

A SMARTER WAY TO RE-ENERGIZE FAMILY ENTERPRISE

Help launch new businesses, create value and strengthen our economy through the Intrapreneurial Program.



INTRAPRENEURSHIP: THE FUTURE OF FAMILY ENTERPRISE

It's time to rethink traditional succession planning and shift the focus from finding one "successor" to developing many "intrapreneurs."

Intrapreneurship has the power to:

- Engage and involve more members of the rising generation through impactful projects
- Promote collaboration and build better synergies amongst young and seasoned leaders
- Anchor businesses in their local communities and ensure their longevity through innovation
- Diversify the economic, philanthropic and social activities driven by entrepreneurial families

77% of entrepreneurial families
see themselves as offering economic stability.*

**This is our opportunity to unlock
innovation and growth for a
sustainable economy.**

47% of the rising generation
is looking to set up a parallel venture,
alongside their family enterprise.*

64% of owners
say that innovation will be vital to
staying ahead in the next 5 years.*

*PwC Global Family Survey (2016)



A CULTURE OF SHARING AND CREATIVITY

Intrapreneurship takes root within an entrepreneurial family and taps into two generations to give a “leg up” in launching a new business, a division within the family enterprise or a family foundation.



BRINGING TOGETHER TWO GENERATIONS

Adopting intrapreneurship has benefits for the members of both the rising generation and the senior generation.

INTRAPRENEURS

Members of the rising generation, engaged within the entrepreneurial family.

DEVELOP

competencies and confidence

CREATE

a project that adds value and complements the family enterprise

FIND

their place within the entrepreneurial family

DESIGN

their own personal and professional path for the future

MENTORS

Members of the senior generation, either family members or non-family execs.

EMBRACE

an attitude of stewardship

GIVE

the family enterprise the opportunity to foster innovation

BUILD

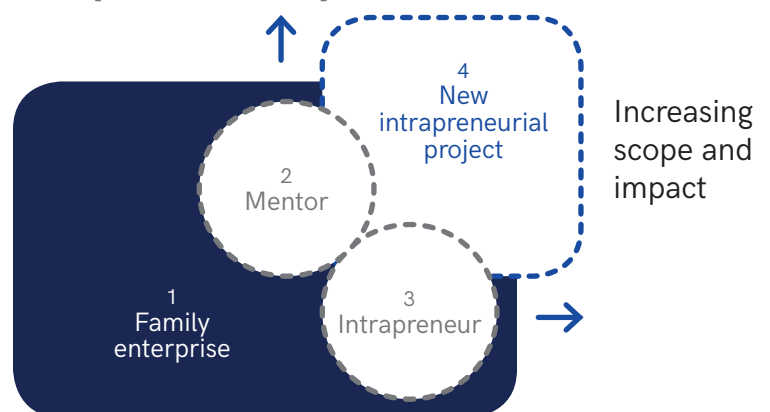
financial stability and reduce risk

STRENGTHEN

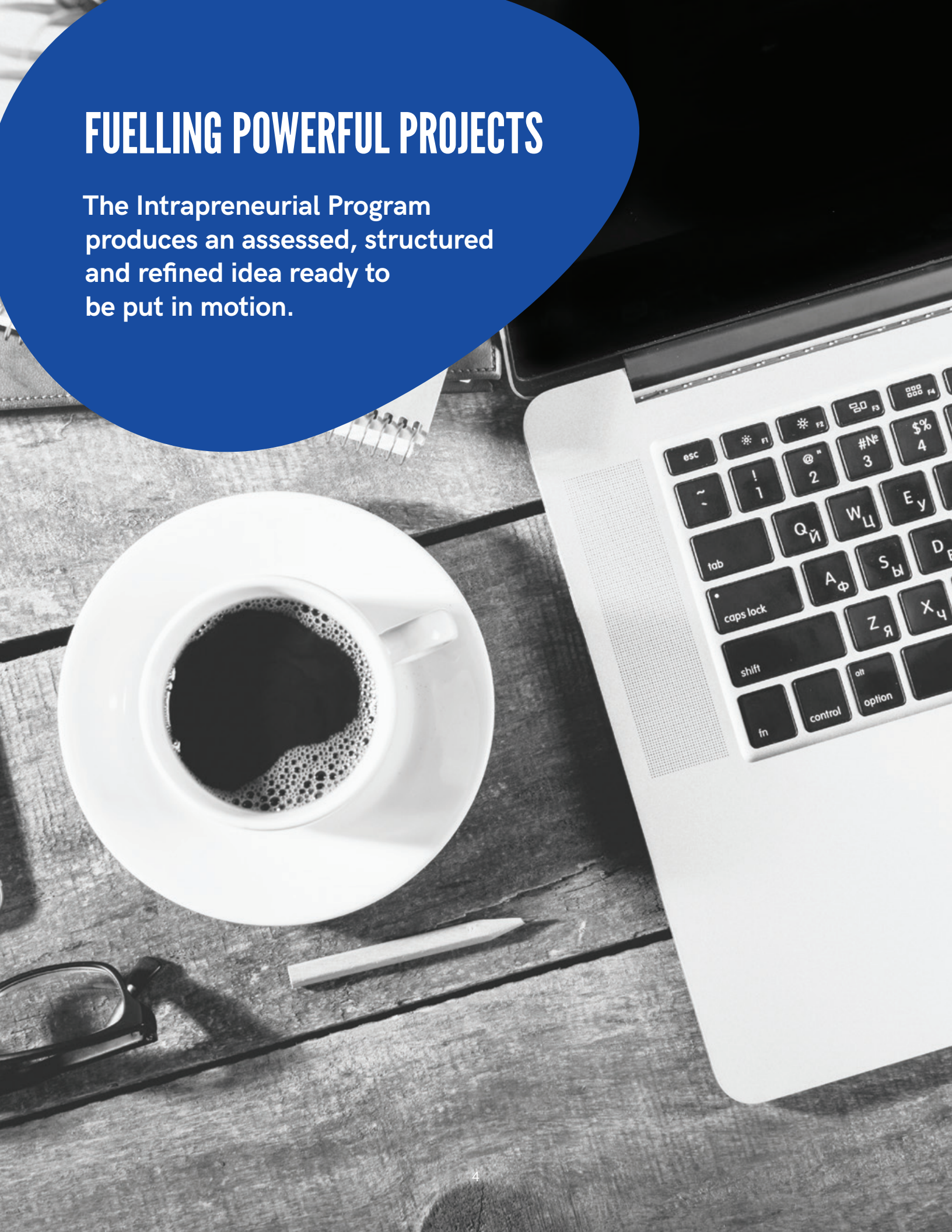
relationships with the rising gen and increase their chance of success

The four key elements to put intrapreneurship in action:

1. **A FAMILY ENTERPRISE**
with resources to share.
2. **AN INTRAPRENEUR**
ready to launch a project of their own.
3. **A MENTOR**
willing to support, empower and guide.
4. **A NEW PROJECT**
to design, develop and launch!



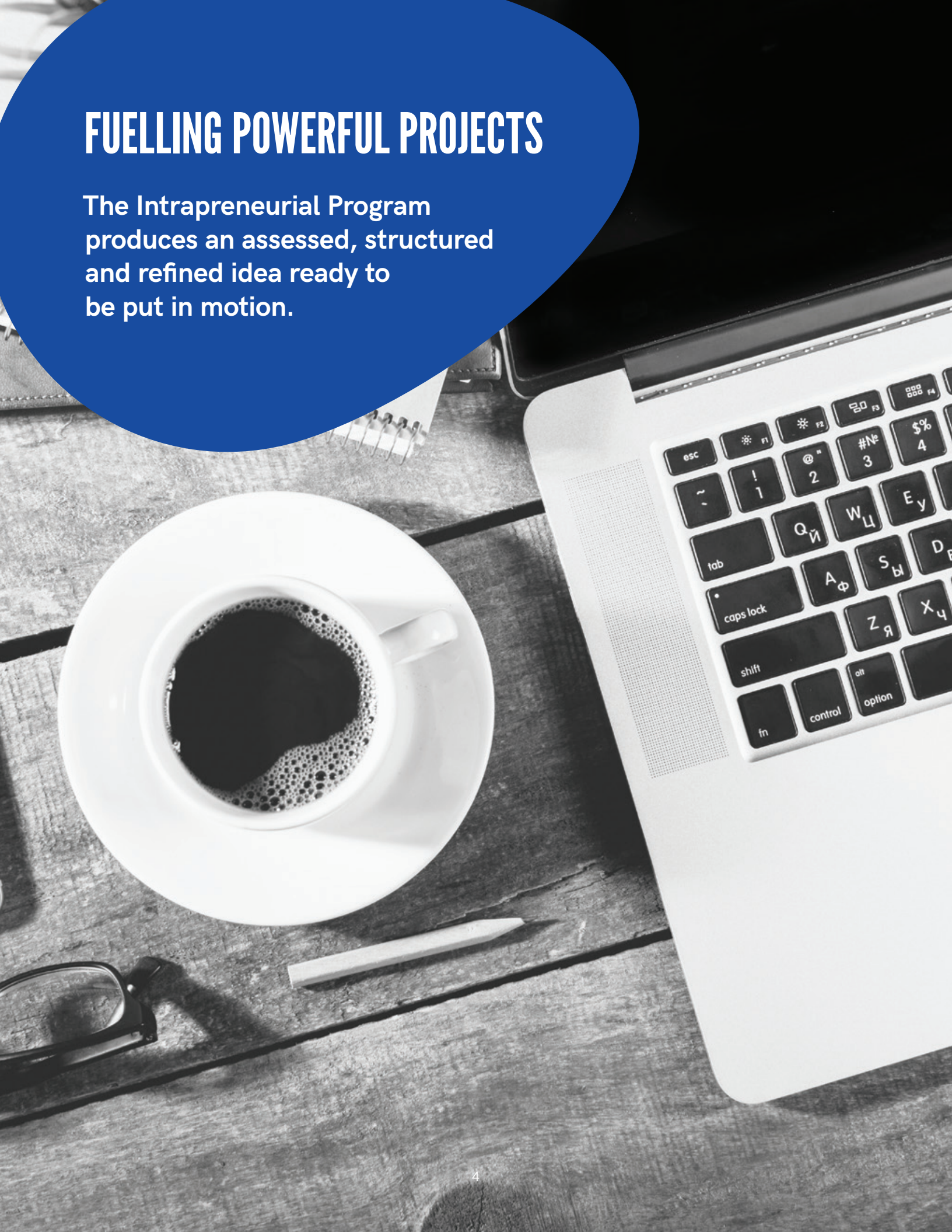
This project-centric approach fosters mutual trust and builds multi-generational entrepreneurial families.



FUELLING POWERFUL PROJECTS

The Intrapreneurial Program produces an assessed, structured and refined idea ready to be put in motion.

4



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DOUBLE THE IMPACT

The program equips both generations with their own unique learning path, specifically designed to drive a project forward and solidify a favourable environment for intrapreneurship.

INTRAPRENEUR(S)



MODULE 1
Understanding your
intrapreneurial identity



MODULE 2
Positioning your idea
and value proposition



MODULE 3
Validating your
market hypotheses



MODULE 4
Completing your BMC*
and financial structure



MODULE 5
Defining your story
and the road ahead

MENTOR



MODULE 1
Leveraging
intrapreneurial projects



MODULE 2
Empowering your
intrapreneur



MODULE 3
Unlocking resources and
a culture of disruption



MODULE 4
Creating a network
of support



MODULE 5
Evaluating future
involvement

To accelerate the learning experience and capitalize on the program's blended learning approach, teams learn:



ONLINE: Through a personalized learning management platform where a variety of tools and resources are made available to them throughout the program. These tools allow for consistent tracking and referencing of the new project plan.



IN PERSON: Through immersive workshops and facilitations with their peers where they get access to industry experts, seasoned entrepreneurs and project coaches. This support system will challenge and improve project hypotheses and planning.

*Business Model Canvas by Strategyzer

YOUR CONTRIBUTION TO THE INTRAPRENEURIAL MOVEMENT

Start building a community of intrapreneurs wherever you are in the world. If you are ready to bring the Intrapreneurial Program to your community, we will help you make it happen.

	Provided by the Intrapreneurial Initiative	Sourced by your organization
Materials to fuel your local intrapreneurial movement	✓	
Facilitation guides and training to equip program faculty	✓	
Educational content for intrapreneurs/mentors	✓	
Learning management system for program participants	✓	
Staff/faculty to run the Intrapreneurial Program	*	✓
Communication tools and assets to promote the program	*	✓
Recruitment and profiling of program participants	*	✓
Physical location for in-person segments of the program	*	✓

*Note that the Intrapreneurial Program can help support these aspects of the program development for a fee.

The program's foundation is set, the rest is up to you to customize based on the needs of your market.

LENGTH

Over how many weeks the program will take place

FORMAT

The number of in-person gatherings that will occur

COST

The registration fee that will be charged to each team

FACULTY

Who will lead the in-person sessions

The program model is based on an annual license fee and royalties collected for each registered project. Set up costs are based on the needs of team managing the program's operations.



MORE THAN A PARTNERSHIP

Be part of a revolutionary change in the way we build businesses, create value and invest in the future of our economy.

BEHIND THE INTRAPRENEURIAL INITIATIVE

The Intrapreneurial Initiative is a movement launched by Business Families Foundation, with the mission of supporting the successful creation of new projects that will contribute to a strong economic future.

Business Families Foundation (BFF) is a not-for-profit charitable organization established by families for families. Helping grow the field for over 27 years, BFF is a neutral space where the entrepreneurial family community can come together and learn from one another.

BFF provides families with tools and resources that enable them to make educated decisions around business, family and ownership. These resources are shared through online content, face-to-face programming and thought-leadership events.

With over 10,000 entrepreneurial family members connected around the world in more than 30 countries, BFF and the families behind the organization, are proud to fuel forward-giving initiatives.

READY TO MAKE A DIFFERENCE?

**Get in touch with us to define
your contribution today.**

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