

Rik Vera

25 jaar C-LEVEL TEXTIEL INDUSTRIE



(ADVISORY) BOARD MEMBER



KEYNOTE SPEAKER

COACH



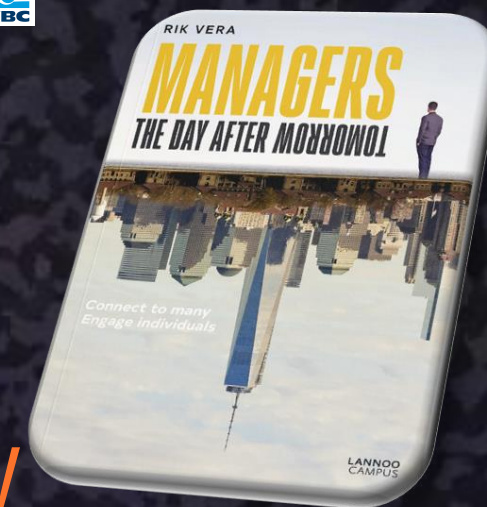
SCHRIJVER

DOCENT



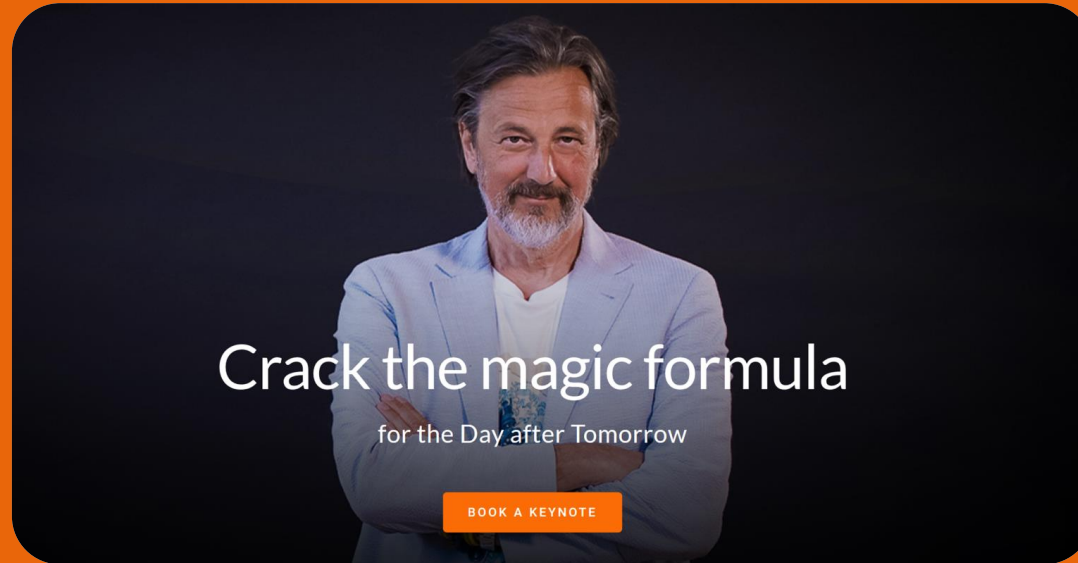
MET EEN PASSIE VOOR
BUSINESS MODELLEN VOOR

THE DAY AFTER TOMORROW



ECHTGENOOT
PAPA
GROOTVADER





Extreme Customer Centricity

THE DaT
ZAL ERG
ANDERS
ZIJN

Rik van

THE **dat** ZAL ERG ANDERS ZIJN

Rob Veen

COVID-19
WAS NIET DE OORZAAK

THE VIRUS MAAKTE
HELDER DAT DE WERELD
AL VERANDERD WAS EN
AAN HET VERANDEREN IS

Rik Verh.



SOFTWARE IS EATING THE WORLD

MARC ANDREESEN

A16Z

2011 Wall Street Journal



Phil Vert






IK LIG WAKKER





James Jamie Dimon
CEO JP Morgan Chase
April 2015



Pol VERK.

Jamie Dimon: Silicon Valley startups are coming to eat Wall Street's lunch

Alyson Shontell   
Apr. 10, 2014, 9:02 AM

 FACEBOOK  LINKEDIN  TWITTER  EMAIL

THE START-UPS
IN SILICON
VALLEY
VRETEN DE KAAS
VAN ONS BROOD
EN ONS BROOD

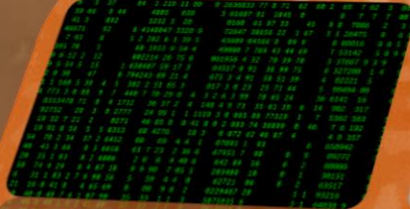
"Silicon Valley is coming, JPMorgan Chase CEO Jamie Dimon warned in his annual letter to shareholders. Dimon says startups are coming for Wall Street, noting that they are creating efficiency in areas that are important to companies like JPMorgan, particularly in the lending and payments space.

Lending Club, for example, had the largest US tech IPO of 2014. The

JPMorgan Chase boss Jamie Dimon. Getty



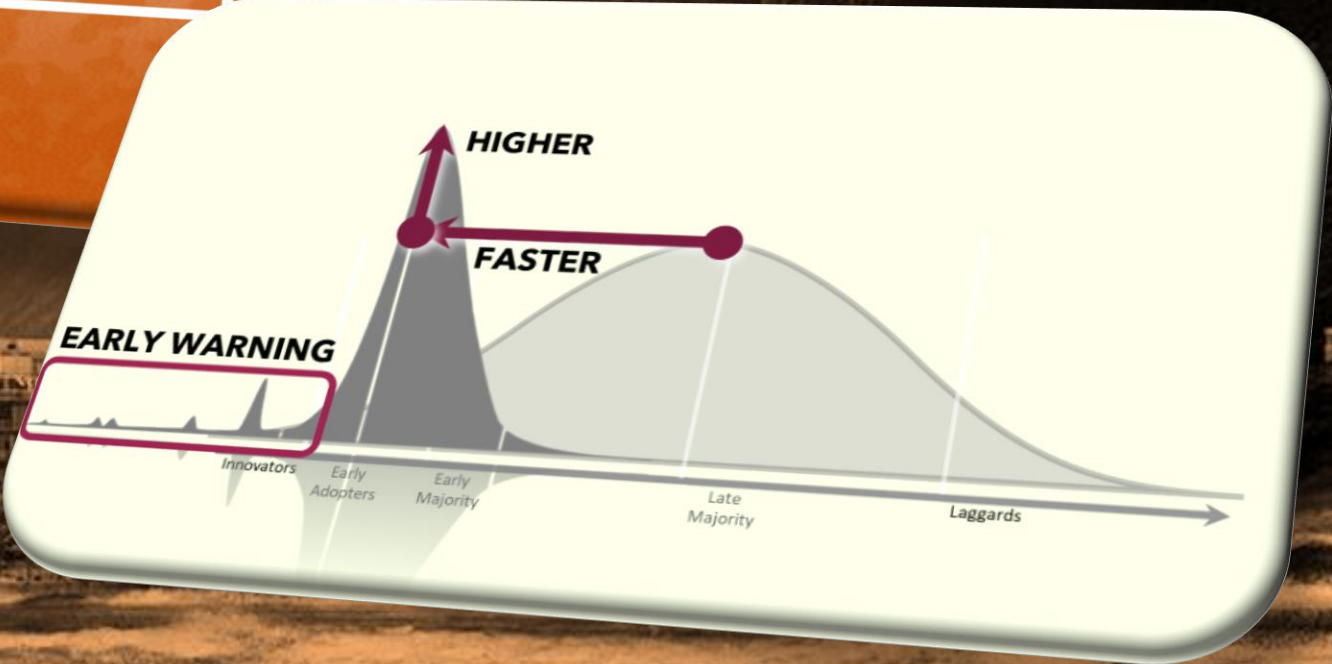
Pol van der



**THE IMPACT
OF DIGITAL**

**A NEW
CUSTOMER**

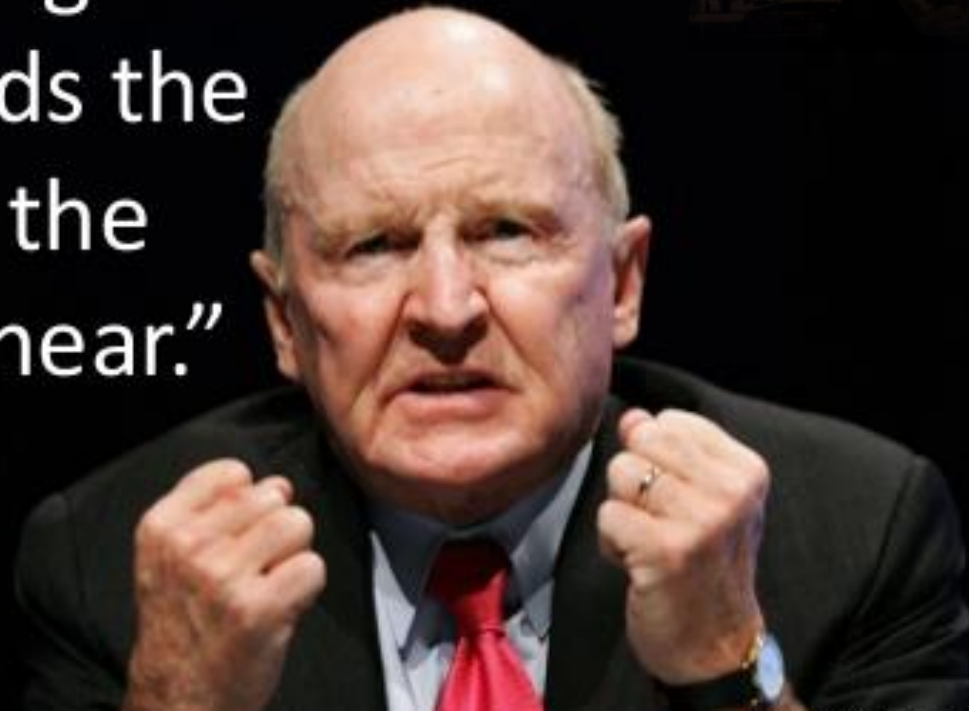
**THE SPEED
OF CHANGE**



Pol VERA

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

- *Jack Welch*



Rob VERA



**WE MOETEN SNELHEID
MAKEN**

Rik Verh.



WE MOETEN DIGITALISEREN



Rik VAN

**THE IMPACT
OF DIGITAL**



a new
customer



the speed
of change

Digitaal is geen laagje
bovenop de oude
samenleving

Digitaal is geen kanaal

Digitaal heeft de hele
samenleving drastisch
veranderd

Rob VERA



THE MAYA'S HADDEN
DAN TOCH GELIJK

Rik Verh.



21 DECEMBER 2012

Rob VERA

— THE DIGITAL BIG BANG

Rik van



DE METEORIET HEEFT DE
DINOS NIET GEDOOD

Rob Verh.



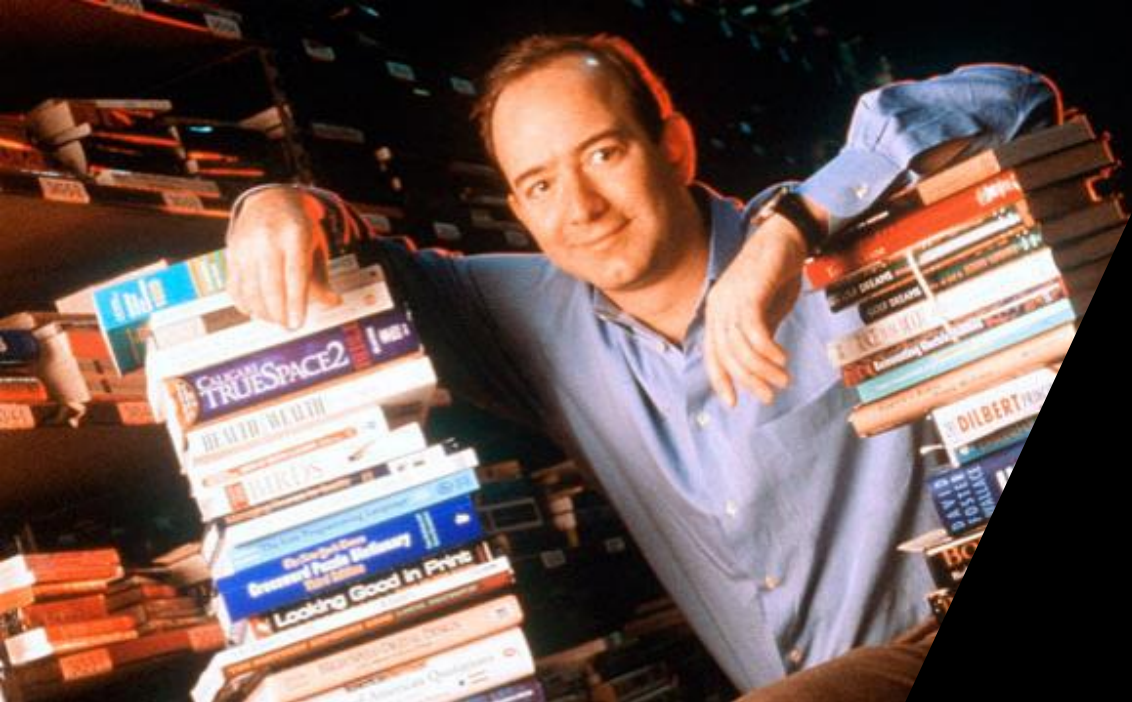
MAAR WEL DE OMGEVING
DRAMATISCH VERANDERD

Rik VERK.

DEZE METEORIET WERD
DOOR MENSEN GEMAAKT



Rik VERK.





THE UPSIDE DOWN

Rob VERA.

90's



Pol Vek



amazon

1999



Pol VERK.



2005



Rob Vek



2007



Rik Verh.

amazon



2010

Rik Verh.

SMOMBIES



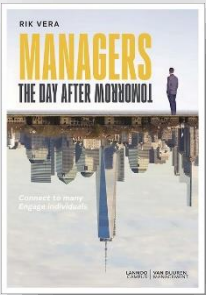
Rik van

SMARTPHONE ZOMBIES

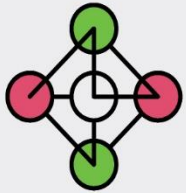
3 BIGGEST FEARS OF OUR GENERATION



Rick VERA.



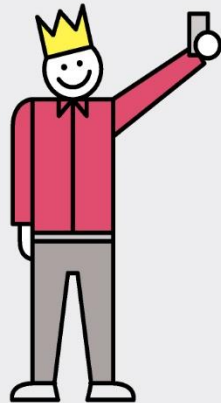
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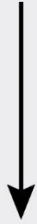
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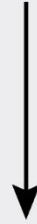
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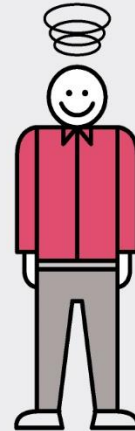
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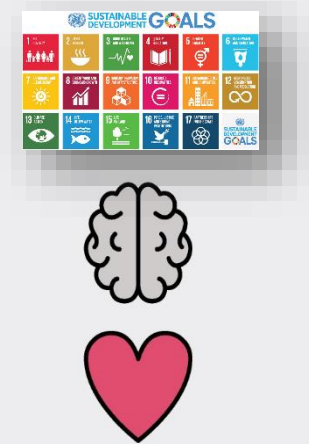
O



M



E



R



Rik Vera

2012
THE TIPPING POINT



2010
THE PLATFORMS



2005
SOCIAL MEDIA



1995
THE INTERNET



THE YEAR
2000

THE DIGITAL
BIG BANG
VERANDERDE DE MENS
EN DE SAMENLEVING

Pol Verh.



STOP
TO PARTY
LIKE IT IS

1999

Rob VERA



EEN DIGITALE TSUNAMI

Rik Verh.

HET STRANDSTOELEN N SYNDROOM



Rik van



WE LOSSEN
HET WEL OP
ALS HET
ZOVER IS

Rik Verh.



IK DENK HET NIET



Rik van

**THE IMPACT
OF DIGITAL**



**A NEW
CUSTOMER**



WHO'S THIS YOUNG LADY?
the speed
of change



We waren veel te veel bezig met onszelf en vergaten de klant en die veranderde dramatisch

Pol VERA

THE IMPACT OF DIGITAL

A NEW CUSTOMER

WHO'S THIS YOUNG LADY?
the speed of change

VERA

Het is in de kloof tussen wat wij doen en wat de klant wenst, dat de start-ups onze kunnen pijn doen

Rob VERA

WE MOETEN ONS
AANPASSEN EN DE
KLANT EXTREEM
CENTRAAL ZETTEN



Pol Verh.

WIE IS ONZE KLANT?

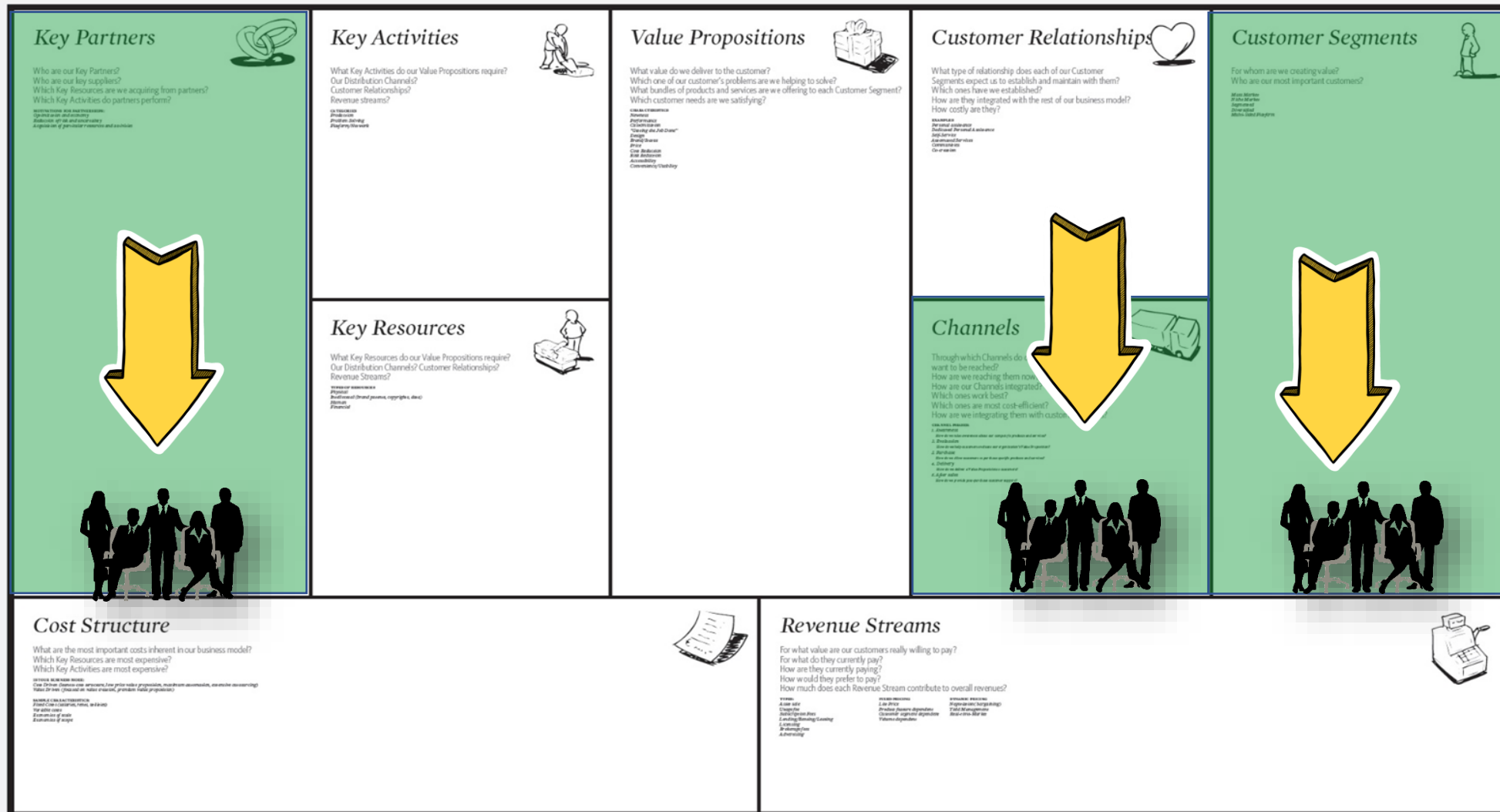
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Pol M. VERA

A vibrant crowd at a concert with confetti falling and people holding up phones. The scene is filled with energy, with many people raising their hands and capturing the moment on their smartphones. The confetti is a mix of red, white, and blue, creating a festive atmosphere. The lighting is bright, highlighting the excitement of the event.

H2H

Rick VERA.

FOCUS OP DE RELATIE

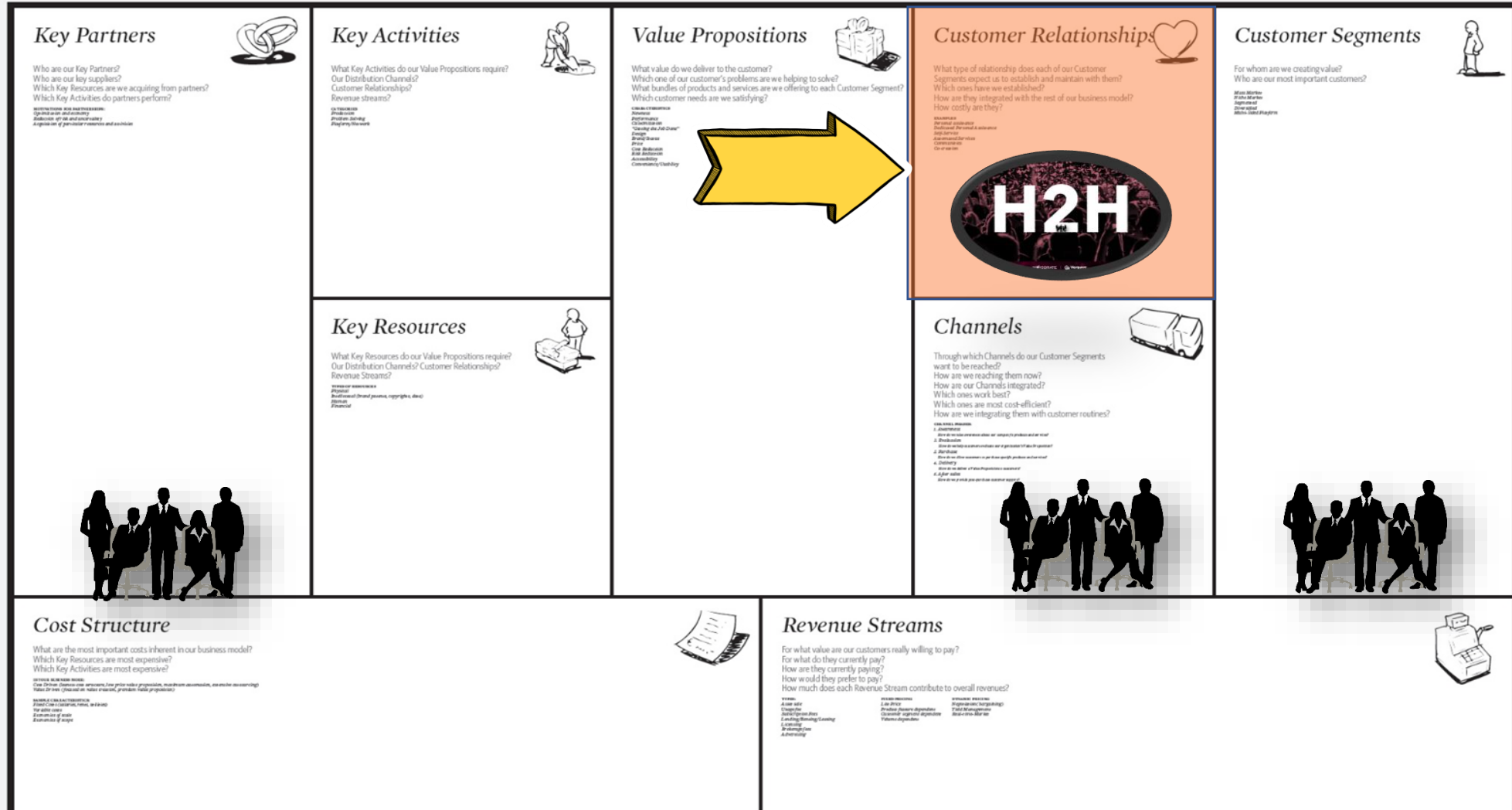
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Pol Verkerke

DE KLANT
BESLIST OF HET
GOED WAS
OF NIET



Rik Verh.

JUISTE PRODUCT

JUISTE SERVICE

JUISTE MOMENT

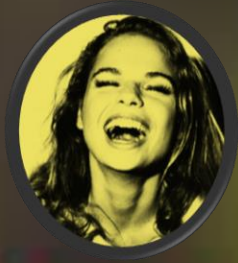
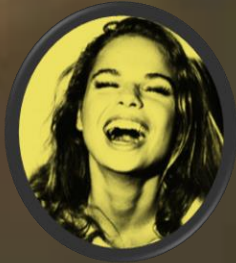
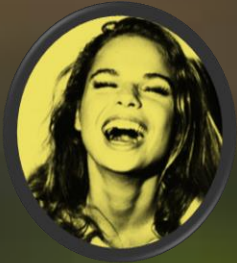
JUISTE KANAAL

JUISTE TOON



OF GEEN ZAKEN DOEN

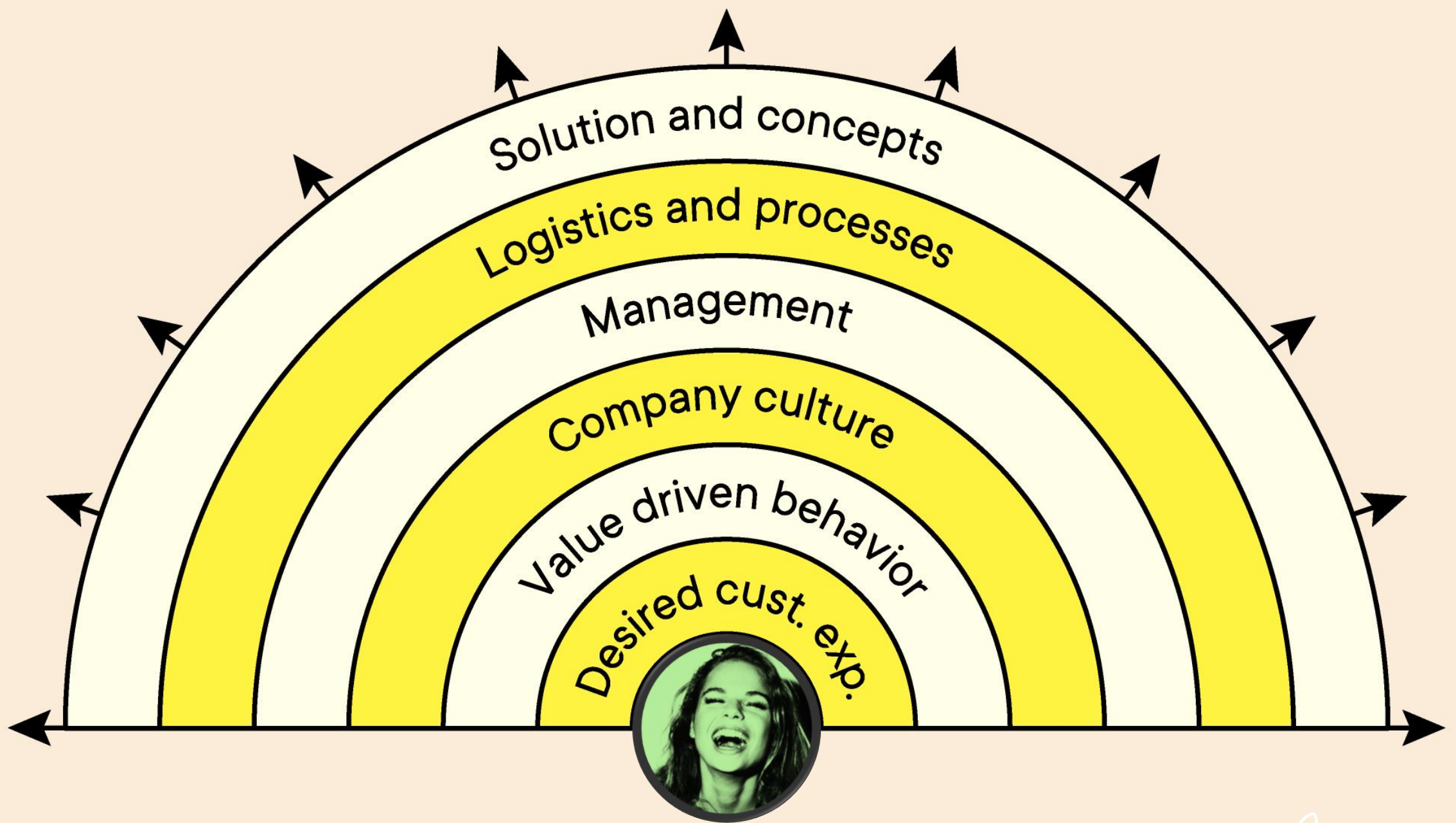
Rik van



Rick VERA



Rick VERA.



Customer

Pol Vork



WE DON'T WANT
TO GET KODAKED

Rick Warren

HIER HEEFT KODAK DE MARKT VERLOREN

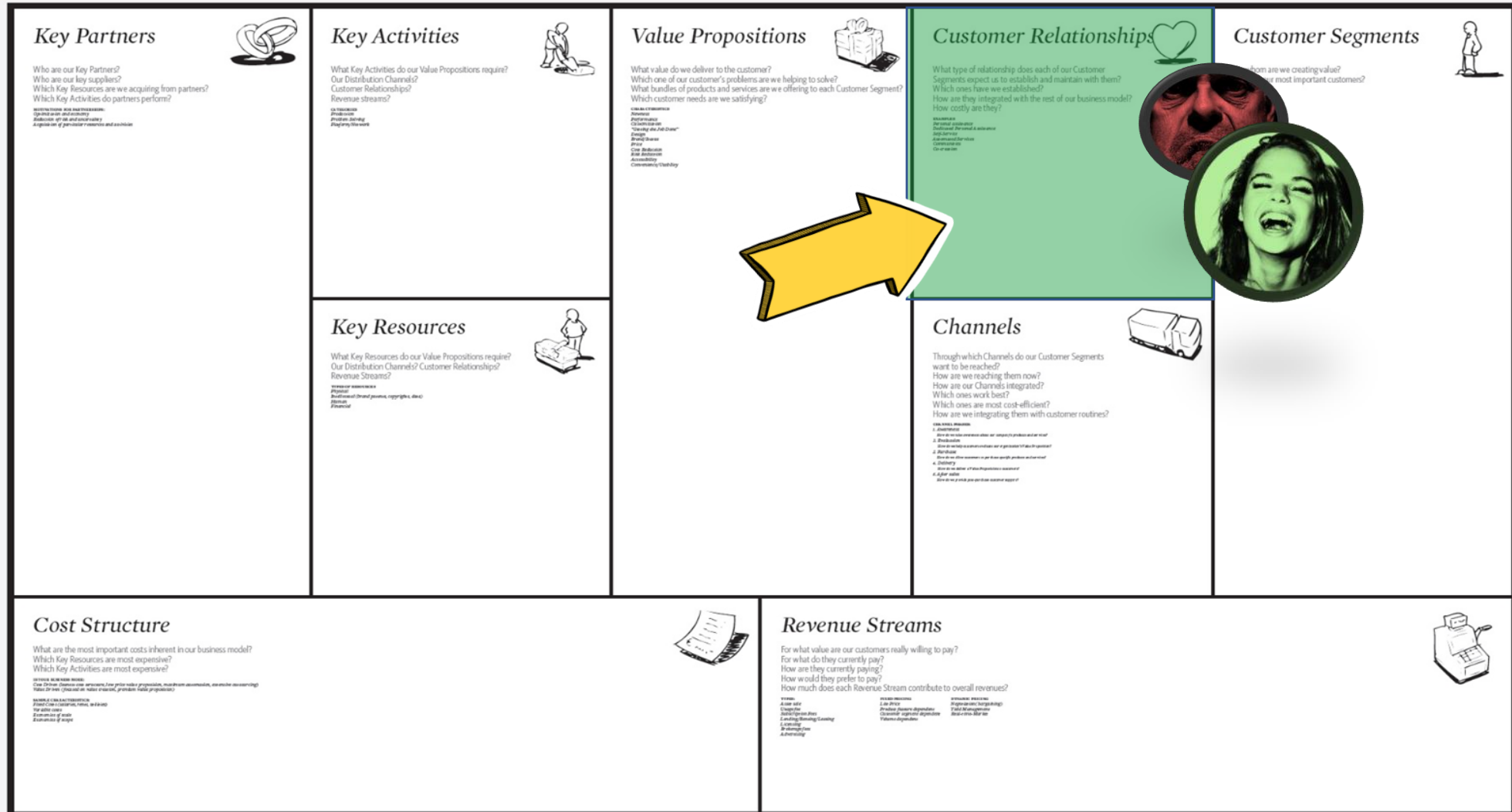
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Pol Verka

ONDANKS EEN PERFECT PRODUCT

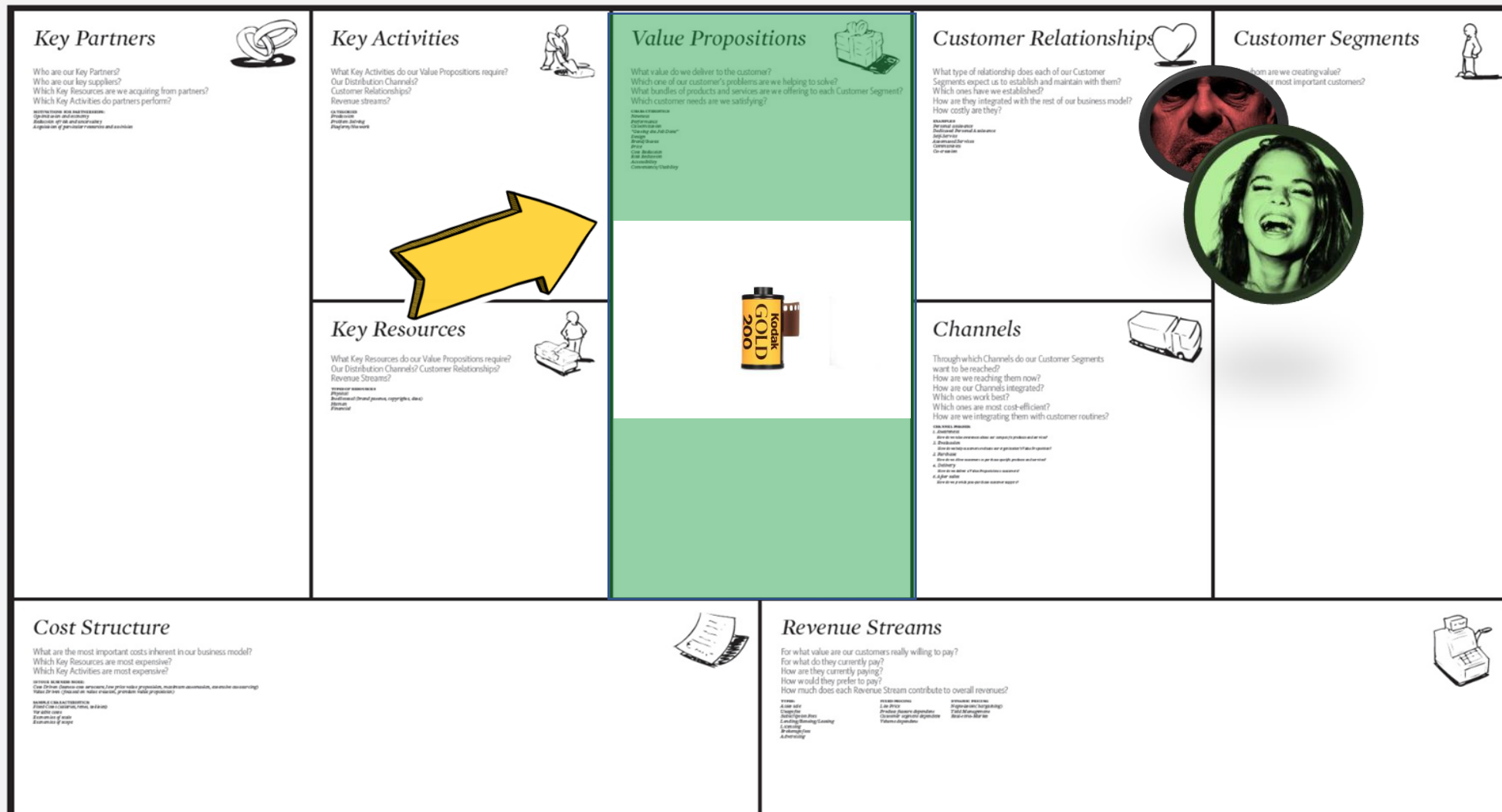
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



MAKE THE INTERFACE AN INTERFEAST

FAST
EASY
ACCESSIBLE
SIMPLE
TEMPTING



Rob VERA

MAAK DE INTERACTIE

**SNEL
MAKKELIJK
TOEGANKELIJ
K
EENVOUDIG
VERLEIDELIJK**





JE KLANTEN
WILLEN
GEWOON
(ERG) GOEDE

CEX

Rik Verh.



SLECHTE
CEX
<CEX

JE HEBT MIJN TIJD
VERSPEELD

*Pol
Rik VERK.*



SAAIE CEX
=CEX

EN DAN?

Pol Verla



GOEDE
CEX
>CEX

HET WAS WOW

Rob Verker

KEN JE KLANT
(beter dan je
jezelf kent)



Rik Verh.

KEN UW B2B2C KLANT

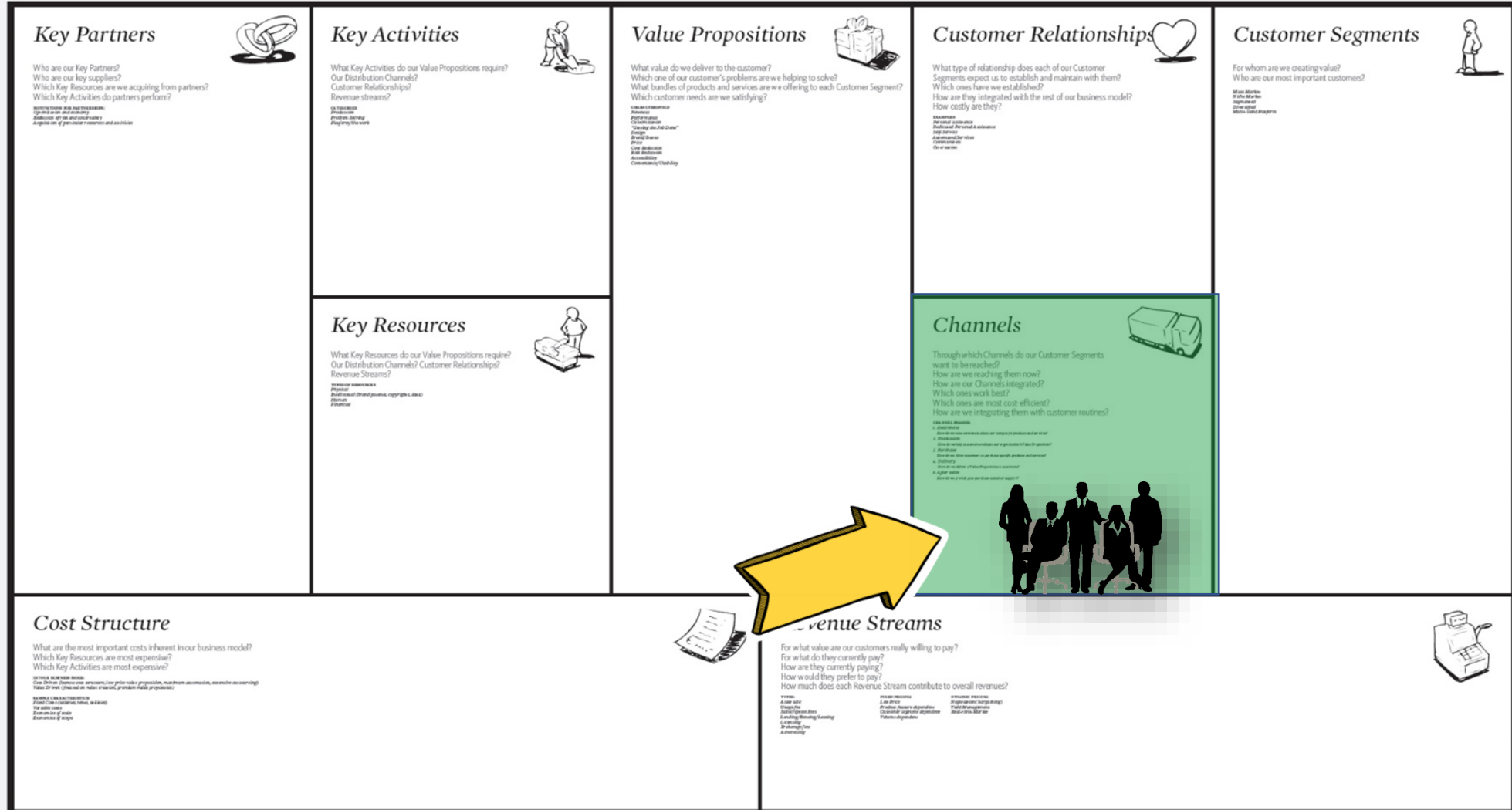
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Pol Verla

KEN DE GEBRUIKERS

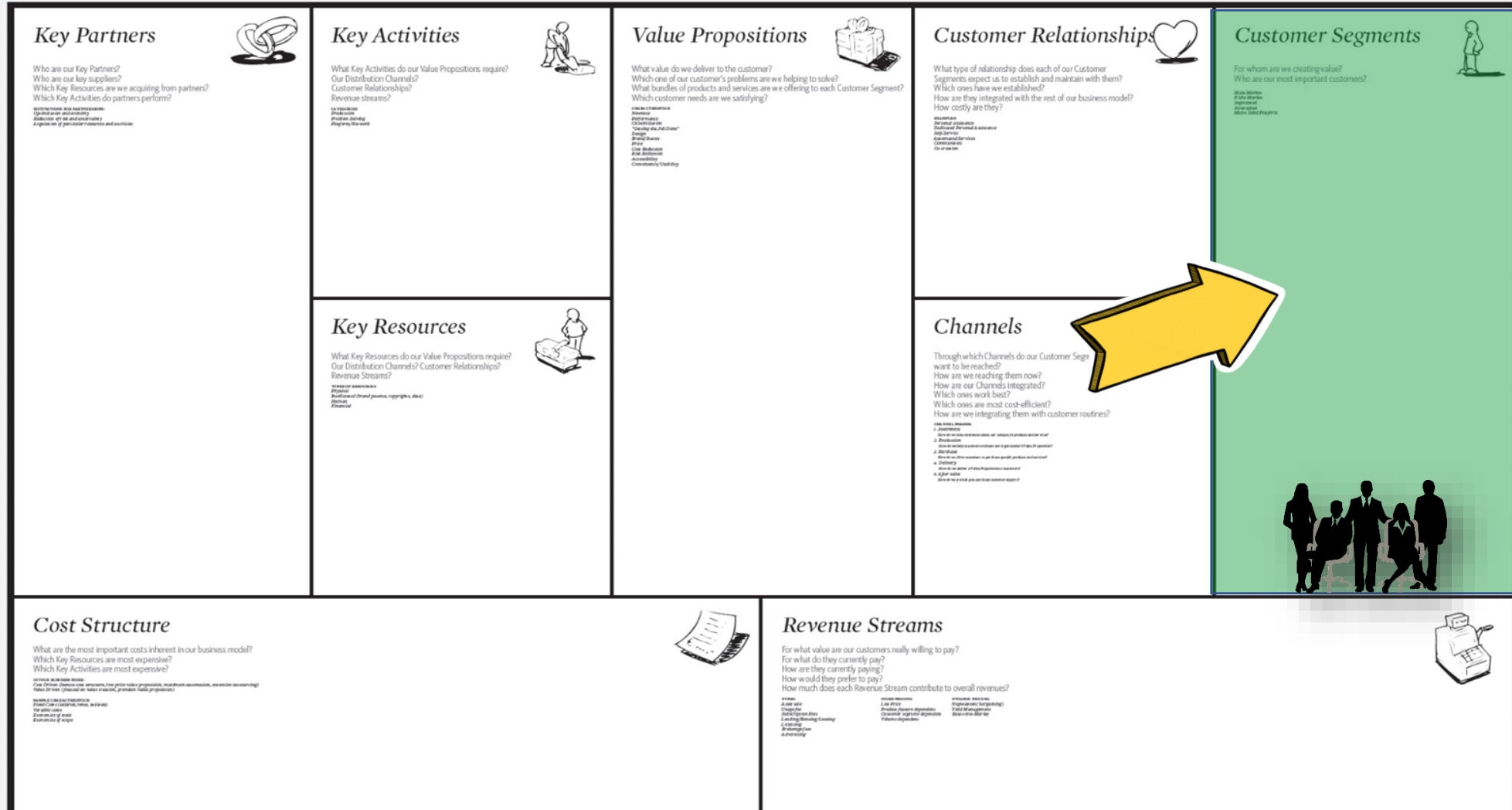
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



POIK VERK

DRAAG BIJ TOT HET VERDIENMODEL VAN JE B2B2C KLANTEN

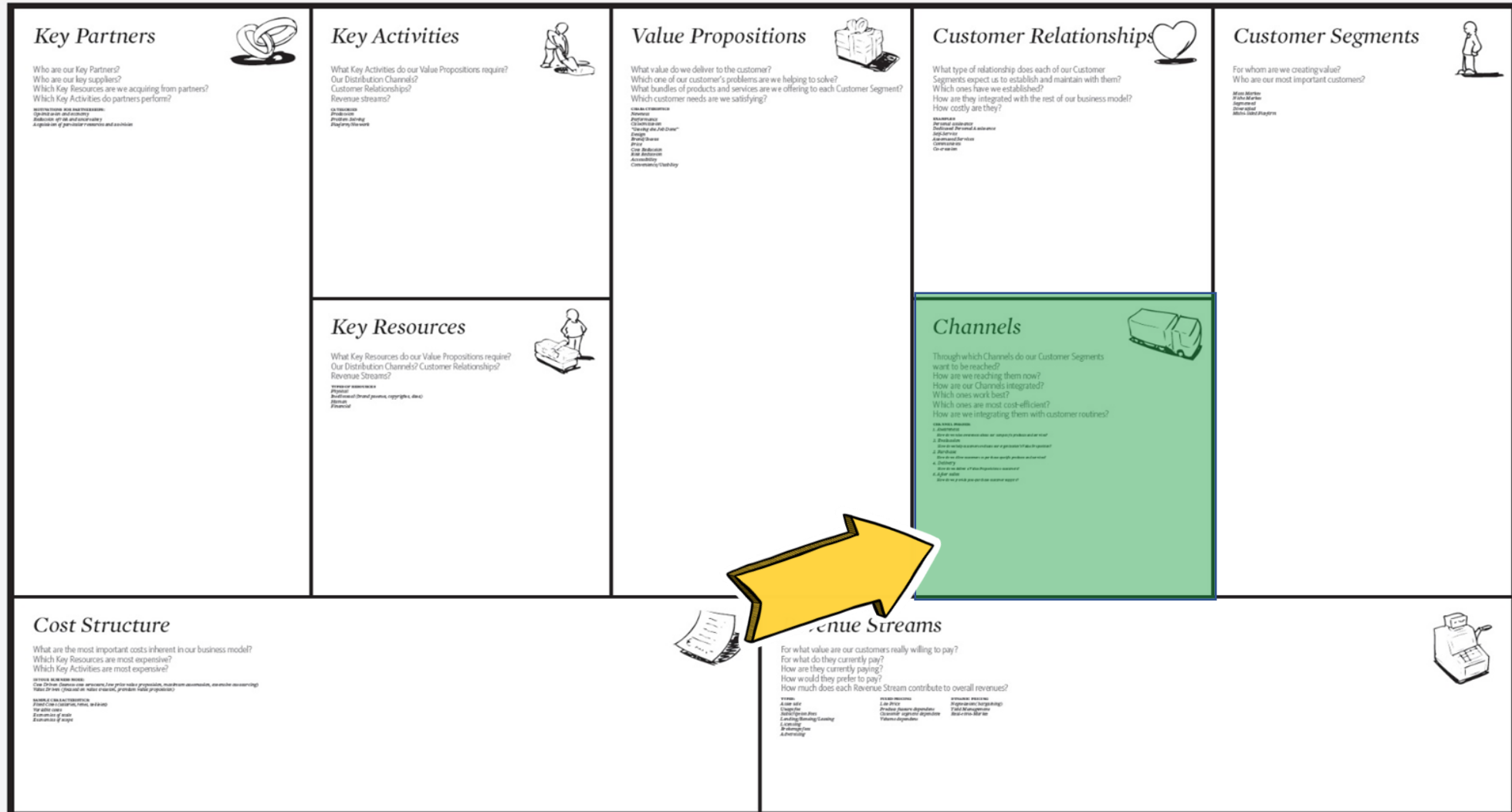
The Business Model Canvas

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Designed by:

On: Day Month Year

Iteration: No.



Pol de Vries

HELP HEN MET HUN UITDAGING

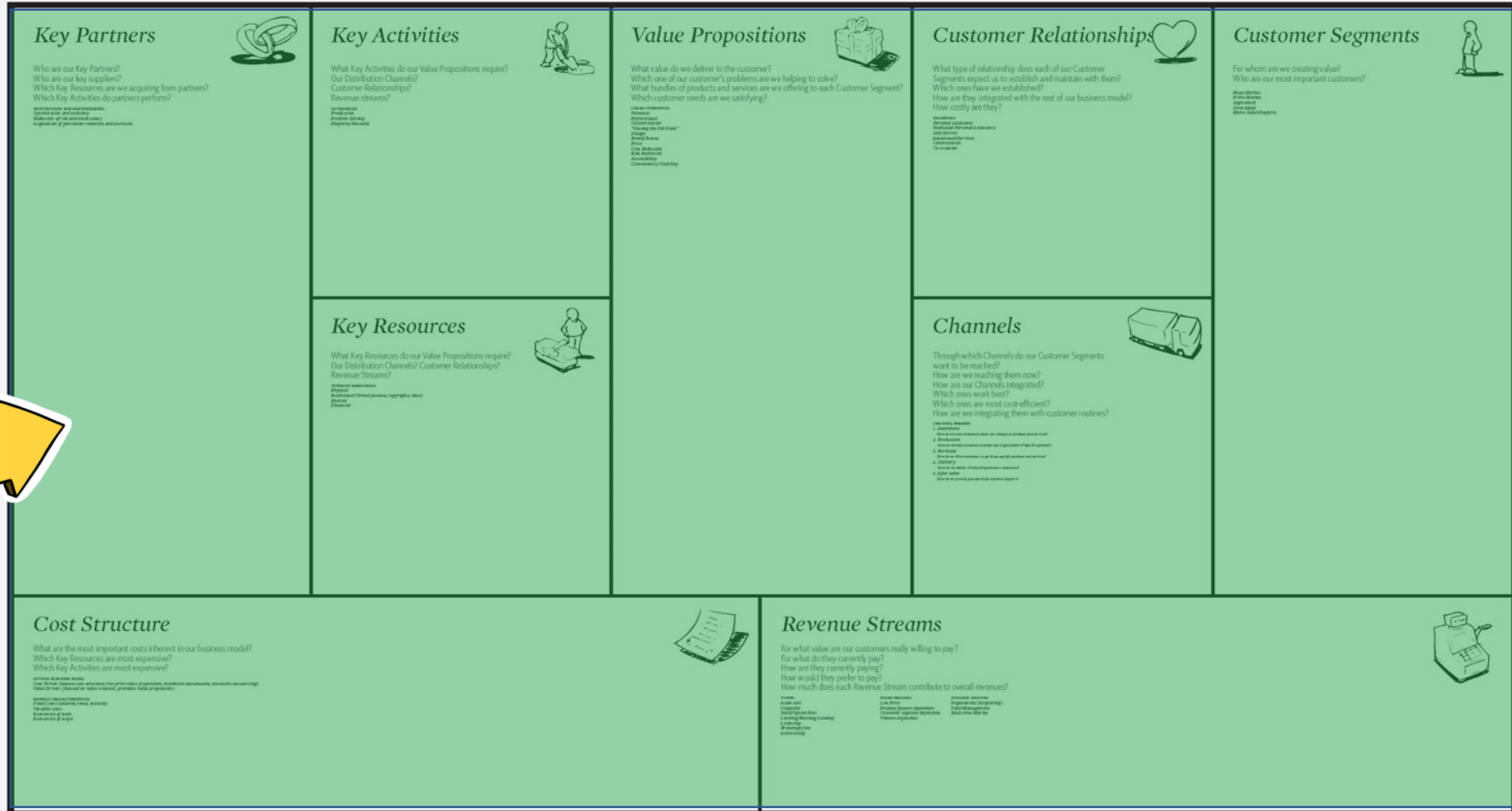
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Rik Verla

DE GEBRUIKERS

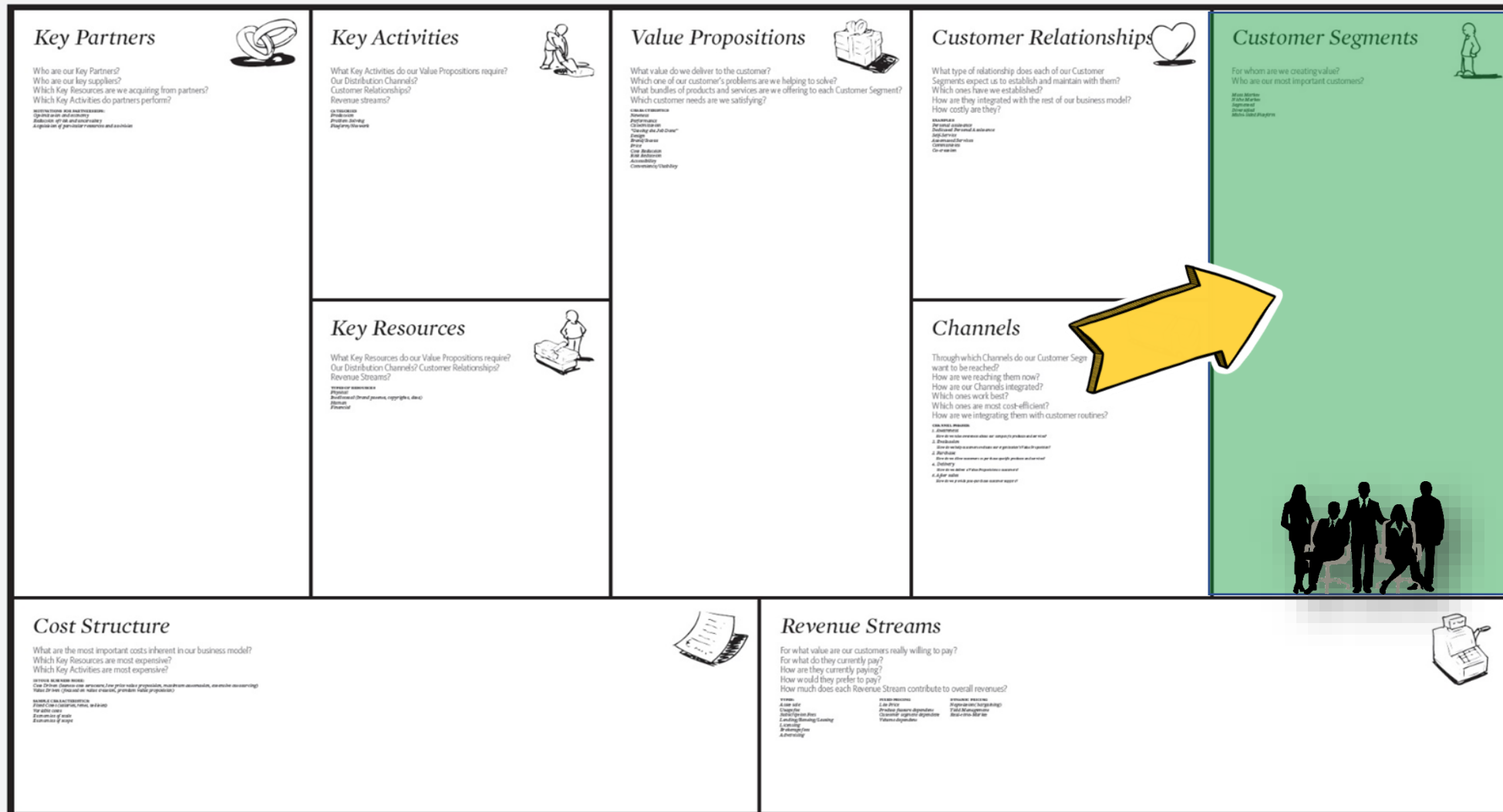
The Business Model Canvas

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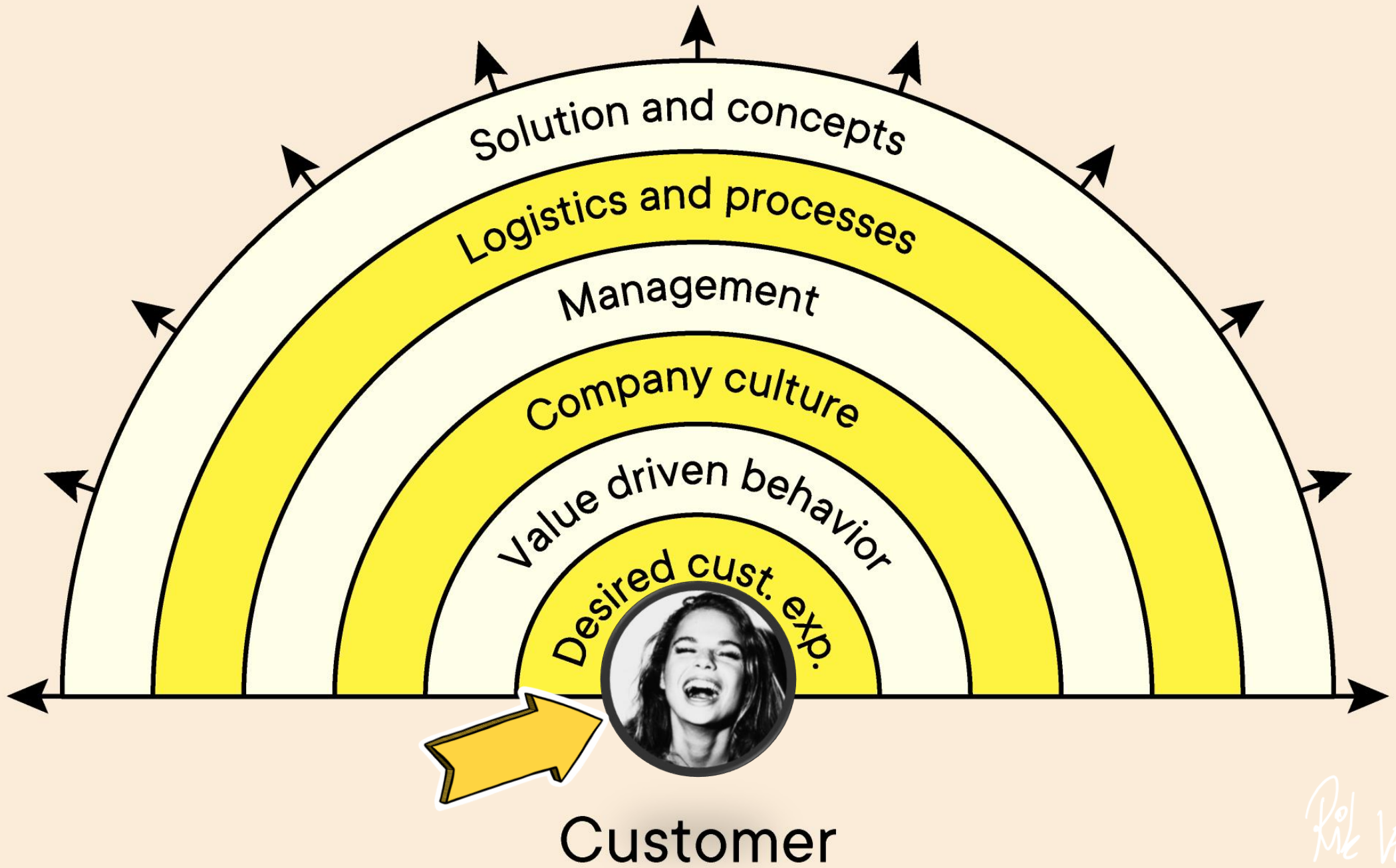
Designed by:

On: Day Month Year

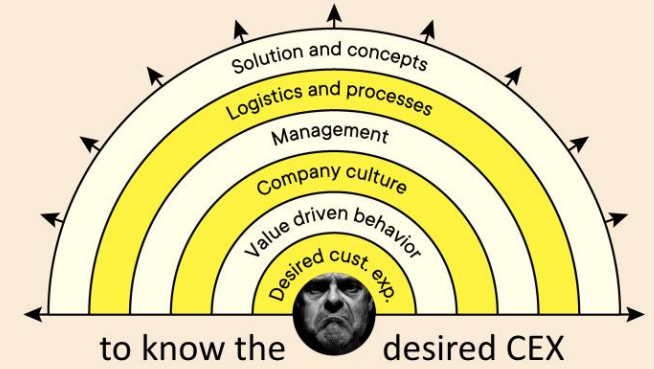
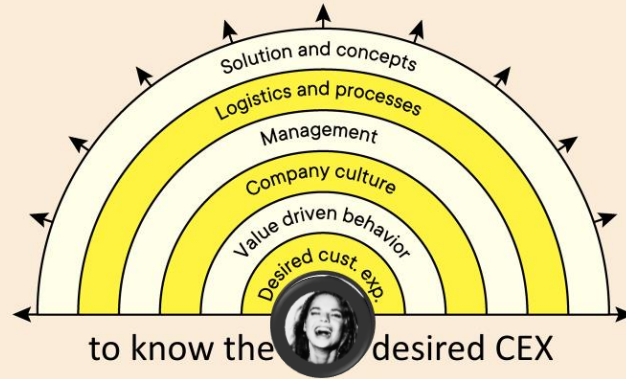
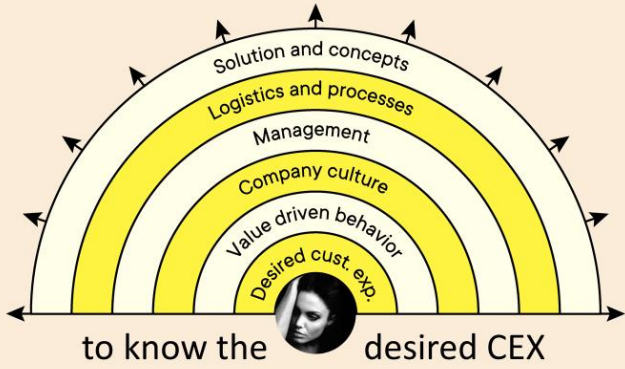
Iteration: No.



Pol Verla

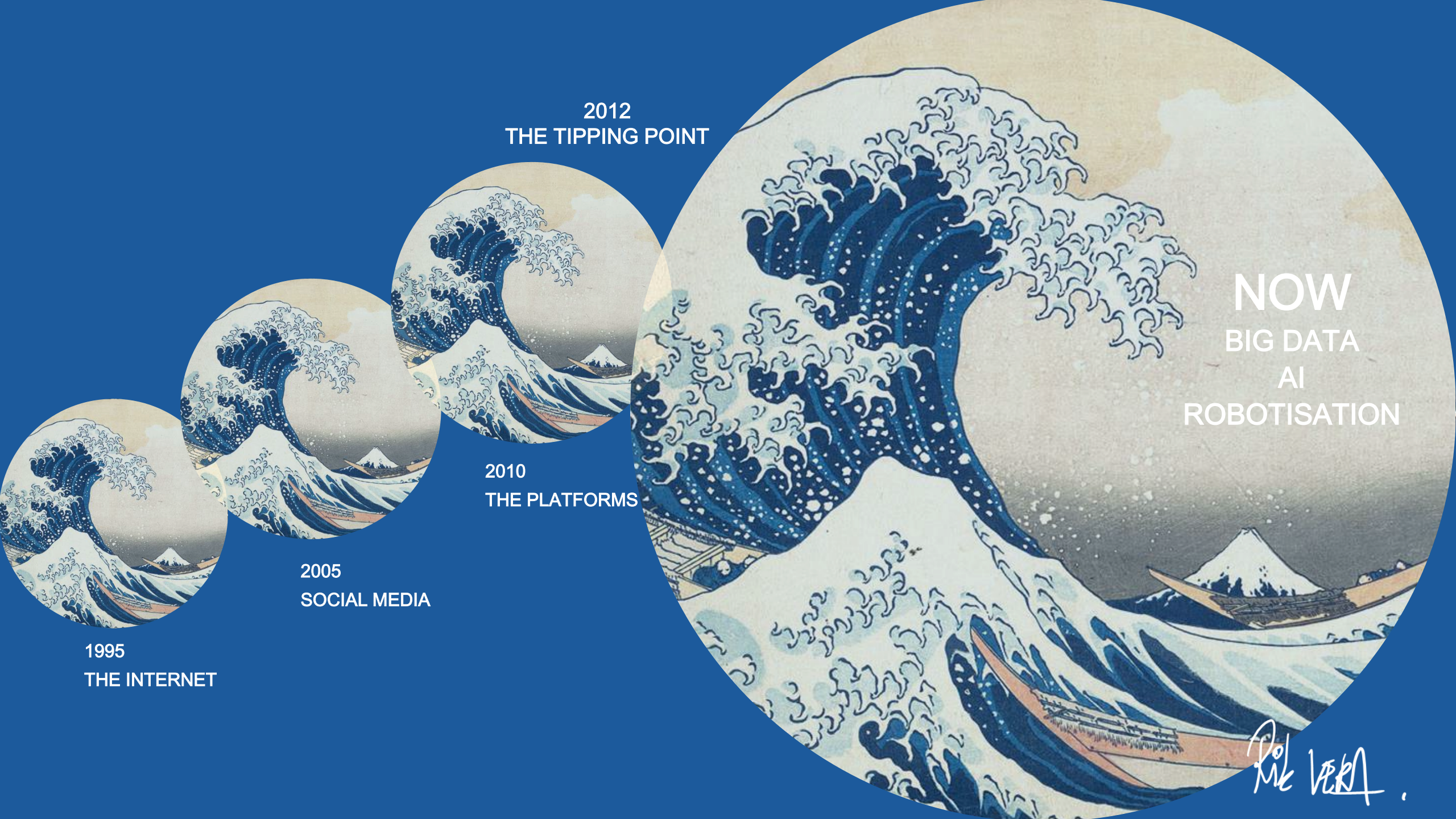


Phil Vank.



ELKE KLANT IS ANDERS

Rob VERA



1995
THE INTERNET

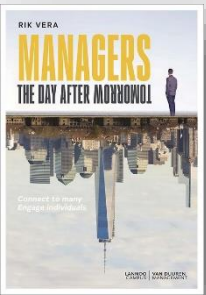
2005
SOCIAL MEDIA

2010
THE PLATFORMS

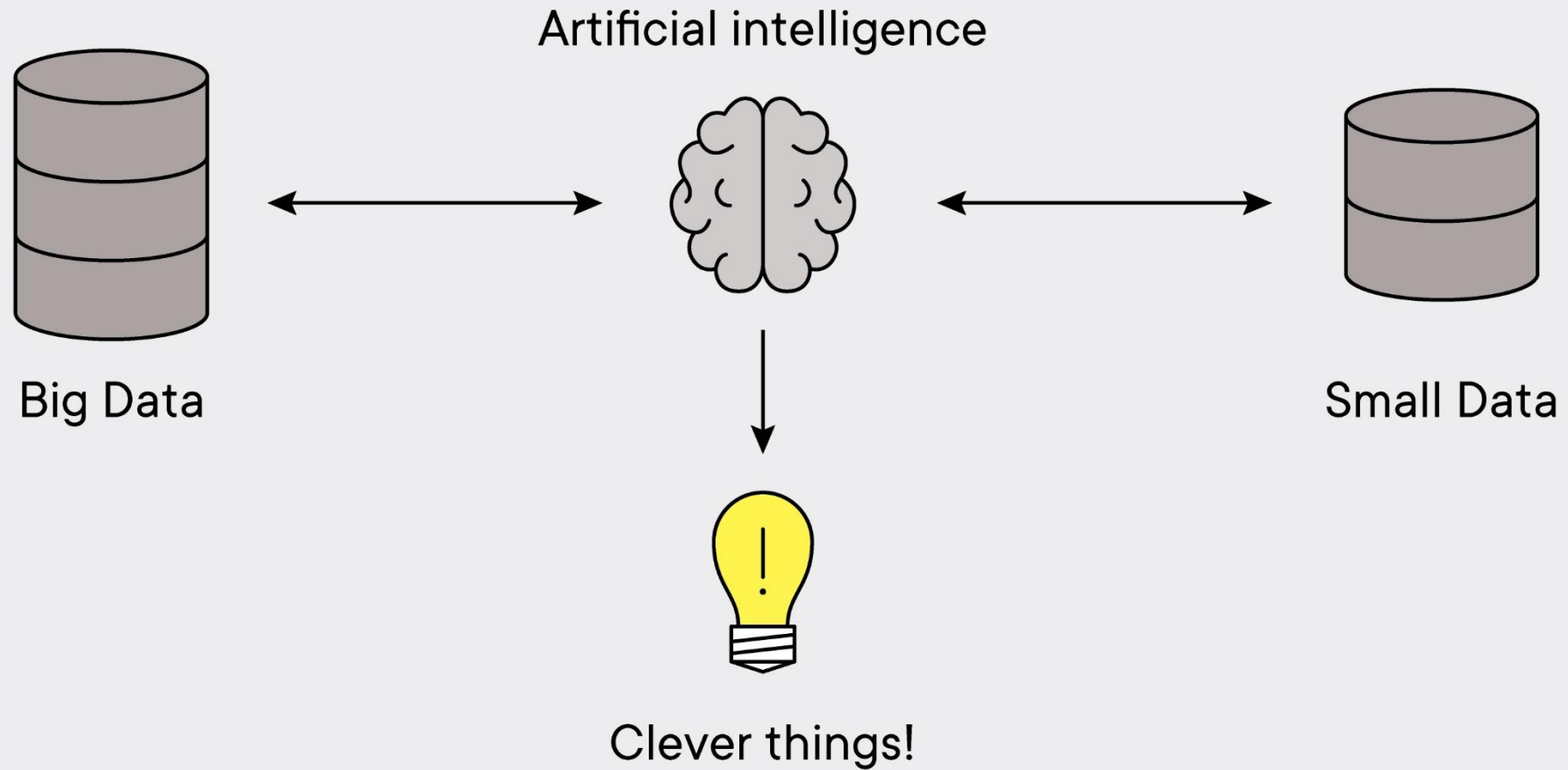
2012
THE TIPPING POINT

NOW
BIG DATA
AI
ROBOTISATION

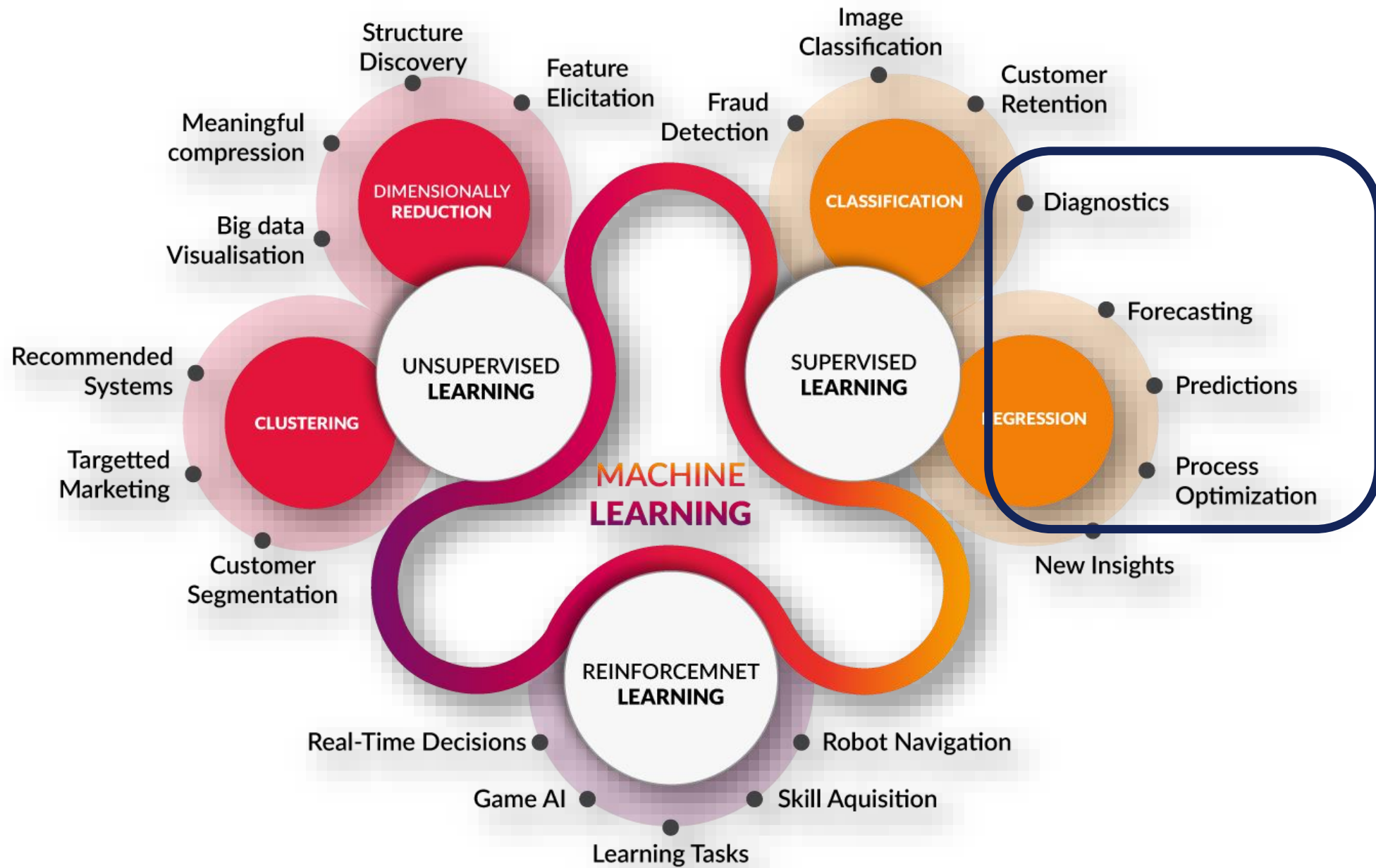
POL VERK

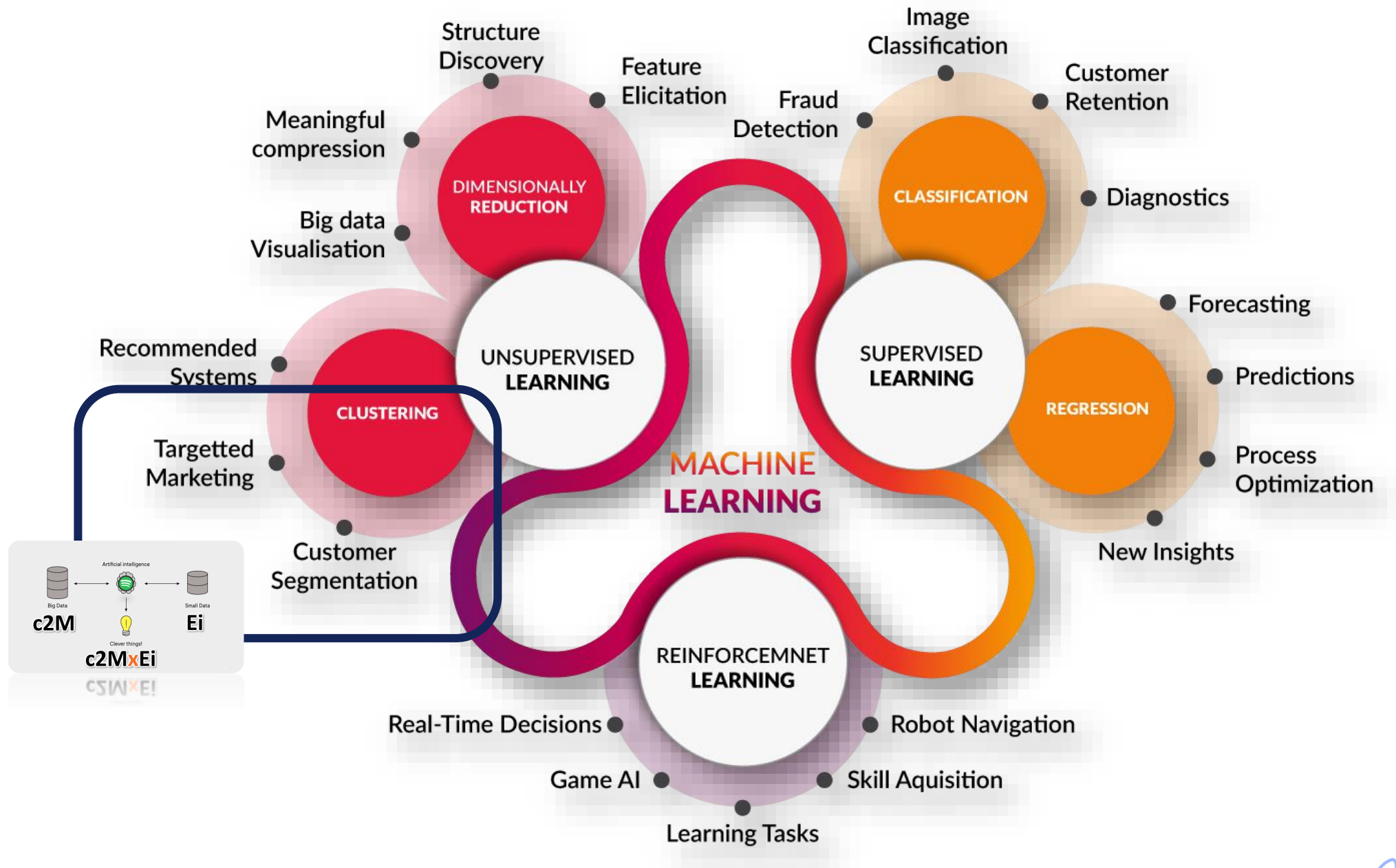


BIG DATA + AI + ROBOTIZATION

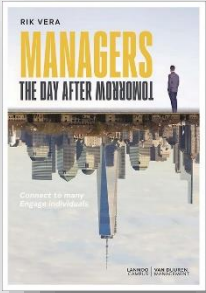


Rik Vera

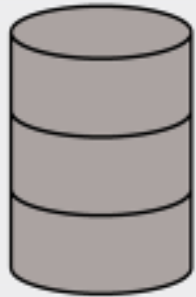




Rik Vera



Artificial intelligence



Big Data

c2M



Small Data

Ei



Clever things!

c2MxEi

c2MxEi

Rik Vera



1995
THE INTERNET

2005
SOCIAL MEDIA

2010
THE PLATFORMS

NOW
BIG DATA
AI
ROBOTISATION

WELZIJN

Rik Verh.

ALLE SEGMENTEN ZULLEN SAMENSMELTEN TOT...



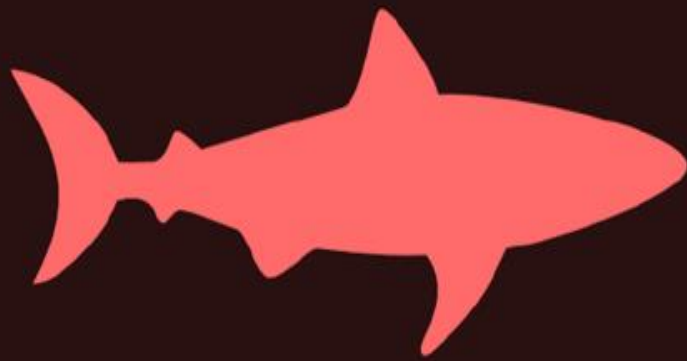
Rik Verh.

The background of the image is a close-up, high-contrast photograph of water, likely from a waterfall or rapids, rendered in a vibrant, almost monochromatic red. The water's surface is highly textured with ripples and white foam, creating a sense of movement and depth. The overall effect is dramatic and intense.

EEN
GIGANTISCHE
RODE OCEAAN

Rik VAN

VOL HONGERIGE DIGITALE VEELVRATEN



Digital
White Sharks



- At the top of the food chain -



Digital
Swordfish



- Big, fast, rarely get eaten -



Digital
Piranhas



- Small but aggressive for prey -

Pol Me VERA

WORLD DOMINATION



Phil Vert

GAAN WE ERAAN?

a NIGHTMARE on
ELM STREET

Rik Vera
Rik Vera



**HET BEGIN VAN HET
EINDE VAN DE OUDE
WERELD**

Rik van

MAAR DE NIEUWE
WERELD IS NOG
NIET GEBOREN



Rik VAN .

THE TWILIGHT TWENTIES TUSSEN 2 NORMALEN IN

THE
TWILIGHT
e=mc²
ZONE

$$E_n(\lambda) = \frac{A_n}{\sum_{k=1}^n \frac{1}{\lambda^k}}$$

Pol Verh.

LAND VAN GROTE OPPORTUNITeiten

THE
TWILIGHT
ZONE

$$e=mc^2$$

$$E_n(\lambda) = \frac{h\nu}{\sum_{i=1}^n \frac{1}{\lambda_i}}$$

Rik VAN

IN THE NEW WORLD,
IT IS NOT THE BIG FISH WHICH
EATS THE SMALL FISH,
**IT'S THE *FAST FISH* WHICH
EATS THE SLOW FISH**

KLAUS SCHWAB
FOUNDER AND EXECUTIVE CHAIRMAN
WORLD ECONOMIC FORUM



WORLD ECONOMIC FORUM
FOUNDER AND EXECUTIVE CHAIRMAN
KLAUS SCHWAB

Phil Vert

*Blijven eten van
de restjes
uit de oude wereld!*



Rik Verla.

*Op reis
de scripts schrijven
voor een nieuwe wereld*



Rik Verla



Digitaal is niet
het doel

Rik Verh.

A photograph of a mountain base camp. In the foreground, there are several tents: two yellow dome tents on the left and a larger yellow tent with an orange tarp roof on the right. A string of colorful prayer flags stretches across the middle ground. In the background, a large, rugged mountain peak is visible, partially covered in snow and ice. The sky is a clear, pale blue. The overall scene is high-altitude and mountainous.

Het is de basis

Rik Verh.

HIER WIN JE DE OORLOG TEGEN ALLES EN IEDEREEN

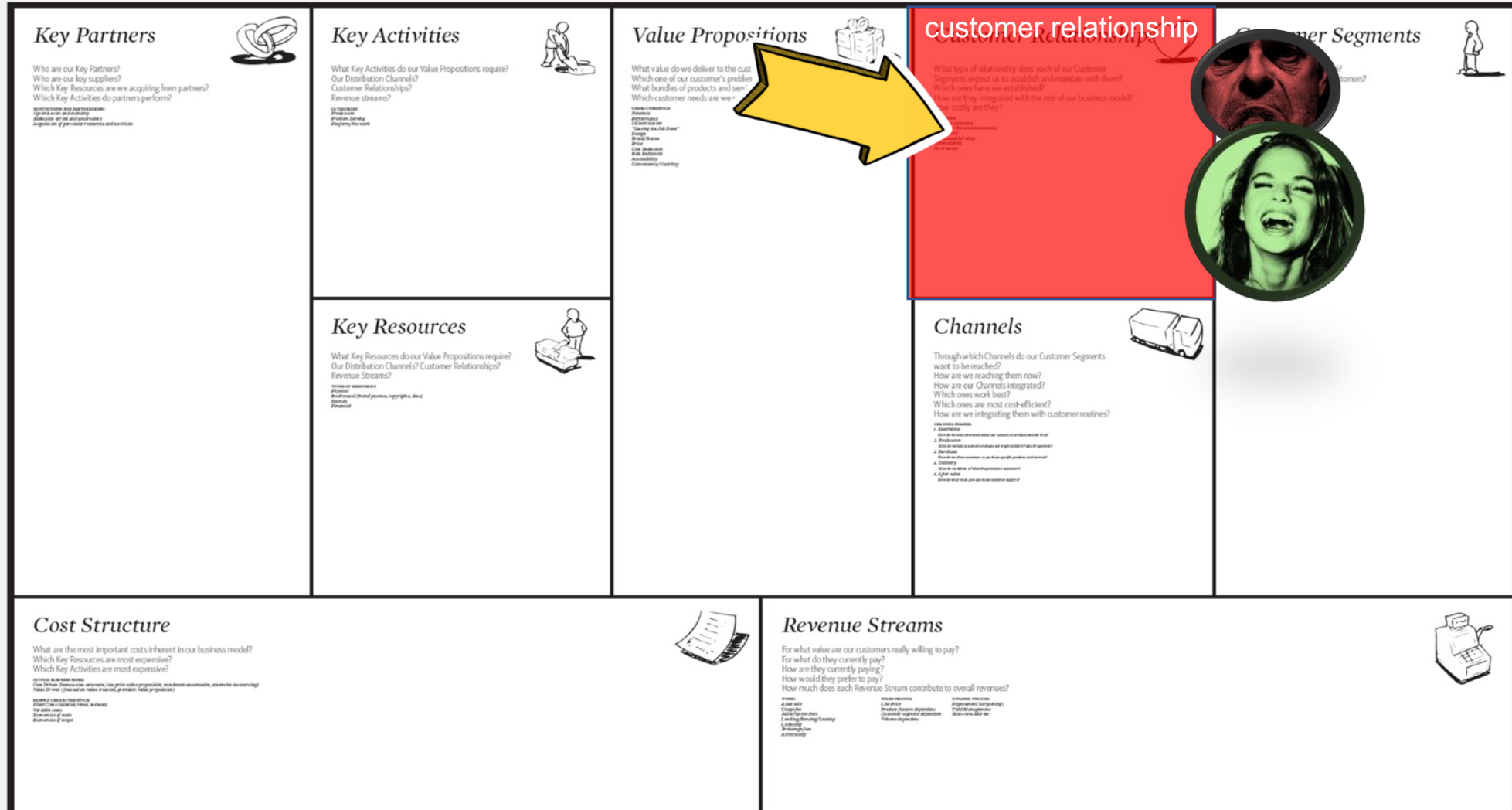
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Pol de Vries

Wordt verliefd
op het probleem
en niet
op de oplossing



Uri Levine
co-founder of Waze

**RED OCEAN
STRATEGY**

fall in
love
with **the**
problem
not the
solution



JAAG OP DE
KLANTFRUSTRATIES

Rik Verla.

CUSTOMERS DISLIKE



ONDERBROKEN
GESPREK

47%

KOOPT
NIET

na 2 niet gelinkte
interacties



NIET HERKEND
WORDEN

92%

ERVAART
NEGATIEF

dezelfde informatie
meerdere keren te
moeten geven



SLECHTE
CEX

62%

IS MERK
ONTROUW

na drie negatieve
ervaringen



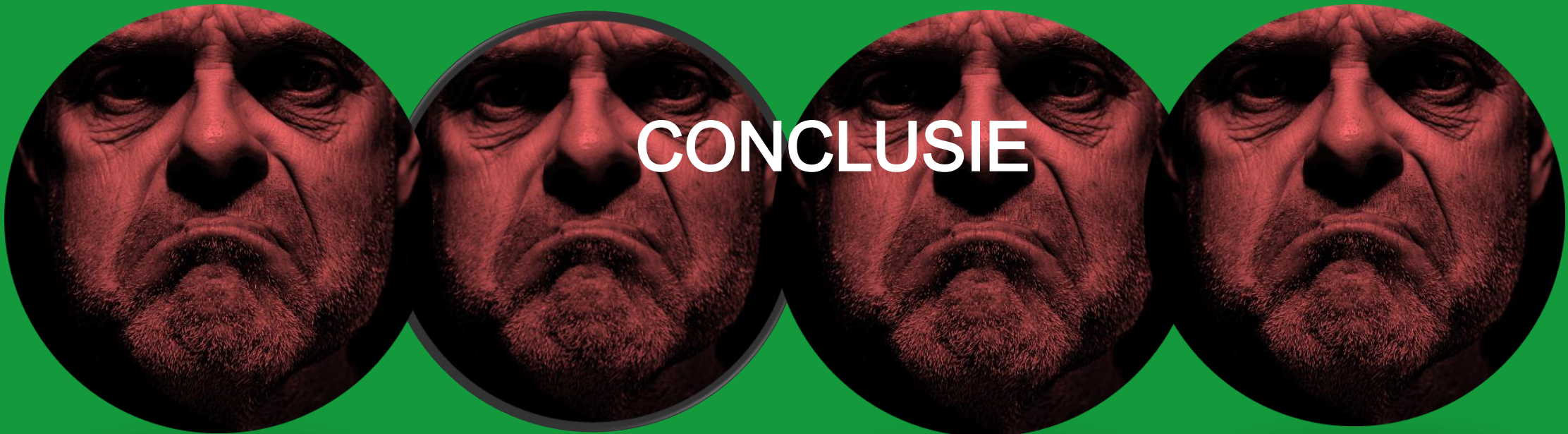
ONPERSOONLIJK
NIET RELEVANT

87%

VINDEN HET KL.

als ze one-size-fits-all
ervaren

Rob Verla.



CONCLUSIE

WEES
EEN STEM

HERKEN DE
KLANT

ZORG VOOR
GOEDE CEX

WEES
PERSOONLIJK



Rik Verh.

WEES RELEVANT



Rik VAN .

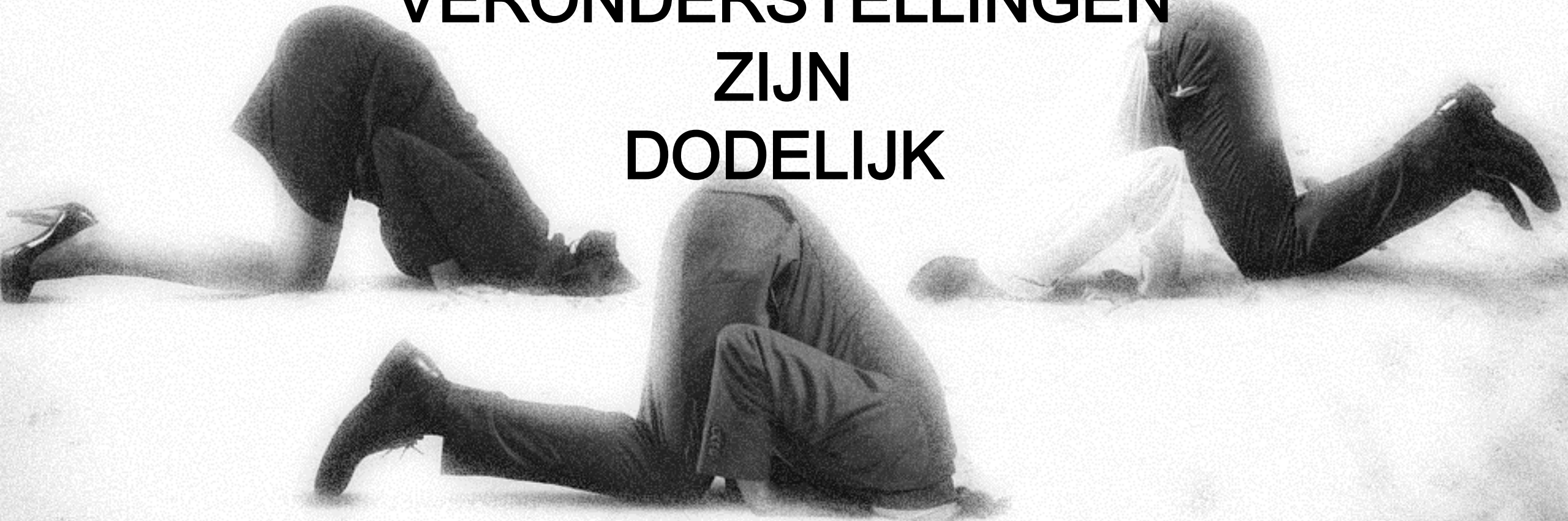
A close-up photograph of a pair of hands, palms up, holding a bright red, glossy heart. The heart is the central focus, and the hands are positioned around it, suggesting care and protection. The background is a soft, out-of-focus light color.

DE
BELANGRIJKSTE
VRAAG
OOIT

WAT
ZOULDEN
ONZE
KLANTEN
MISSEN
ALS WIJ ER
NIET
ZOULDEN
ZIJN?

Rik Verh.

**VERONDERSTELLINGEN
ZIJN
DODELIJK**



*Rol
Rik Verh.*

WAT IS HET PERFECTE TEGENGIF?



Rik Verla.

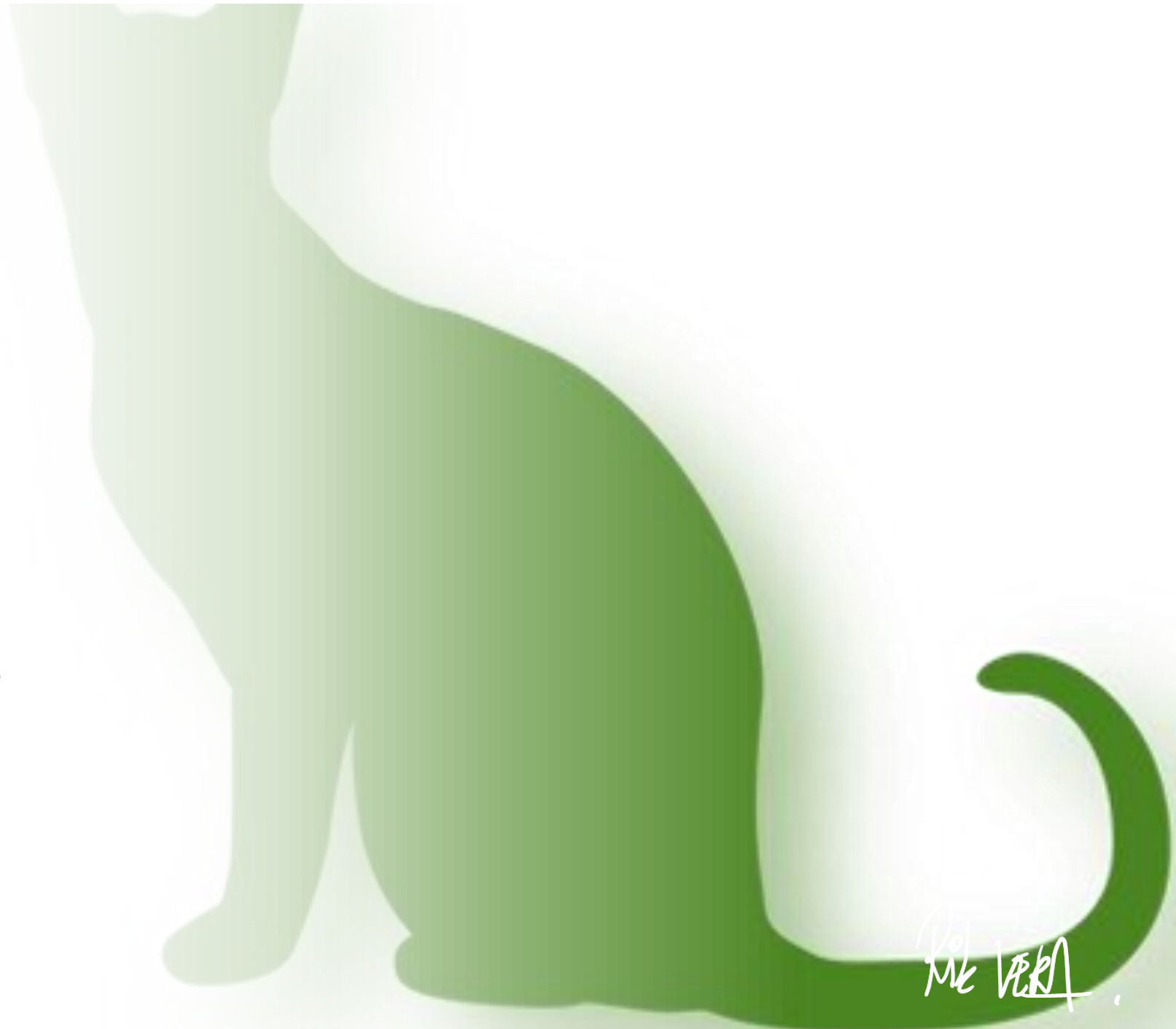
PASSIONELE NIEUWSGIERIGHEID

Rik VAN .



NET CURIOSITY
SCORE

#NCS



Rob VERA

BLIJF CURIIEUS

#NICS

Rik VAN .

HELP ME



HERKEN ME



LUISTER NAAR
ME



MOTIVEER ME

DEEL MET ME

INSPIREER

WAARDEER
ME

BELOON ME

VERANDER
ME

LAAT ME GERUST

Rob Verh.



ER KOMEN NOG GOLVEN

1995
THE INTERNET

2005
SOCIAL MEDIA

2010
THE PLATFORMS

NOW
BIG DATA
AI
ROBOTISATION

Rik Verh.

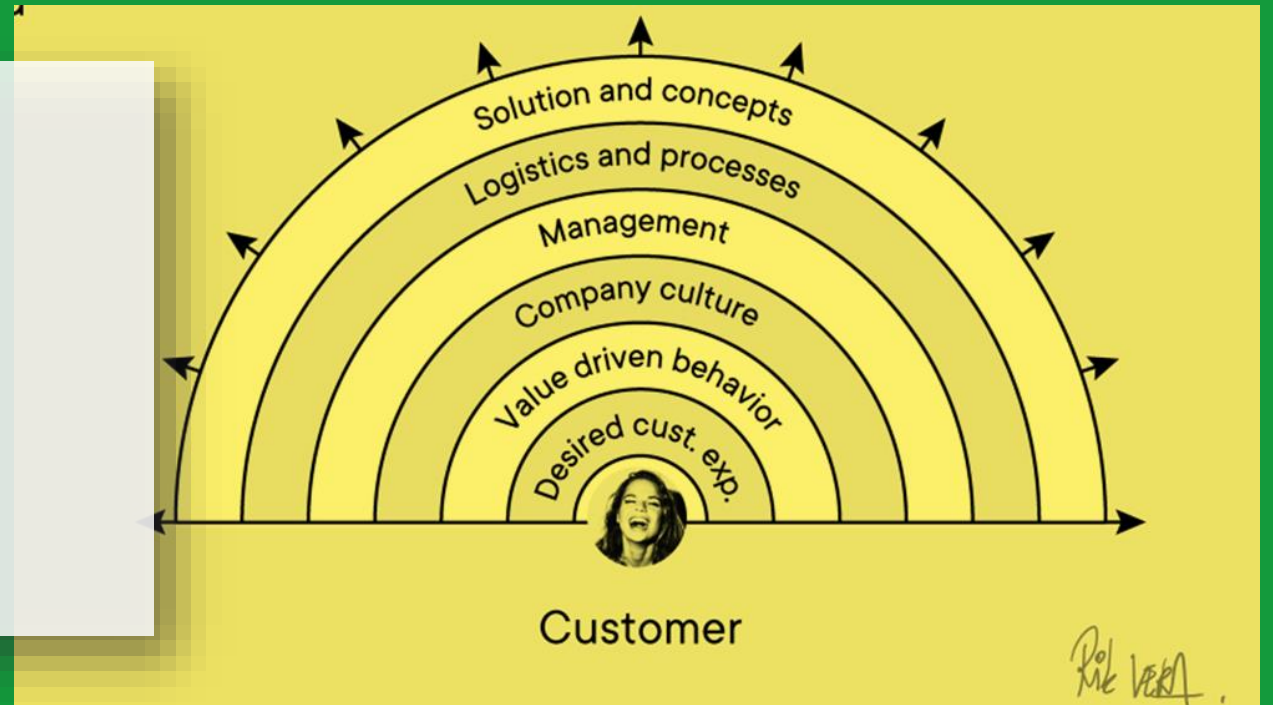
THE SURFER MINDSET

HOU VAN DE GROTE GOLVEN
WERK HARD OP EROP TE RAKEN
GEEF NIET OP HALVERWEGE
LEER AL SURFEND SURFEN



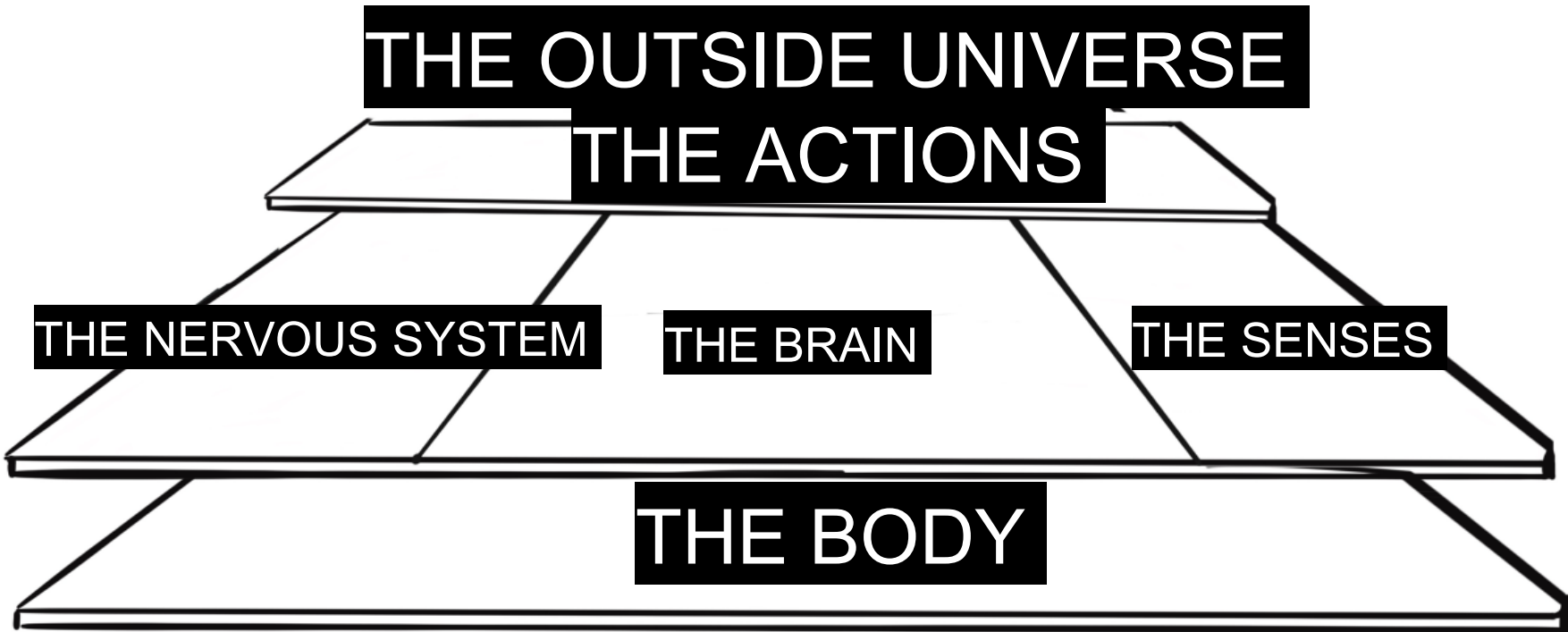
Pat

WORDT EEN LERENDE ORGANISATIE

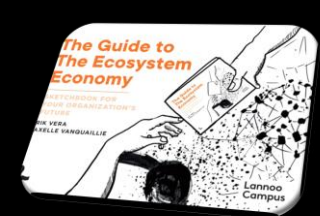


Pol Verla

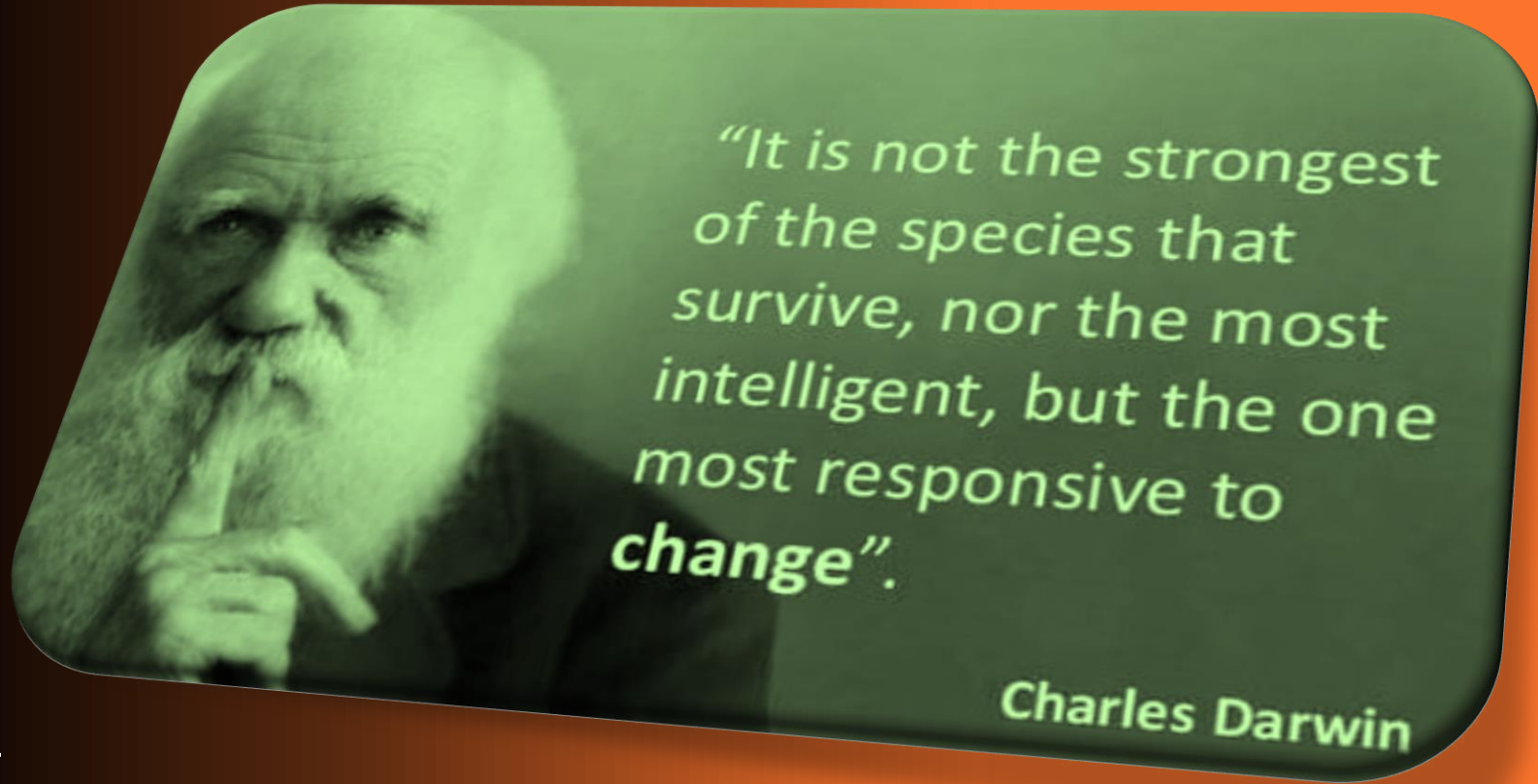
THE ECOSYSTEM CANVAS



Rob Verbeke



THE RAISON D'ÊTRE VAN EEN ECOSYSTEEM IS OVERLEVEN



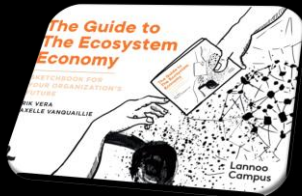
Rik Verha.



ECOSYSTEME N ZOEKEN DYNAMISCHE BALANS



Rik Verheij



ECOSYSTEMEN DRAAIEN OP DATA DATA EN NOG EENS DATA



Rik Verh.

WEES GERUST, JE HEBT ZO VEEL DATA ELKE DAG WEER OPNIEUW, GEHEEL GRATIS

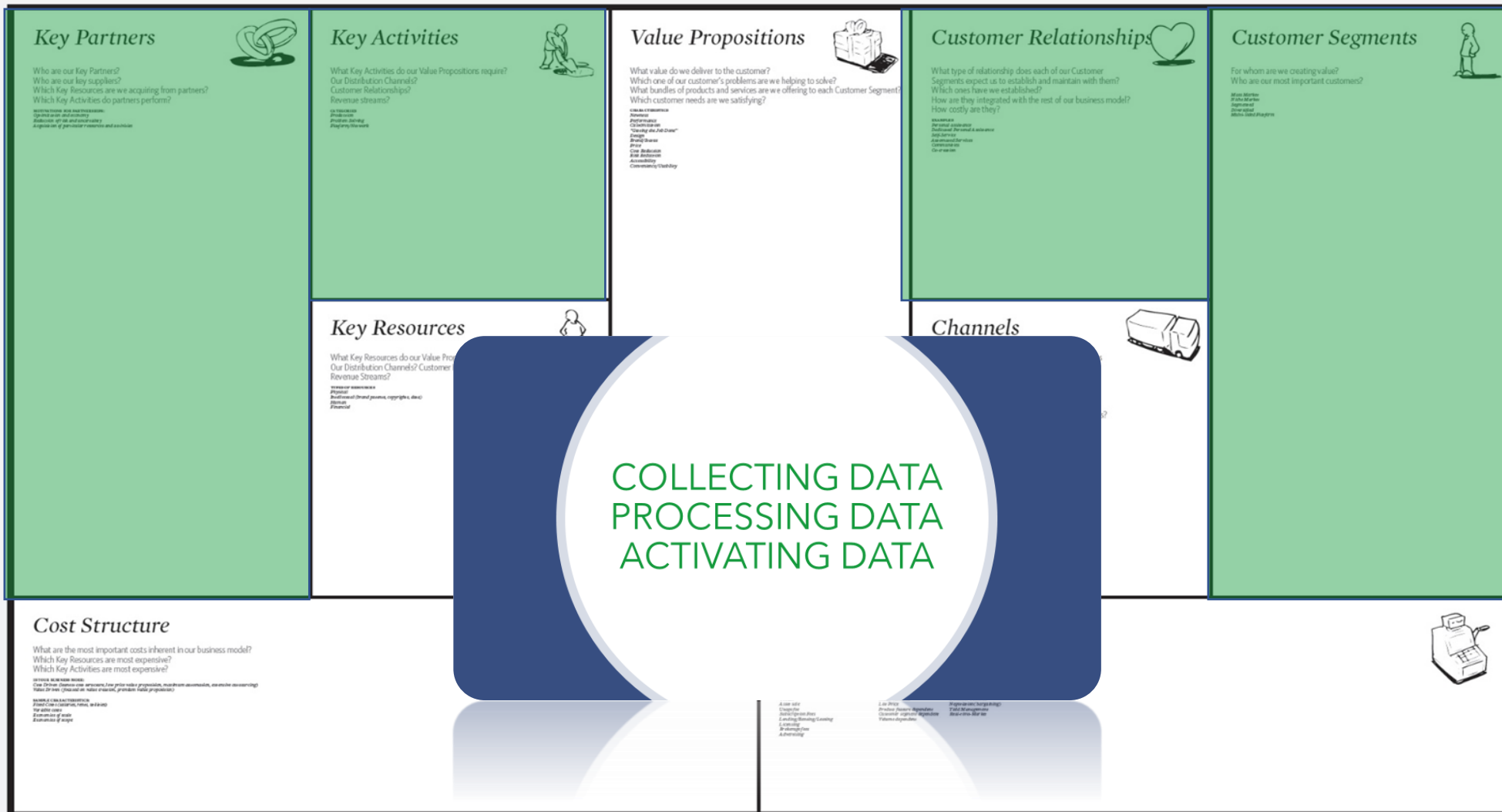
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



Pol de Vries

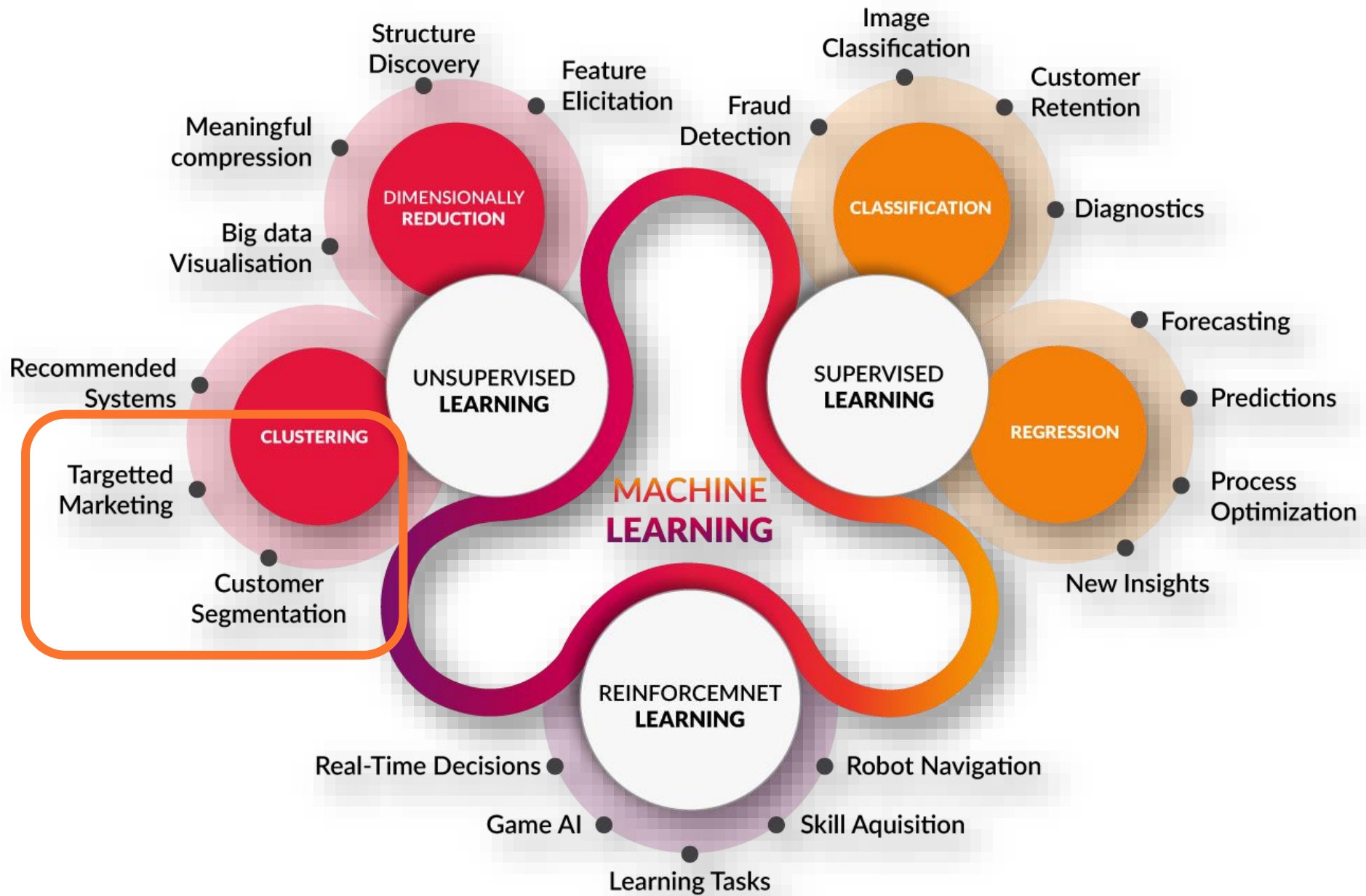
GOEDE GESPREKKEN



MEER KLANTEN INZICHT

MEER KLANTEN DATA

Rik Verh.



MAKE DIGITAL



AGAIN

Rob VERA

AI AUGMENTED INTELLIGENCE



Rob VERA

FutureFit Skill Domains

Solve
→ Problem-solving

Relate
→ Collaboration

Create
→ Creativity

Reflect
→ Self-awareness

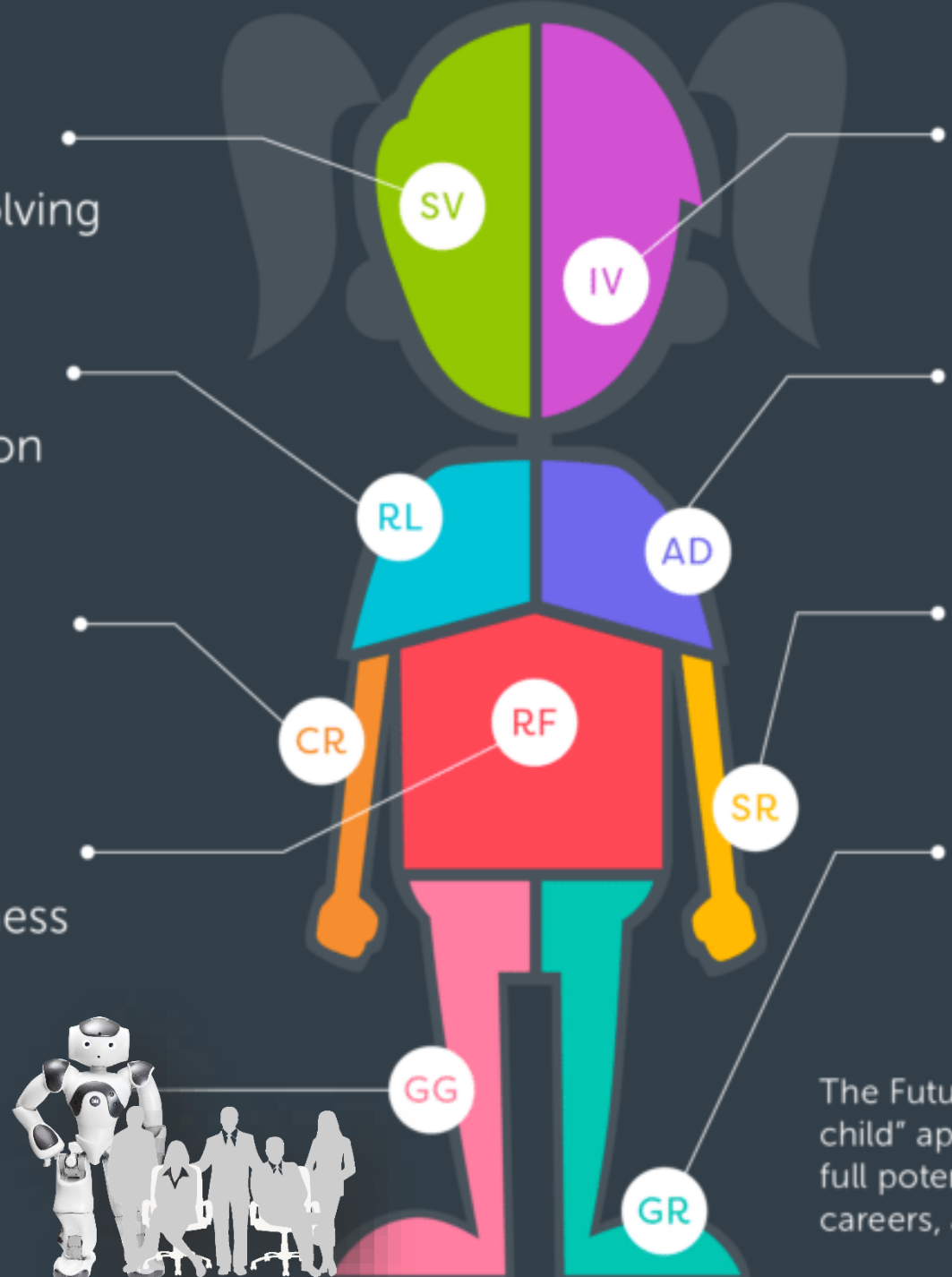
Get Going
→ Initiative

Investigate
→ Critical thinking

Adapt
→ Persistence

Serve
→ Service mentality

Get Real
→ Real-world effectiveness



The FutureFit skill domains focus on a "whole child" approach – inspiring students to reach their full potential in the classroom, in college, in their careers, and in the community.

Pol Me VERA



BUSINESS

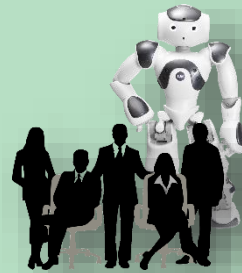
CONSUMERS



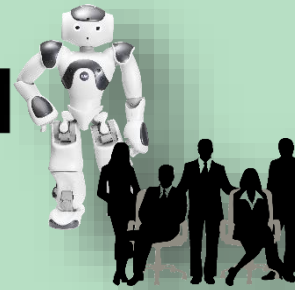
APPLICATIONS



NETWORKS



PLATFORM

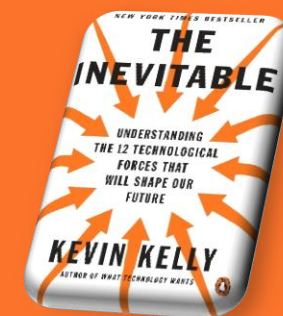


SENSORS



INFRASTRUCTURE

Pol Ric VERA



EEN ONONTGONNEN MARKT
NOG GEEN SPECIALISTEN
VOL LAAG HANGEND FRUIT
LAGE INSTAPDREMPEL

KEVIN KELLY

Rob Verker

JE HEBT DE DATA

JE HEBT DE INFRASTRUCTURE

JE KENT DE BUSINESS

JE KENT DE KLANT

DE KLANT KENT JOU

JE HEBT MENSEN

JE HEBT PRODUCTEN, SERVICES,
CONCEPTEN

Rik Verh.

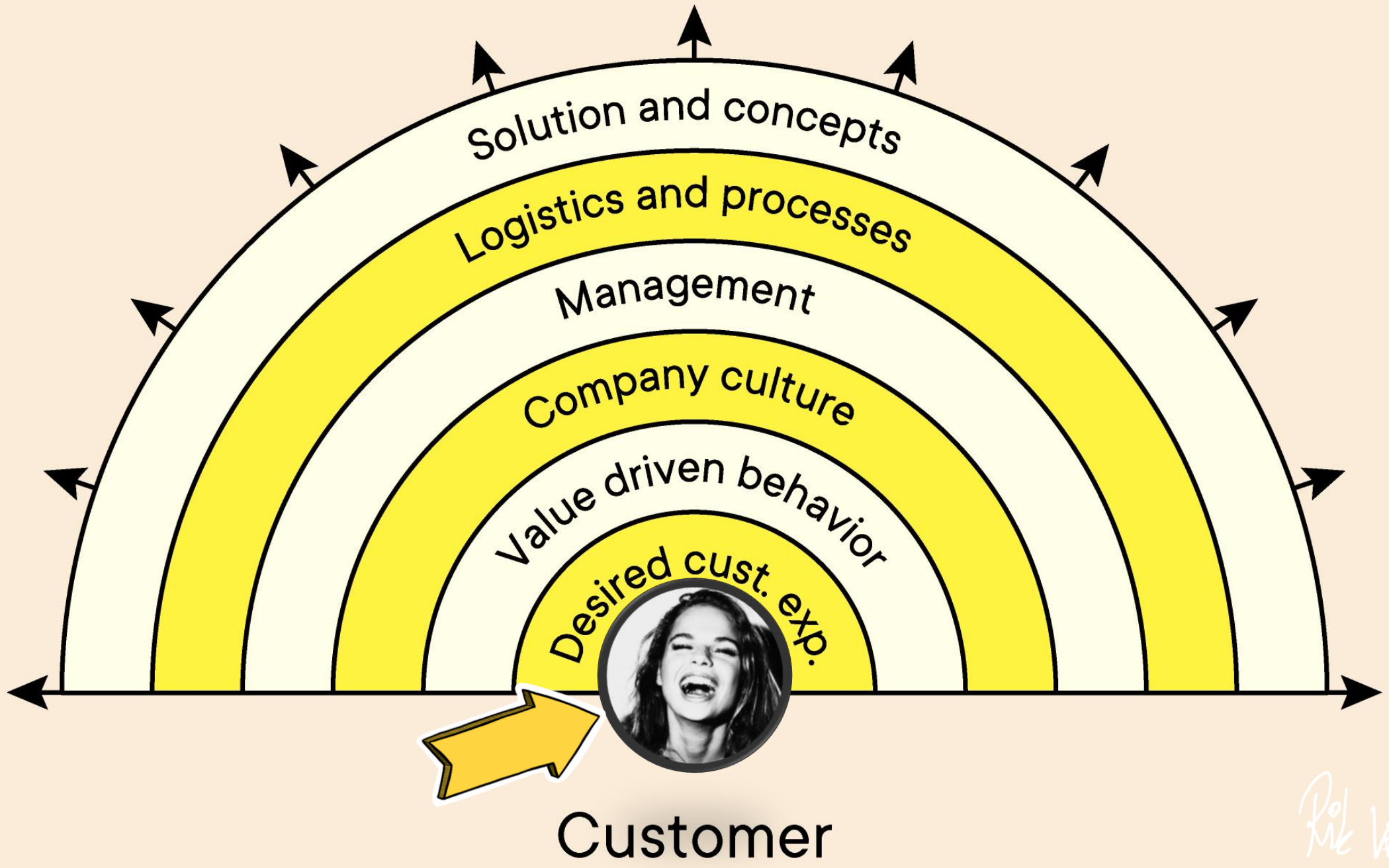


Extreme Customer Centricity



The End

Rob VERA.



Rob Vank.

ATA DATA DATA DATA DATA DATA



SHOW

DATA

MOVIECLIPS.COM

Rob VERA



WEES PASSIONEEL CURIEUS

Pol Verh.

KLANT FRUSTRATIES

FAST/SNEL

EASY/MAKKELIJK

ACCESSIBLE/TOEGANKELIJK

SIMPLE/EENVOUDIG

TEMPTING/VERLEIDELIJK

KLANT WOW

HOE GAAT DE KLANT HET ERVAREN?

HOE EXPERIMENTEREN

HOE WAARDE CREEREN

HOE SCHALEN



Rob Verla.

A close-up photograph of a pair of hands, palms up, holding a bright red, glossy heart. The heart is the central focus, and the hands are positioned around it, suggesting care and protection. The background is a soft, out-of-focus light color.

DE
BELANGRIJKSTE
VRAAG
OOIT

WAT
ZOULDEN
ONZE
KLANTEN
MISSEN
ALS WIJ ER
NIET
ZOULDEN
ZIJN?

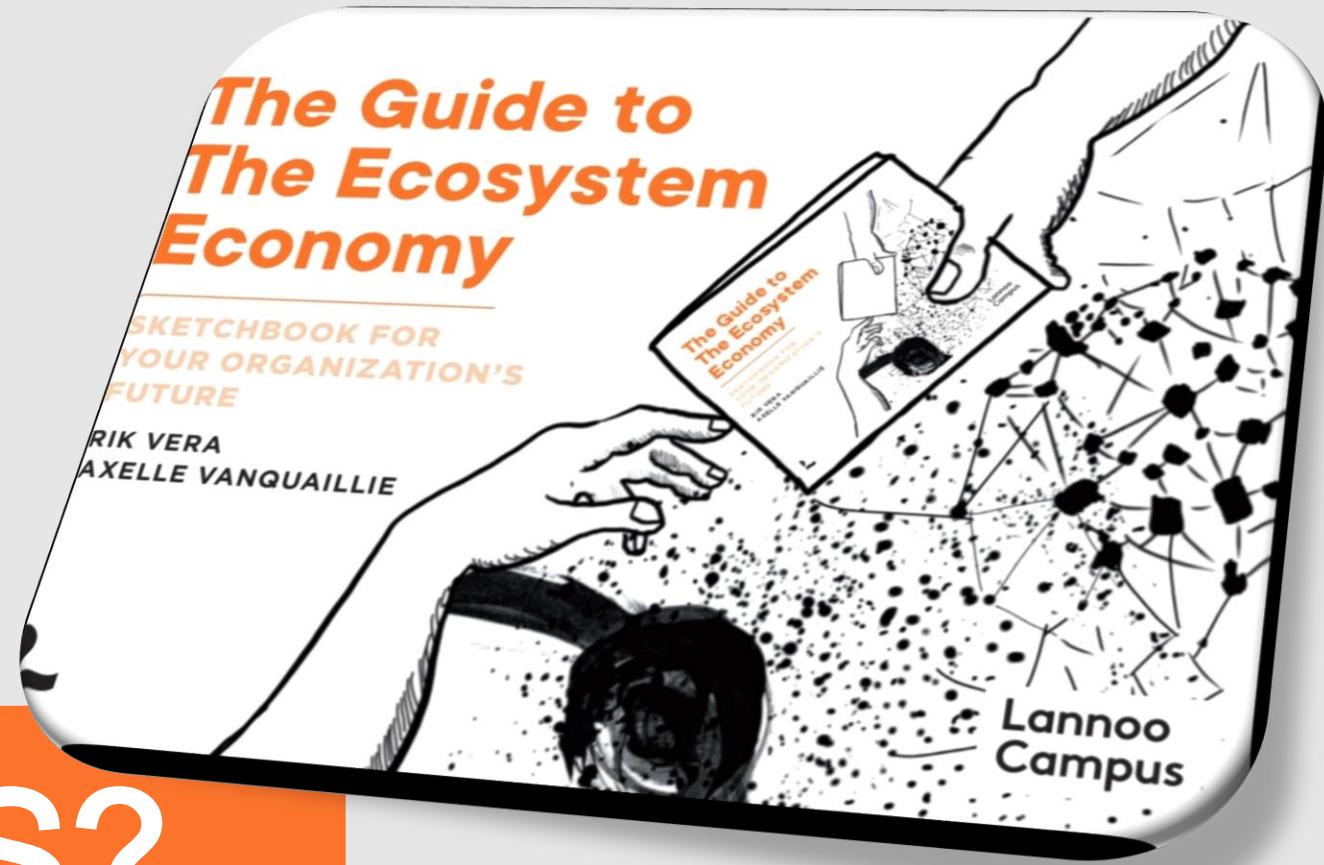
Rik Verh.

SURFING
IS
FUN



THANK YOU
SO MUCH!

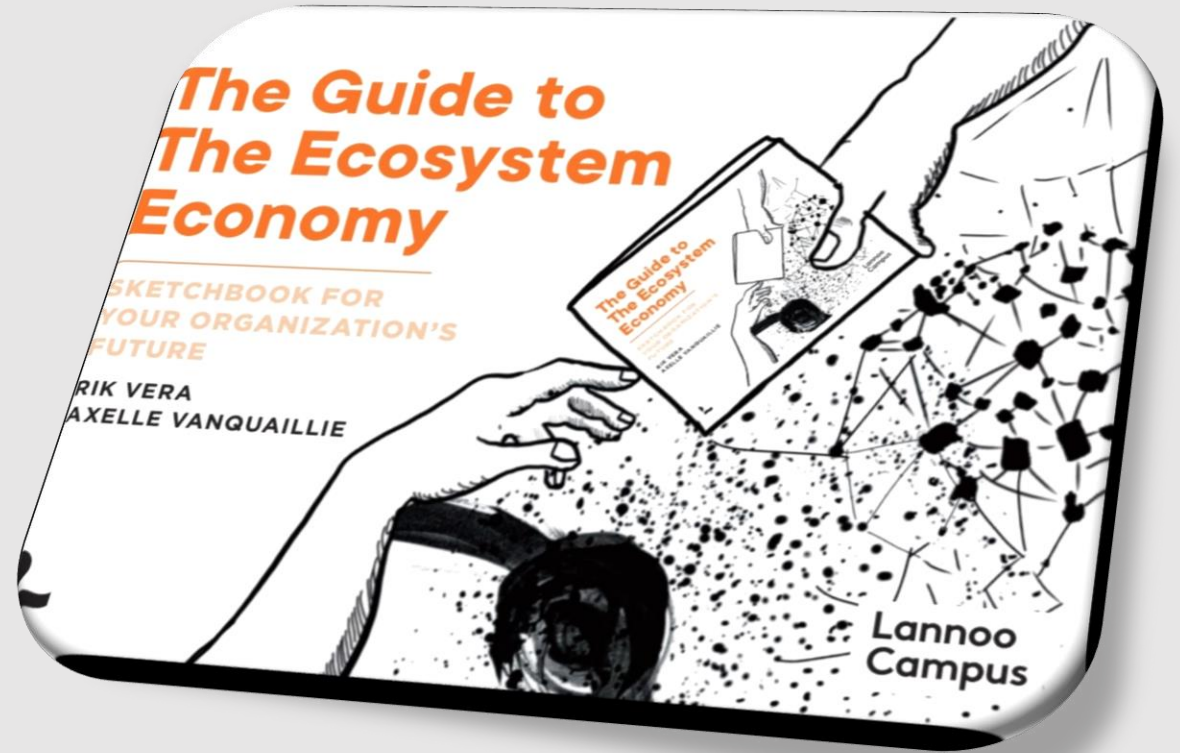




QUESTIONS?

www.rikvera.com

**DO NOT
JUST FOLLOW
YOUR DREAMS
BUILD
THEM**



(BUT FEEL FREE TO FOLLOW ME)

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