

The Netherlands IBL Accelerator Business Launch Pad Pilot

The IBL project aims to develop interventions that can help disadvantaged entrepreneurs in microbusinesses grow and enhance their ability to innovate, expand, and export opportunities across the EU and beyond. As part of this, Inova Aspire recently piloted the Accelerator Business Launch Pad Training through a 2-day face-to-face programme held in Utrecht, the Netherlands.

The sessions introduced participants to a number of tools and topics including the Porter's Value Chain, the Boston Matrix, positive psychology, and the self-efficacy questionnaire. Participants were encouraged to work together, reflect on their businesses and implement their learning by developing their own action plans. Participants also had the chance to network with each other and continue these relationships beyond the training by joining a WhatsApp group.



A total of 18 people attended the sessions and gave very positive feedback in evaluations. Participants particularly appreciated the opportunity to learn from experienced facilitators and from their peers facing similar challenges. Learning about positive psychology and how self-talk can impact a business also proved to be very popular for participants. These positive evaluations are reflected in the testimonials below:

"I loved this session. It made me more motivated and inspired to grow my business."

"The content is good. The trainers and training exceeded my expectations. I am going to take a lot home to work on."

The Netherlands IBL Inclusive Business Launch Pad Circles Pilot

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In addition to the Accelerator Business Launch Pad, the IBL project has also developed the Inclusive Business Launch Pad Circles™ which were piloted in the Netherlands by Inova Aspire. A total of 7 people took part in the Circle which took place online. The Circle involved working in a small group over the course of 3 sessions to set SMART goals and develop their soft-skills. In each session, every person was given the opportunity to talk for 15-

minutes
about
their



business and progress with their goals while the other participants asked questions and offered support.

The Circles aimed to offer a safe and supportive environment to share, reflect and learn, and received very positive feedback during evaluations. Participants felt that the Circles helped them refocus on their goals and priorities and enjoyed the opportunity to network and discuss ideas with other small-business owners. This positive feedback is reflected in the testimonials below:

“The right course at the right time! Empowering, engaging and motivating!”

“I highly recommend this course to anyone running a business on their own. It creates a positive mindset and helps you consider practical steps you can take to move you forward in your entrepreneurial journey. I found Marina to be an excellent trainer, creating a warm and safe environment for people to connect, share and encourage each other. Of particular added value are the post-course meetings which create an accountability group and refresh aspects of the course content in the real world.”

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