



# ARE YOU DEVELOPED OR ARE YOU DEVELOPING?

A company can target many different markets - some more developed than developing. Base of the Pyramid (BOP) markets are continuously developing with high growth rates. Traditionally, these BOP markets cannot be entered. They must be created!

## Join the Event

The Danish BOP Learning Lab invites business and academia to attend an event that will give you an understanding of **the dynamics of market creation** on low and middle income markets and provide you with the “**Market Creation Tool Box**”, developed together with designwithpeople, which can assist your company with a rapid assessment of how to create markets and new products. Join us for an interesting day with breakfast and lunch facing the Øresund...

Date: **5 October 2011**  
Venue: **Docken**  
**Færgelandsvej 35**  
**2100 Copenhagen Ø**  
Participation: **Free**  
No show fee: **DK 500,-**

## Move from Developed to Developing Company

Together with some of the most innovative Danish front runner companies, BOP Learning Lab has targeted low and middle income markets, identified key challenges as well as opportunities in BOP markets, and developed market creation strategies.

On the basis of this experience, we now bring together Danish companies who want to discuss and learn how the markets of tomorrow can be created.

## Morning Session:

### Dynamics of Market Creation

The morning session focuses on how to unlock the potential in developing countries. The problem arises when companies are trying to address current needs instead of creating a market for unmet needs. In developed countries and existing markets, companies can create needs, but in these uncharted areas, where no markets exist, they must be created.

The participants get multiple insights that will contribute to a greater understanding of market creation:

1. Launch of the **“Market Creation Tool Box”** by **Andreas Flensburg from DIBD**, who will present the tool box combined with short practical workshop exercises
2. **Keynote from Erik Simanis from Cornell University**, who will address the issue of market creation and provide the latest insights.
3. **Keynote from Axel Olesen, former director of Copenhagen Institute for Future Studies**, who will present where growth is envisioned to be achieved in the future



## Afternoon Session (exclusively for companies):

### How to use the “Market Creation Tool Box”

In the afternoon the companies will participate in an innovative workshop, using projects from their companies to become familiar with the **“Market Creation Tool Box”**. The companies will also receive a copy of the tool box\*.

**Erik Simanis** will dig deeper into the idea of market creation and present his latest research, drawing on specific company cases. He will talk about commercializing new product categories and the links between developed and developing countries in this context in relation to market creation.

*\*The tool box is a physical publication, which will be available for companies at the event.*

### Leading resource centre

The **BOP Learning Lab** was initialized in 2007 and focuses on engaging Danish companies in development markets, with a specific focus on low and middle income markets. DI International Business Development (DIBD), who is part of Confederation of Danish Industry, runs the **BOP Learning Lab**. Since 2007, the Learning Lab has build up unique competences and delivered high-quality results for a number of large Danish companies exploring the potential of low and middle income markets.

See more on [boplearninglab.dk](http://boplearninglab.dk)

### DESIGNWITHPEOPLE

The tool box has been developed in partnership with independent consultant and design engineer Marie Louise M. Larsen, President of the organisation InnoAid. Through research and practice, Marie Louise challenges how the private sector, in collaboration with partners, can include local communities in developing countries to develop innovative product service solutions.

For more information write [mll@innoaid.org](mailto:mll@innoaid.org)

### Market Creation Tool Box

The tool box consists of three sections that unravel the concept of market creation:

1. Description of the aspects that differ in the business model when doing business in low and middle income markets, improving the quality of business model development
2. Collection of activities that allow company representatives to go into the field and collection of information and knowledge relevant for the business development process
3. Collection of cases that tie together the description of the business model aspects and the activities, making it easy to understand how the tool box can be applied and used

## Morning Session (open for all)

### 09:00-09:15 Welcome

Jacob Kjeldsen, Director  
DI International Business Development

### 09:15-09:30 Danida – The Markets of Tomorrow

Charlotte Laursen, Head of Department  
Ministry of Foreign Affairs

### 09:30-10:00 Where to Achieve Growth in a Rapidly Changing world

Axel Olesen, Former Director  
Institute for Future Studies

### 10:00-10:45 Market Creation at the Base of Pyramid:

#### *Meeting the Margin Challenge*

Erik Simanis, Managing Director, Market Creation Strategies  
Center for Sustainable Global Enterprise  
Cornell University

### 10:45-11:00 Coffee Break with a nice view over the Øresund

### 11:00-12:30 Launch of the “Market Creation Tool Box”

Andreas Flensburg,  
Consultant and BOP Learning Lab Coordinator  
DI International Business Development

The Market Creation Tool Box is used when your company has an idea, concept, or product, and wants to find out if there is business opportunity on low and middle income markets, and how to engineer the business model. The tool can easily be adapted to the purpose of the company and can be utilized immediately after the event.

### 12:30-13:00 Light Lunch

## Afternoon Session (exclusively for companies)

### 13:00-13:15 Introduction to the afternoon session

### 13:15-14:00 Why market creation isn't a BOP thing...

Erik Simanis will present his research, which involves collaboration with multinational companies. He will present specific market creation tools and tell the audience why commercializing the Sony walkman and Segway in US (creating markets for them) is no different from commercializing water purification technologies and clean cooking stoves in low income markets.

### 14:15-15:30 How to use the “Market Creation Tool Box”

Andreas Flensburg and colleagues from DIBD, together with designwithpeople, will facilitate an innovative workshop that will get you acquainted with the tool box and enable you to become familiar with it in relation to a current project in your company.

Please note that the “Market Creation Tool Box” is available only for companies as part of the afternoon session.

However, other participants can acquire a copy from the BOP Learning Lab after the event.

## The Facilitators



### **Erik Simanis**

Erik Simanis is Managing Director of Market Creation Strategies at the Center for Sustainable Global Enterprise at Cornell University's Johnson School of Management. His applied research focuses on advancing innovation and business development strategies for commercializing new product categories, and he has led and consulted for new business ventures in India, Africa, Mexico, the former Soviet Union, and the U.S. His recent work has been published in *The Wall Street Journal*, *Sloan Management Review*, and the journal *Innovations*.

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### **Axel Olesen**

Axel Olesen is former Managing Director of the Copenhagen Institute for Future Studies, where his primary fields were economy, HR, research, and strategy. Axel Olesen has moreover published numerous articles within these areas and is a well-established speaker giving his inputs on what the future will bring.

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### **Andreas Flensburg**

Andreas Flensburg is a consultant at DIBD, and is one of the experts in the Sustainable Enterprise team assisting companies in targeting the markets at the Base of the Pyramid. Andreas Flensburg has assisted some of the largest Danish companies in establishing viable business models for the BOP markets.

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### **Sara Ballan**

Sara Ballan is the other expert in the Sustainable Enterprise team in DIBD and has extensive experience in assisting companies with identifying opportunities on developing markets through workshops and analysis. She has been working with the Learning Lab for +2 years and is acquainted with the numerous challenges companies are faced with when entering BOP markets.