

GROWTH

— *hacking* —

MASTERCLASS


PIONEERZ



Pim de Bokx

- Entrepreneur since my 20th
- Several companies and organizations founded
- Education in Landscape architecture and Business Science
- Developed 6 incubators over time: Delft, Rotterdam, The Hague, Amsterdam, Den Helder, Noordwijk.
- Developer XLX game based entrepreneurship training.
- Chairman DIA (Dutch Incubation Association)
- **Founder Pioneerz** cooperative to enable the PioneersSociety: “managing the risk to dramatically improve”

program

GROWTH HACKING 101

Maxime Corbeau (former analytics manager RELX group) and
Luca Barboni (GrowthHound)

(20 MIN)

RICHARD CAPLLONCH

on Growing his company StatusFinance

(15 MIN)

WORKSHOPS

several tracks, on practical tools, with training (bring your
laptop and/or tablet!)

(2 HOUR)

Q&A

Growth Hacking Questions & Answers

(15 MIN)

NETWORKING

Networking to develop your pro-growth network



**GROWTH
HOUND**

workshops

1 Growth Hacking A to Z

In this workshop the Growth Hound will walk you through the process of growth hacking from A to Z and help you find drivers for growth.

Luca Barboni & Max Corbeau

2 Leveraging Persuasion Principles

In this workshop, promising Dutch Startup Crobox will show you how you can capitalize on Persuasion principles to turn business constraints into growth opportunities.

Rodger Buyvoets & Joris Fonteijn

3 Growth: the Startup way for Corporates

In this session, Sander will demonstrate how the corporate world can benefit from doing it the startup way when it comes to creating innovation and growth.

Sander van der Blonk

