

Chapter 4 Foundation Landscape

Partner Network	Key Activities	Offer / Value proposition	Customer relationship	Beneficiary segment
<ul style="list-style-type: none"> * Universities * Research institutions * Governmental agencies * Prominent researchers * Prominent scientists * Laboratories * Congress centres * Tax authorities * Commercial companies * Private civilians * Server providers * Patent agencies * Notarie * Legal counsel 	<ul style="list-style-type: none"> * Reviewing ideas/projects * Facilitate discussion platform * Facilitate open sandbox model * Facilitate guidance in realizing ideas * Rally funds * Organize network in research / knowledge facilities * Research in organizational achievements * Organize lectures-congresses on original thinking-organizational performance * Guide spinn-off companies (secondary) * Promote possitive evaluated ideas * Monitor/protect foundations social integrity * check patented ideas 	<ul style="list-style-type: none"> * Open sandbox model * "Peer" review of ideas/theories * Research possibilities for original thoughts without capitalism constraints * Guidance while exploring ideas-theories and provide research network * Lectures on (soft) organizational components which can determine performance * Contribute to science in its purest form, improving society in general * Accessible project (explored idea/theory) databank for funders ???? * Generate spinn-off companies to bring evaluated-researched ideas into practice to improve quality of society * Exposure of funders (if wanted) to stress their social responsibility * No capitalism driven performance pressure, environment for free thinking and original thoughts * Make sure no pattend is registered on the proposition, guidance through pattend process (when applicable) * Present the Netherlands as an innovation propellor 	<ul style="list-style-type: none"> * Dedicated personal attention in guiding researchers/scientists through the foundations possibilities and evaluation process * Dedicated personal attention to (possible) funders/contributers of the foundation * Dedicated personal attention in establishing spinn-offs * Personal attention for commercial lecture customers * Personal attention in advising-explaining funders (foundation's possibilities and possible tax-advantages) * Non-personal attention in providing sandbox environment (platform) for original thoughts * Non-personal attention to public interest in foundation and projects (mainly through web-site/platform) 	<ul style="list-style-type: none"> * Researchers-scientists with original thoughts which can contribute to innovation and improve life in general * Knowledge institutions with scientific dedication * Scientists-researchers with strong believes in knowledge sharing and scientific cooperation * Commercial organizations which are looking to improve performance * Organizations-persons which want to fund the foundation spin-off * Innovation oriented governmental agencies
	<p>Key Resources</p> <ul style="list-style-type: none"> * Foundation's CEO, secretary and treasurer * Advisory board of prominent researchers and Scientists * ANBI checkmark * PRO-deo Research facilities * Aquired funds * Dedication-believes of foundation members * PRO-deo hosting facilities (congress-lecture-server) * Governmental back-up 		<p>Distribution channels</p> <ul style="list-style-type: none"> * Social media (Twitter, Facebook, Google, LinkedIn) * Website foundation (platform, apply for evaluation, register for commercial lecture) * Websites knowledge institutions (research facilities, laboratories, Universities) which participate * Websites funders (relation to sustainability/social responsibilities....usefull for the investors social annual report, which improves market value) * Network (own, advisory board, key-partners) * Specialists literature (" free-choice" publications - (sponsored) advertisements) * Event representation, organizing events 	
Cost strucure		Revenu stream		
<ul style="list-style-type: none"> * Travel- and entertainment costs CEO/Secretary/treasurer * personnel costs directors (secondary stage) * Non- funded advisory costs (tax-legal) * Insurance (if you are not working for your regular job and it is not private, what about insurance) * Fee secretary/treasurer 	<ul style="list-style-type: none"> * Notarial costs registering foundation * Telephone costs CEO/secretary/treasurer * Hostingcosts web-site * Office equipment 	<ul style="list-style-type: none"> * Private (companies) funding * Government compensation * Lecture fees 		