

Entrepreneurs for entrepreneurs



**PUM** Netherlands senior experts

## Sharing knowledge worldwide

*Innovation*

Dear entrepreneur,

There are various roads leading to entrepreneurial success. One way that is bound to produce results is innovation. Many successful entrepreneurs attribute their fame to the ability to come up with new solutions for existing problems. Even better would be to find solutions for problems that you didn't realise were relevant! Innovation is a proven and reliable way to strengthen the foundation of your enterprise. If *you* will not innovate and adapt to modern times, the *competition* will. Take a fresh look at your product, your business, your concept. Is it still as attractive as it was when you started out? Hasn't the world changed fundamentally since then?

We invite you to take a few minutes of your busy working day and think what innovation can mean for you, your business and your co-workers. Don't think innovation is only for high-tech industrial enterprises. The best-practice case in this newsletter describes how a waste-product could be used to extract energy and thus lower exploitation costs. Maybe this triggers your creativity when you think about your own processes? Then [apply for our advice](#).

Thijs van Praag  
CEO PUM Netherlands senior experts

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## Eight useful hints & tips

1. Focus
2. Committed staff is a key success factor
3. Be proud of what you produce
4. Create a general feeling of curiosity
5. Innovation demands discipline
6. Dare to take risks
7. Look for a sparring partner you can trust
8. Be reliable - stand out from the rest

Want to learn more about the above mentioned hints and tips about Innovation? [Click here.](#)

## Converting biomass into energy

Senior expert Johann Flint traveled to Senegal, where a soap factory wanted to save energy. For years the expert has been working as a consultant regarding the use of sustainable energy sources. He also advises clients how they can use energy more efficiently: [<Read more>](#)



## Turning waste into a gourmet product

A duck breeding enterprise in Peru wanted to become more profitable. Up to then they only sold the duck breasts and considered the other parts of the animal as waste. The PUM senior expert who visited came up with the idea of

CASE

## Primus stove to burn vegetable oil

**Question:** An entrepreneur with idealistic motives in India wanted to develop an affordable primus stove that would burn vegetable oil instead of kerosene. The stove would offer an alternative for the poor in India. Kerosene is expensive, but oil is readily available wherever people can press oil from seeds and nuts. The concept was clear, but the technical execution complex, since oil and kerosene have totally different burning characteristics. The company was insufficiently equipped for the necessary tests. A PUM expert was called in to help.

**Solution:** With the help of Delft University of Technology in the Netherlands a burner was developed that heats oil to the point of evaporation. The vapour slowly drips onto the flame and consequently heats the pan. To keep production costs for the burner to a minimum the developers looked for materials that were locally available or could be produced in the vicinity.

## Innovation prize for Africa

Want to get inspired? Meet the winners of the Innovation prize for Africa 2014 (organised by African Innovation Foundation); Dr Nicolaas Duneas and Nuno Peres, from South Africa. They won the prize with their Osteogenic Bone Matrix (OBM) innovation. Watch the video [here!](#)



making duck pâté.



The ingredients to make this gourmet food were already present, but was there a market? The new product was tried out in several local restaurants and turned out to be a huge success. Since then staff has been doubled and profit is made from a former waste product!

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## We want to hear from you!

Are you an entrepreneur and did you receive advice from one of our PUM experts in the past? We would very much like to hear from you and how your company or organisation has benefited from PUM expertise. Please [tell us](#) your story and your company might be featured in the next newsletter.

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