



Hack your business before others do!

with
Minke!

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NEW VISION, NEW WAYS OF WORKING, NEW RESULTS

We help your teams work faster and more innovatively

At Minke we believe that each company has the ability to disrupt and hack its own business in a positive sense in order to improve it.

We have developed an innovative way to work together with our clients, leading them faster to unexpected solutions for their business strategy, business model, technologies, and new products and services.

**But how? With two simple steps: Think &
Make**

www.weareminke.com



THINK



“When you change the way you look at things, the things you look at change.”

At Minke, we know by experience that you need to think different to make different, otherwise you are condemned to always find the same old ideas.

How can we think different?

Just like a hacker who breaks a code, at Minke we enable clients to analyze their business and processes and find a way to play with those rules and procedures, with a view to turning business weaknesses into strengths and obstacles into opportunities.

With our carefully designed method, we question your assumptions of working, your habits, your products or services and other we-always-do-like-that tendencies. In doing so, new channels and spaces for innovation are created, generating fresh ideas with originality.

MAKE



"The hands are the instruments of man's intelligence."

Many people, understandably, are not interested with solely thinking in business because often such thinking never materialises into anything tangible. That's why at Minke we prove the contrary by thinking and making.

Our team is composed of facilitators and designers who help you to produce prototypes of the best generated ideas. This tangible object can be a poster, an ad flyer, an infography, a video, an app...

Prototypes will help in being a catalyst for legitimate and sustainable change.

Innovation is risk! Our sessions help you to manage that uncertainty. We test several small projects, with small steps and quick wins .



Strategy



New products/ services

What kind of innovation can we help with?



Process



Technology

SOME COMPANIES THAT CHANGED THEIR PERCEPTION

By changing the way you think, your perception, you can find unexpected and innovative ideas.

Michelin, a traditional tyres factory, decided to sell kms instead of its tyres. This change of business model led to see tyres-as-a-service and Michelin organization changed to offer services and long-lasting tyres to his customers.

While most of ways of producing light consist of burning materials (wood, oil, gas...), Edison invented his electrical light bulb trying to prevent things to burn.

Bic has a tremendous variety of pens: one colour, 4 colours, with a rubber... but when they changed their perception: we don't sell only pens but also cheap plastic things, their creativity opens new channels of innovation: lighters, razors...

But how can we enable those perception changes?



WHAT WE CAN DO FOR YOU

Hacking Jam



Hackstorming



Hackference



Boost your project

Change your culture
of innovation

Just curious?

NEW VISION, NEW WAYS OF WORKING, NEW RESULTS



HACKING JAM

2 days

Do you have a specific project and need quick solutions? Try our Hacking Jam! It is a short session to accelerate and revitalize your project by working together in a new way.

How does it work ?

The visible part of the iceberg: We hand pick a team from our community of facilitators and designers depending on your needs. For the session the team is gathered within your walls to hack some of your products or services with you. Our facilitators help you to change your vision and produce wild ideas to make concrete and creative deliveries, such as new prototypes of a service or product designed in just two days.

Everyone is listened to. We work with our methods in a joyful mood to achieve the defined goal.

We prepare the session in collaboration with you in order to codesign the best session ever.

HACKSTORMING

3-6 months

Big companies work with a lot of constraints and processes, and they often follow a well-trodden road. However, this road can become tired and lack alternative pathways.

At Minke, we are dedicated to a hands-on, collaborative approach to disrupt the status quo and address your most pressing challenges.

Try our Hackstorming and start a long-term relationship with us.

How does it work ?

We become part of your innovation team for a longer period (3 to 6 months). We run workshops every 2 weeks to facilitate you to think and work in new ways and, in doing so, make concrete and creative deliverables. Our workshops are based on a unique methodology which seeks to find participants' disruptive mode.



HACKFERENCE



"Would you like to know more about our vision and methods and learn the basics of business hacking? Then try our Hackference."

1/2 day

But if you think you're going to have a restful day, staying quietly on your chair during this conference, or if you think we are going to speak academically, then you are in for a shock !

This conference is about « We've always done it like that », habits, bias of reasoning, errors in judgement. It is also about changes in perception, and is packed with inspiring examples, hacking games and tools.



SOME OF OUR WORK



SHORTEN YOUR PROCESSES

We were asked to help a team to shorten a 2 hour procedure to validate «money transfer» while respecting traceability, norms and security. When we asked how they perceive themselves doing their job, one of the participants told us that he saw himself as an “acrobat of the norms”. We took that image and asked participants to « hack » as an acrobat the existing system. They created a shorter validation process with one phone call and a tracking code preventing the traceability, the security and the norm. What an acrobacy and what a gain of time !

DISRUPT YOUR MARKET

For a well know holidays provider, we held an innovation bootcamp in order to communicate the innovation mindset among the Key G.O.. During the session they thought up bold solutions, including providing their well-known services to cities. Check that out in a city near you in the not to distant future!

STRETCH YOUR BUSINESS

For an international bank/insurer, we facilitated a two-days “stretch your business” session to leverage the potential of **disruptive technologies** like Artificial Intelligence, Internet Of Things, Chatbots and Blockchain.

Our customer delegated 4 mixed teams of collaborators from different departments in Belgium and the Netherlands to battle for the most innovative concept.

MINKE’s facilitation and canvasses guided the teams step-by-step through the most important phases of the **design thinking cycle**: empathising with the customer, defining problem statements, ideating out-of-the-box solutions and prototyping the value proposition and business model.

A panel of internal and external experts was made available to answer the teams’ technical, commercial or strategic questions. MINKE’s makers assisted the teams with visual harvesting and **real-time prototyping**. They each created **a short movie** combining Lego and Playmobil constructions with role-playing. After a MINKE pitch training, each team presented its concept to the customer’s executive committee that selected the winning idea.



THEY TRUST US



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SO, DO YOU MINKE?

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THANK YOU

for your time!