

Ex- Based

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experience-based economy

ExBased (Experience-based business development in Conventional SMEs) is a 2-year project aimed at local and regional public sector business consultants. Structured as a train-the-trainer project, ExBased will develop, test and disseminate a training module and a tool box that enables consultants and local-regional small and micro companies to work strategically with experience-based business development as a tool for company and product development.

Project objectives:

- Provide local and regional public sector business consultants with knowledge of and insight into creative business approaches and the dynamics of experience-based business development.
- Enable business consultants to support and inspire local companies to bringing creative approaches into the company, its marketing and product development processes.

Project outcomes:

- Competence development for local and regional public sector business consultants
- A set of tools designed to help unleash companies' potential for experience-based business and product development.
- A training module tested on business consultants in the ExBased partner regions.

Training sessions

Following the training sessions, the participating business consultants will be encouraged to try out and test their newly acquired competencies as well as the tools on local companies. Following the trial out phase, the ExBased training module and tool box will be evaluated and fine tuned before European wide dissemination.

Tools

The ExBased project will develop tools that explore and suggest how to structure a business development process which tunes into the creation of new business opportunities approached creatively and with a view to adding value and experiences to products and services. Experience-based business development as such is not a new approach to business development. It is already seen as a firmly integrated part of the business plan, product development and marketing strategies of larger (conventional) companies. However, the innovative aspect of the ExBased project lies in its attempt to develop and adjust tools and methods which will be operational in small and micro companies; and to provide local and regional business consultants with competencies and tools that will enable them to transfer creative innovation and the experience-based business development approach into such companies.

Thereby the ExBased project contributes, in new ways and with a new approach, to strengthen and sustain the competitiveness of local-regional economies and of those SMEs which the European economy is so dependent on.



Staging experiences

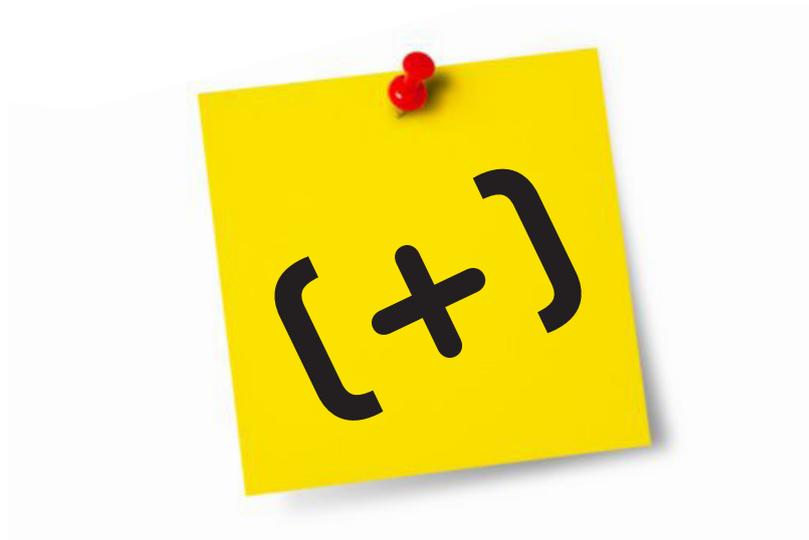
ExBased project partners

- Flanders District of Creativity - Belgium
- House of Businesses Aabenraa - Denmark
- South Denmark European Office - Denmark
- Business Academy South West - Denmark
- Ideone Creative Tampere - Finland
- North Staffordshire Chamber of Commerce - United Kingdom
- Creative Industries Development Agency - United Kingdom

Contact information

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ExBased (Experience-based business development in Conventional SMEs) is a 2-year project aimed at local and regional public sector business consultants. The ExBased project is co-financed by the European Commission's Lifelong Learning Programme.



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