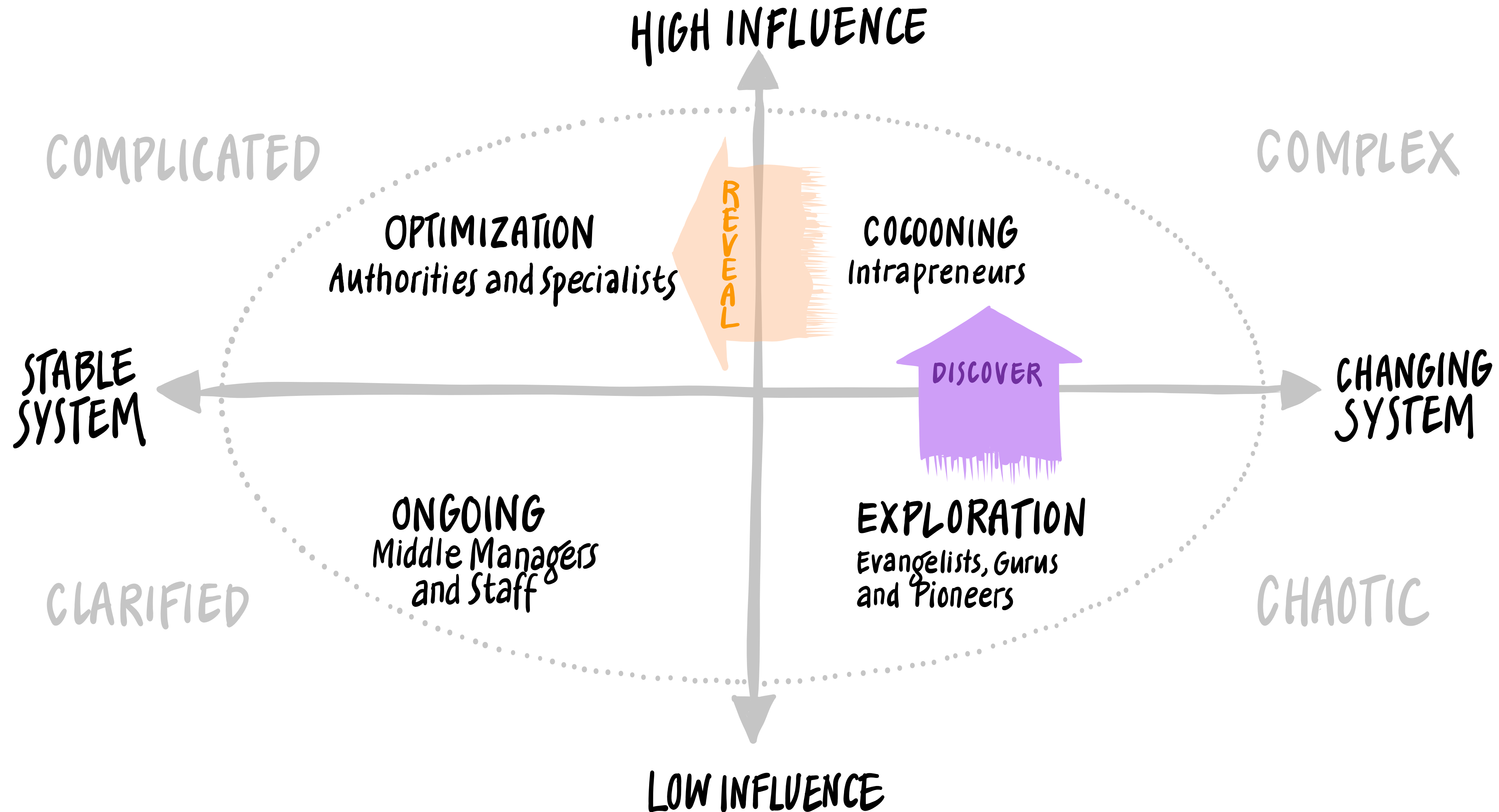
Then in production we have **ONGOING** business



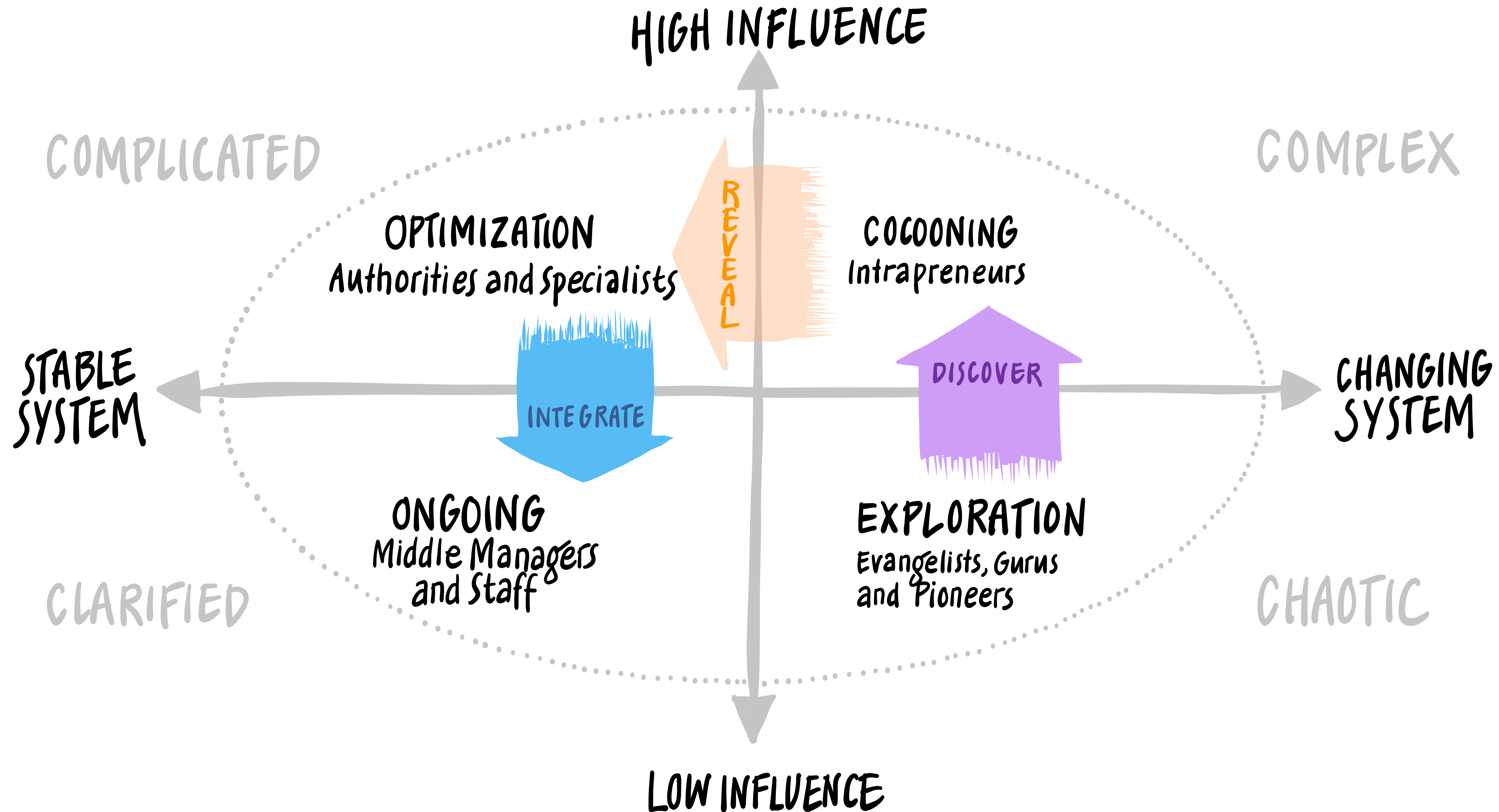
What makes everything so hard are the **conflicts**...



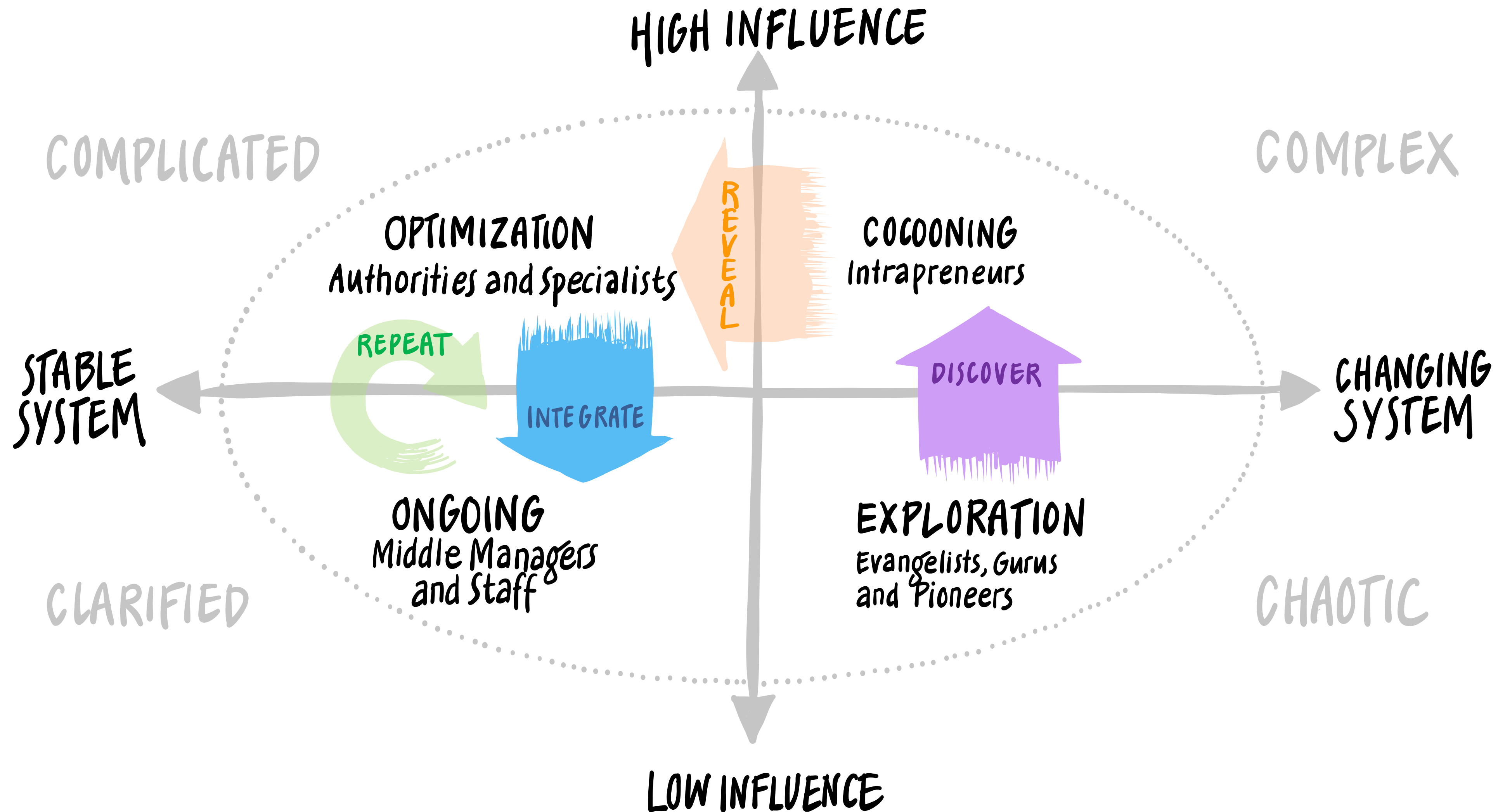
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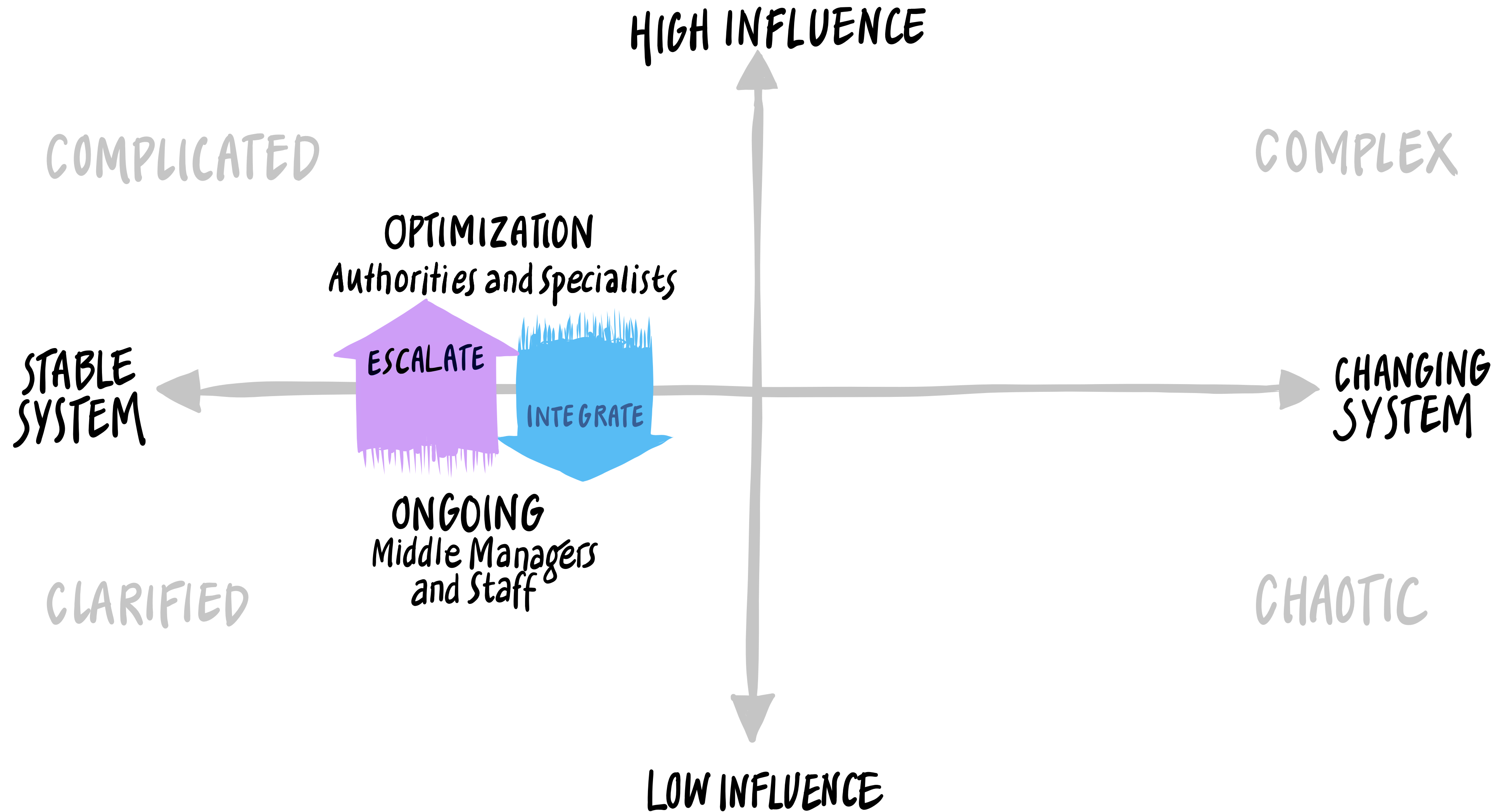
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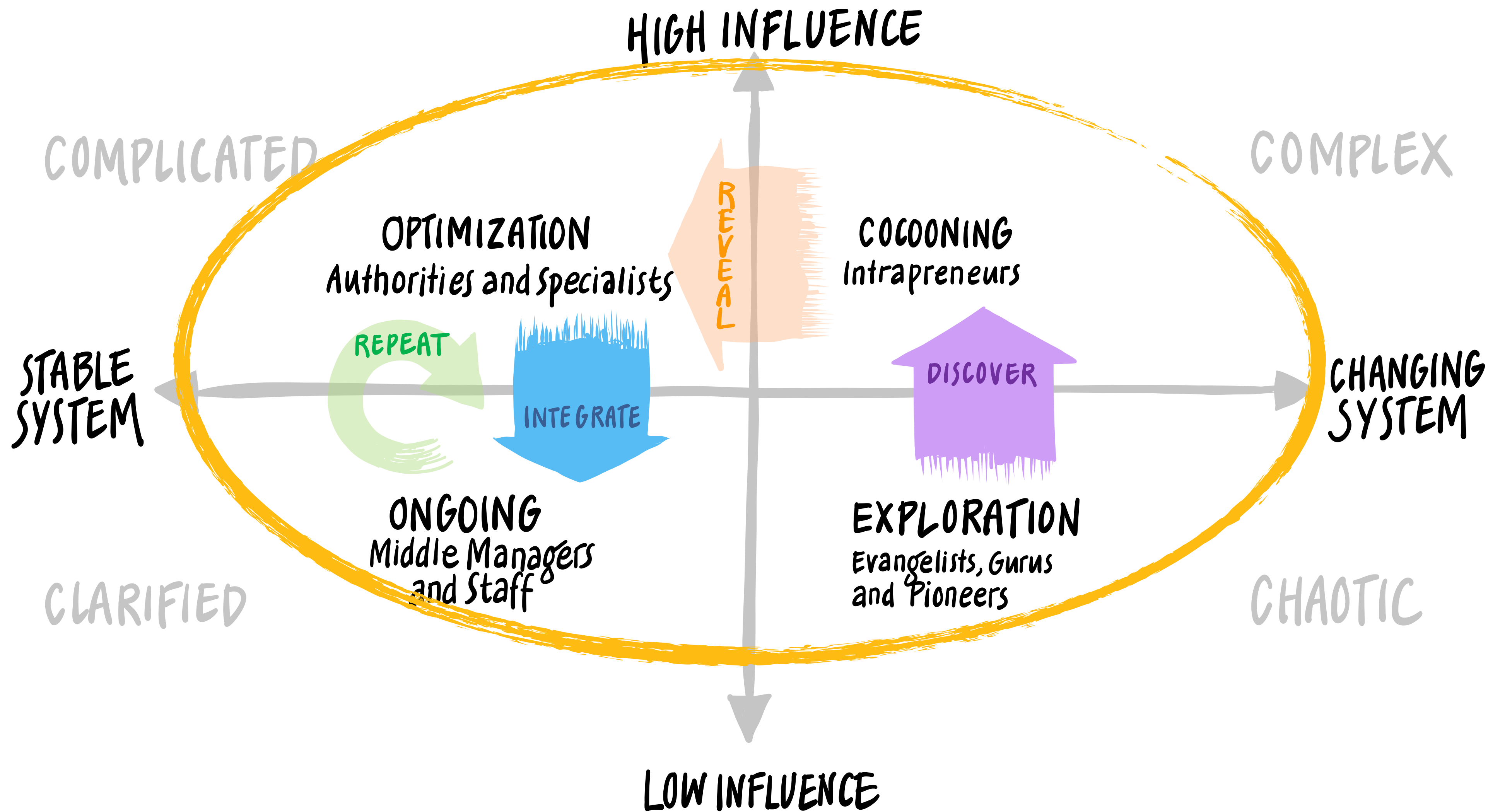
What makes everything so hard are the **conflicts**...



...Tactical Projects



The Protector



How the two sides differ...

Field of Doing

OPEX focused

Solving Complicated tasks

Budgets

Convergent

Know-How

Planning

Right or Wrong

Ego-centric

Field of Dreaming

CAPEX focused

Solving Complex tasks

Money

Divergent

Know-Who

Iterating

Learn or Not Learn

Purpose-centric

STABLE
SYSTEM



CHANGING
SYSTEM

Principles of Intrapreneurial Capital

How to build adaptability

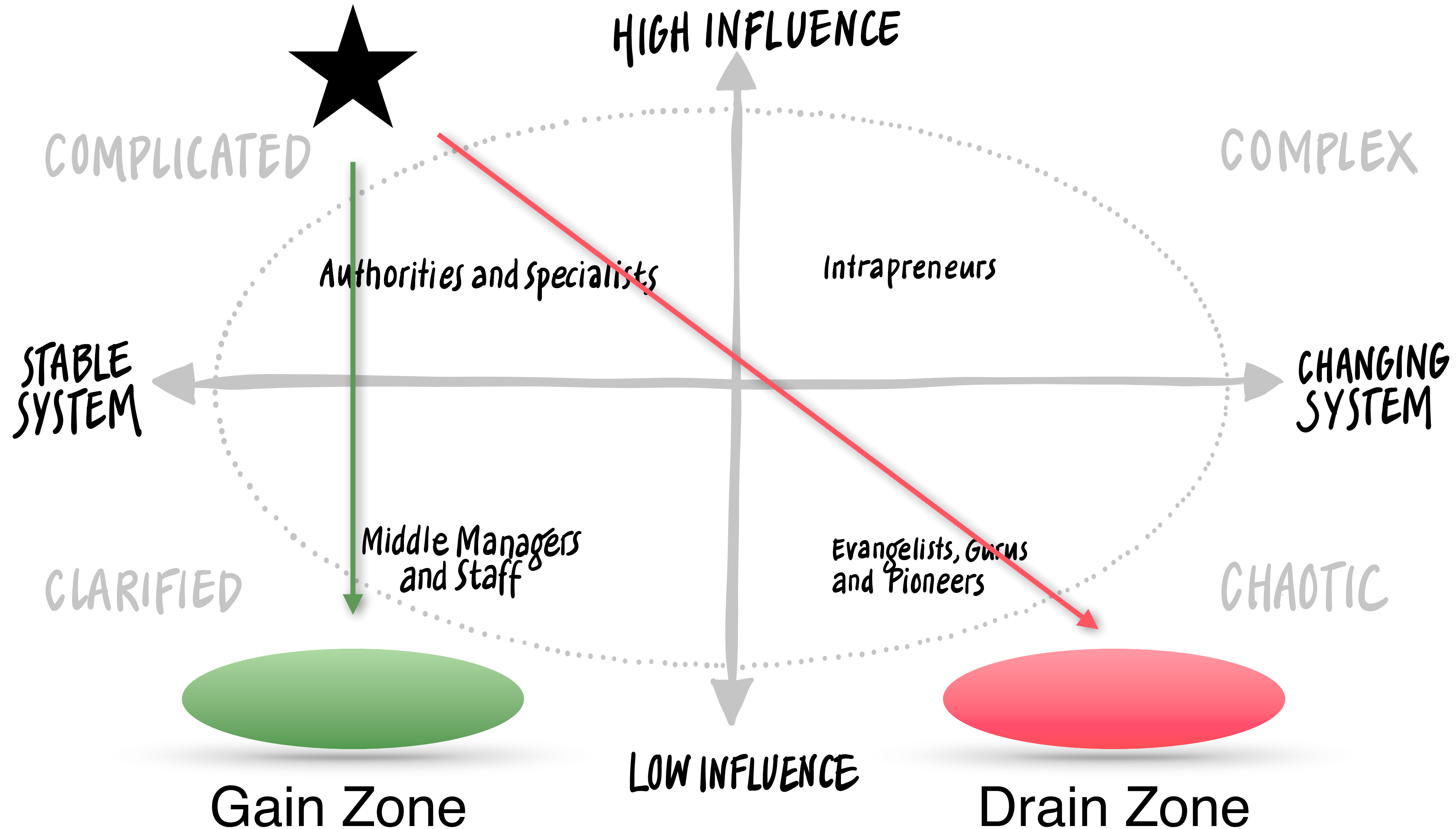
Increase collaboration and networking between teams to **decrease transmission conflicts**

Build **organizational support** for intrapreneurship

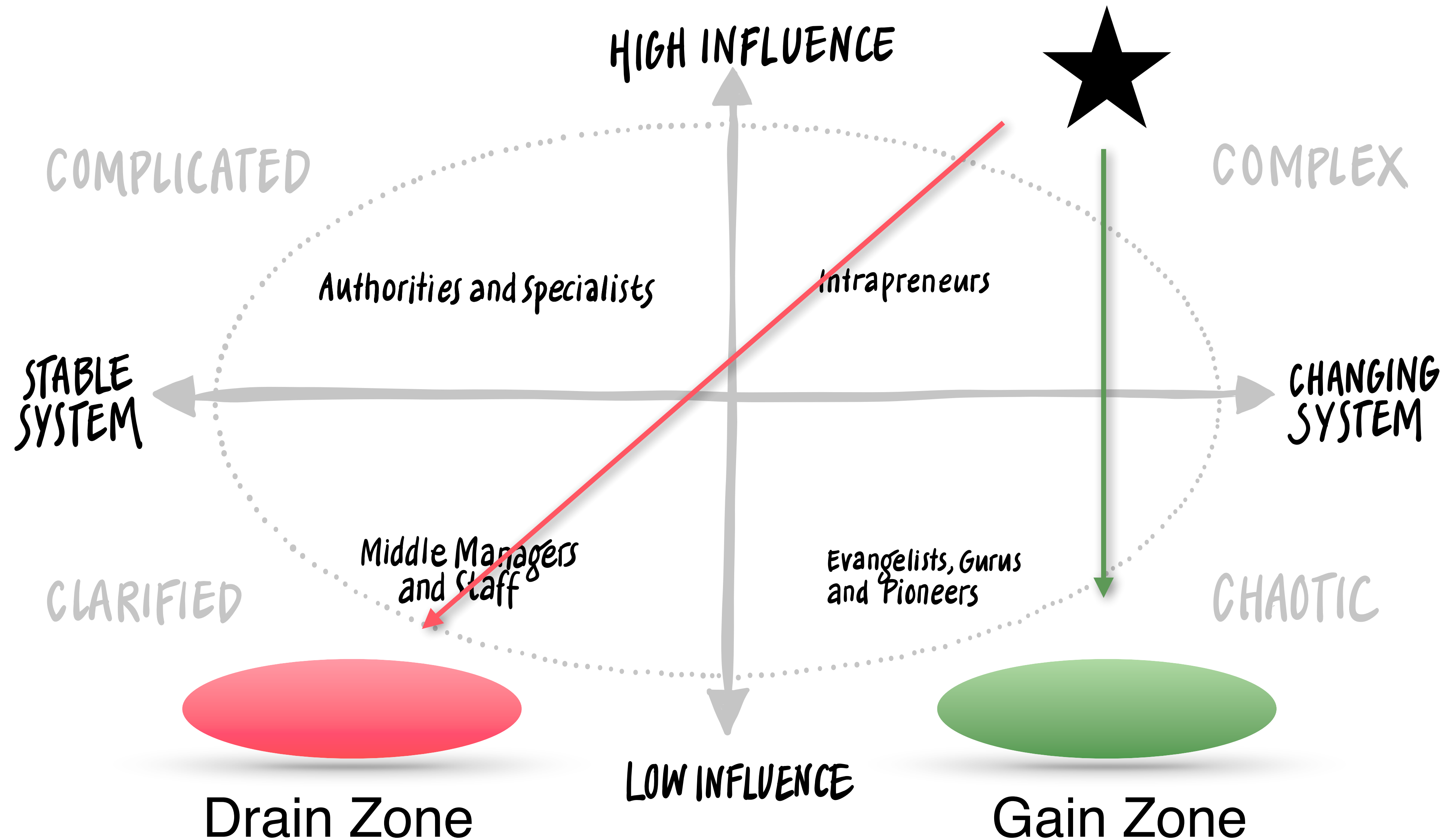


Recruit and build an ambidextrous **leadership** that can lead in both stable and changing system

The essens of Phsycological Saftey



The essens of Phsycological Saftey



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Albert Bengtson Birgitte Stjärne Roland Williams



<https://www.linkedin.com/in/albertbengtson/>



LedningsGruppen Akademin
Intraprenörskap – Bygg en organisation som lyckas i förändring

<https://www.ledningsgruppsakademin.se/product/intraprenorskap---bygg-en-organisation-som-lyckas-i-forandring>



4C Growth Model

The process of Transformative innovation

