



**ASPIRE**



# Pioneering a new outskilling pathway

Help your departing talent thrive and  
create new value for the company

SEPTEMBER 2020





# We are in a perfect economic storm

COVID-19 has become a catalyst that has delivered the type of change a company normally experiences over years into weeks.

Many companies have seen seismic changes and reductions in demand putting intense pressure on their cashflow.

This has led to making the difficult decision to reduce their workforce and exit talent at a scale and speed not seen before.

Their departing talent are exiting into a job market that is in freefall and is forecasted to take years to recover.



# Doing the right thing has become even harder

Companies faced with these difficult people decisions want to live their values and help their talent successfully transition into a new career as fast as possible.

Yet with the current environment, available options are limited to traditional outplacement services.

Meaning there are few alternatives that offer a new pathway that is unique, exciting and genuinely adds tangible value for the company.

As a result redundancies are often considered a pure cost, whereas it could be turned into an opportunity with a positive ROI



“

How do we help our departing talent thrive and create new value for the company?

”

## Implement ASPIRE

A programme based on the proven model of helping thousands of employees at Nokia and accelerating over 1,000 early stage startups across 5 continents the last 10 years.

The programme helps upskill your departing talent while delivering tangible business outcome for the company simultaneously

### ASPIRE provides:

- 20-week virtual program
- Value for money and low touch for the company
- Upskilling of talent; learning the tools, skills and mindset to start their own business
- Opportunity to safeguard internal and external brand equity during a difficult period



“ A modern way for a modern company who tries to not be disrupted anymore, but instead leads the future. ”

# How we help your departing talent thrive and create new value for the company and the economy.



**Lead the industry and bring your corporate values to life.**

Different times require new approaches. We help bring to life your people focused values and lead the industry by pioneering an innovative and disruptive pathway



**Turn redundancy costs into a driver of positive ROI**

We understand the current pressure on the balance sheet, which is why we offer innovative ways of being able to offer ASPIRE within allocated budgets but 15x the impact it can deliver to your people, the communities you serve and the reputation of the company.



**Deliver economic impact**

It is not just the individuals made redundant who are impacted but the wider local community you serve. By offering ASPIRE, we enable your people to create their own future and play a critical role in helping the local economy to recover faster and to drive new job creation.

“Entrepreneurs are a driving force for the food revolution, the movement calling for healthier and more sustainable eating and drinking practices. Through our partnership with Startupbootcamp, Danone is globally engaging its experts to support young startups that transform the food industry.” **Emmanuel Faber, CEO and Chairman, Danone**



**Reduce gap in productivity**

Stop the 20%\* reduction in productivity following redundancies. ASPIRE demonstrates how you look after your people in a new normal and negates this drop by driving better retention rates for the employees who stay.



**Enhance brand image**

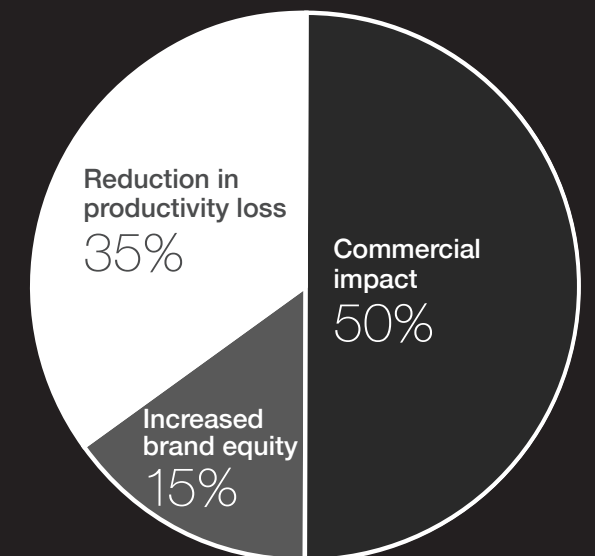
Investing into a pioneering programme allows you to lead the industry and not just protect your brand but enhance it. This plays a key role in attracting new customers and new talent to the company



**Drive faster innovation**

Use departing talent to solve company specific challenges, and get access to a flexible talent pool who knows the company inside out, and who now can develop new innovation which can lead to cost savings or new revenue

## ASPIRE can deliver up to 15x ROI\* for your company



\*Based on the experience from Nokia and similar initiatives with other companies, we estimate for every £2,500 participants cost (made up of corporate and personal contribution) the company will generate up to £37,500 back in value

# How Does it Work?



## Idea to Revenue

A proven modular approach to develop the skills, tools and mindset needed to build a successful business. Delivered in 20 weeks!



## Delivered virtually

The programme is delivered 100% virtually allowing access at a global scale and anytime, anywhere. Founders get access to coaches, experts and a community



## Tailored to your needs

We can partner with you to help provide a more customized approach from providing access to company assets or challenge areas to support ideation, running demo days to showcase the most promising ventures to invest in or tracking impact of the startups you helped create in terms of ESG.

# ASPIRE Pathways:

Different pathways designed to deliver the right approach for the founders based on their needs.

## ASPIREDigital (anytime\*)

- Self guided
- Playbook
- Digital Learning
- Peer community

## ASPIRELive (monthly starts\*)

- ASPIREDigital, plus:
- Blended delivery
- Live workshops
- Group Coaching
- Brain trusts

## ASPIREGrowth (monthly starts\*)

- ASPIRE, plus:
- Blended delivery
- 1:1 Coaching
- Access to mentors
- Demo day

# Core team are experienced entrepreneurs

The team bring a deep experience in the critical skills and mindset needed to build successful startups, bring the insights from their successes and their failures to provide the support and drive the participants need.



**Lars Buch**  
Partner –  
Rainmaking & Ex-Head  
of Nokia Bridge CPH



**Devin Hunt**  
Venture Partner –  
Seedcamp  
Coach



**Ben Carico**  
Co-Founder  
PromoBoxx Coach



**Mariela Atanassova**  
Facilitator & Coach



**James Wilkinson**  
Founder Envio  
Lean Startup Coach



**Kate Ainscough**  
Founder – Freestyle  
Innovation Lean  
Startup Coach



**Dan Roe**  
Founder Out of the box  
Facilitator & Coach



**Dominique Aubry**  
Lean Startup Coach

# Participants are supported by industry leading mentors

Access expertise to support with pitching, building product, driving sales and fundraising.



**Rohit Gupta**  
CEO Sentanni



**Ghinwa Baradhi**  
Group CIO  
HSBC – MEANT



**Iliana Portugese**  
Director of Innovation  
National Grid



**Martin Schrimpf**  
CEO & Founder  
Zinobe



**Stef Lewandowski**  
Venture Builder  
ING



**Rich Brown**  
Senior Product  
Designer  
Shopify



**Csilla Kohalami - Monfils**  
Director  
Engie FAB

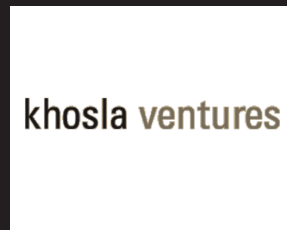


**Ali Khadjav**  
Growth  
Bird Rides

“ I have been blown away by the professional commitment and passionate engagement from all teams. They are an inspiration to all of us in Ramboll ” **Hilde Tonne, Group Chief Innovation Officer, Ramboll**

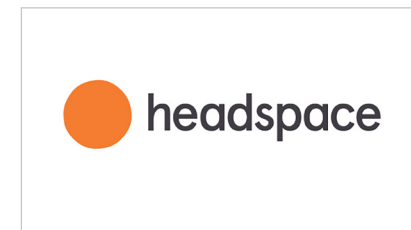


We offer access to early stage investors to help take participating startups to the next level:



“The programme got me connected with all the right people, understanding the business and testing things in a very short time... there is a real potential that this will develop my business to a great extent!”

Ikea Bootcamp Cohort member

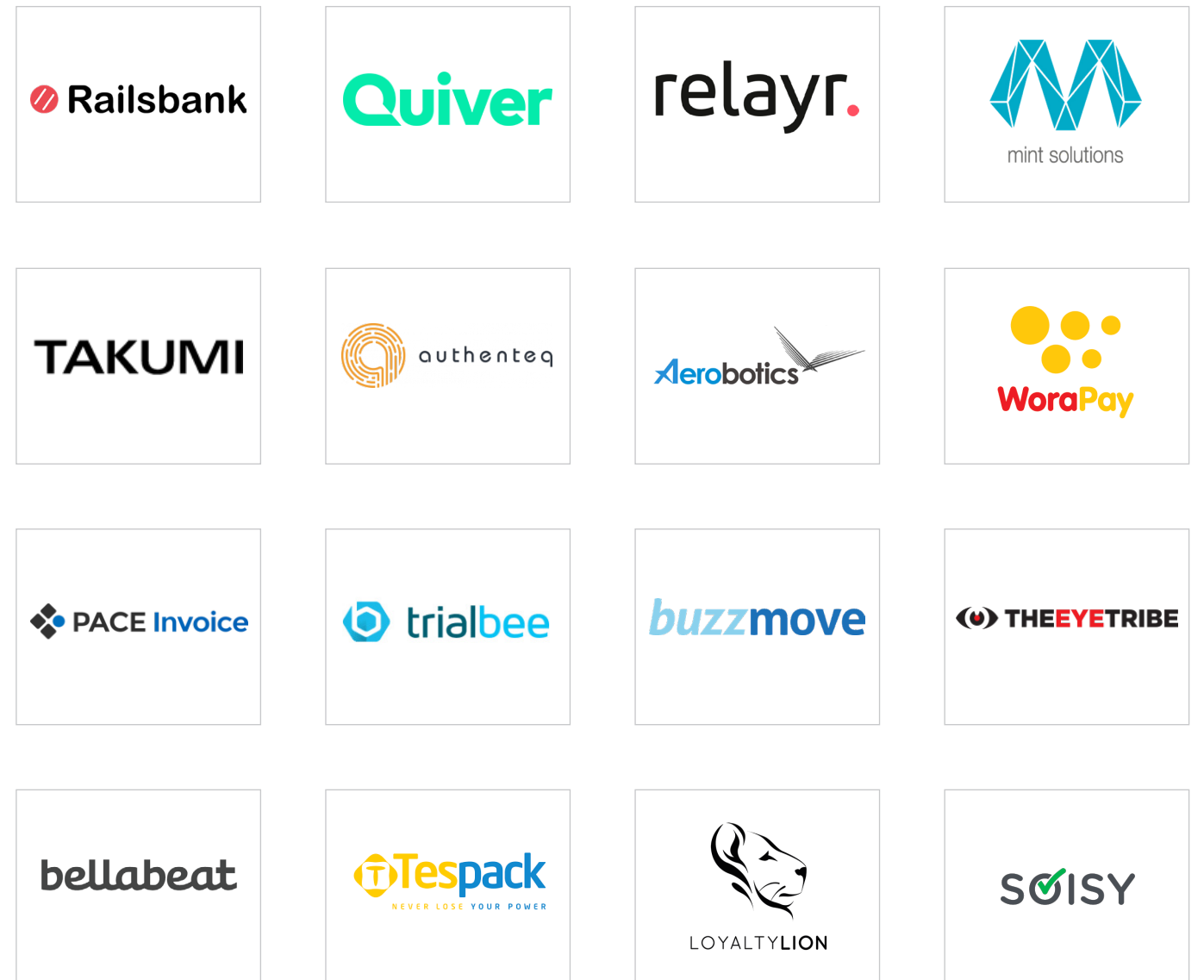


## Helping accelerate their journey with our key partners

We know how hard it is starting something new, especially in a time of adversity. This is why we work with our key partners to provide access to over €500k in exclusive deals to offer them access to the tools, services and emotional support needed to build and launch their business.

As a partner to ASPIRE, you help empower your departing people, build a stronger employer brand and play a leading role in helping to solve a planet sized challenge

## Select alumni startups we helped accelerate







“ It's been a great experience. One of the best experiences I've had here in Ramboll and professionally. It's been really fun to learn new things as a scientist. New ways of thinking about businesses. New partnerships and friendships, too. ”

**Mike Rawitch, Senior Consultant at Ramboll Environment & Health**

**Chris Locke** – CEO of ASPIRE

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