

IC Rating™ NPSP Composieten BV

9 juni 2010

Variopool

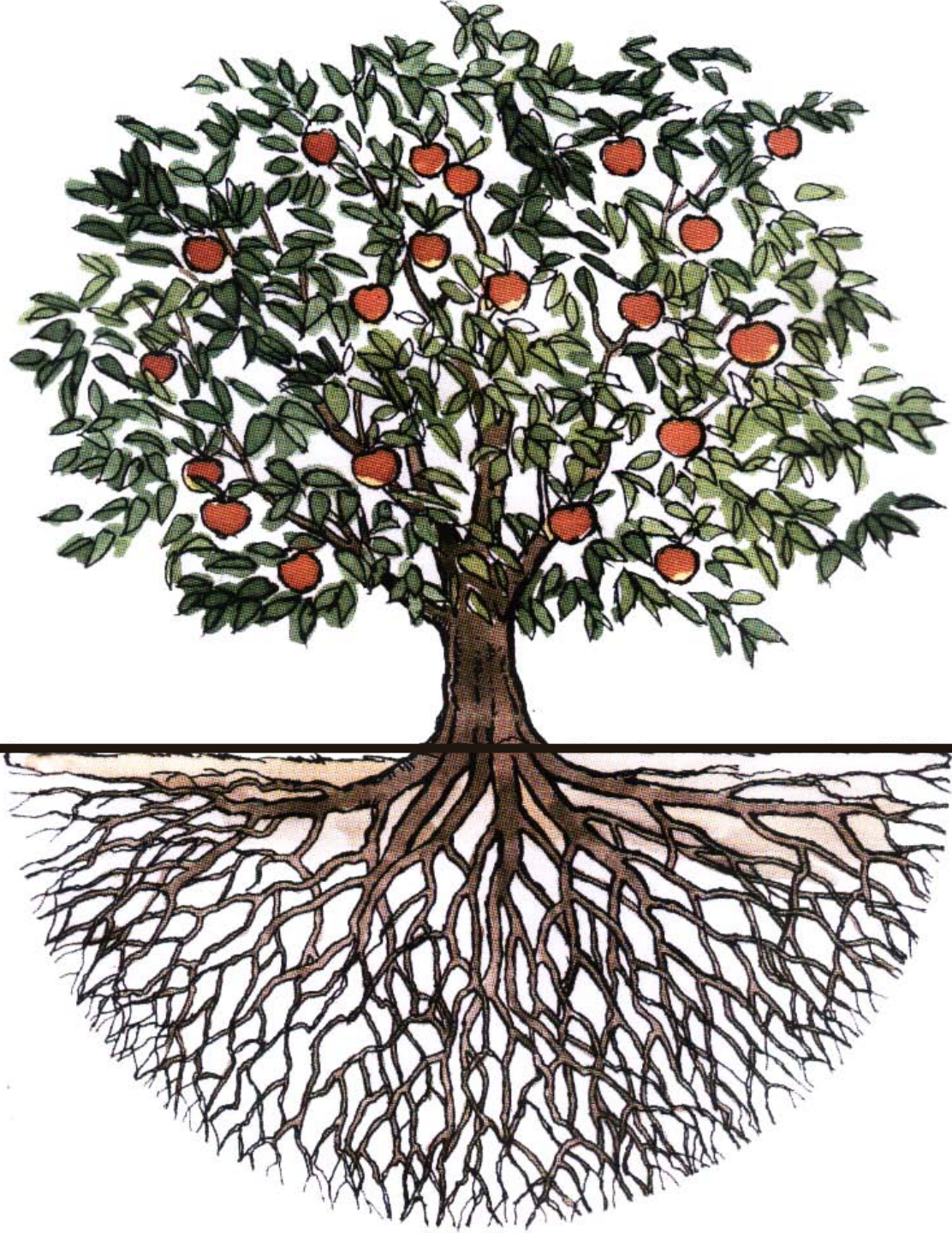


AGENDA: The future of NPSP

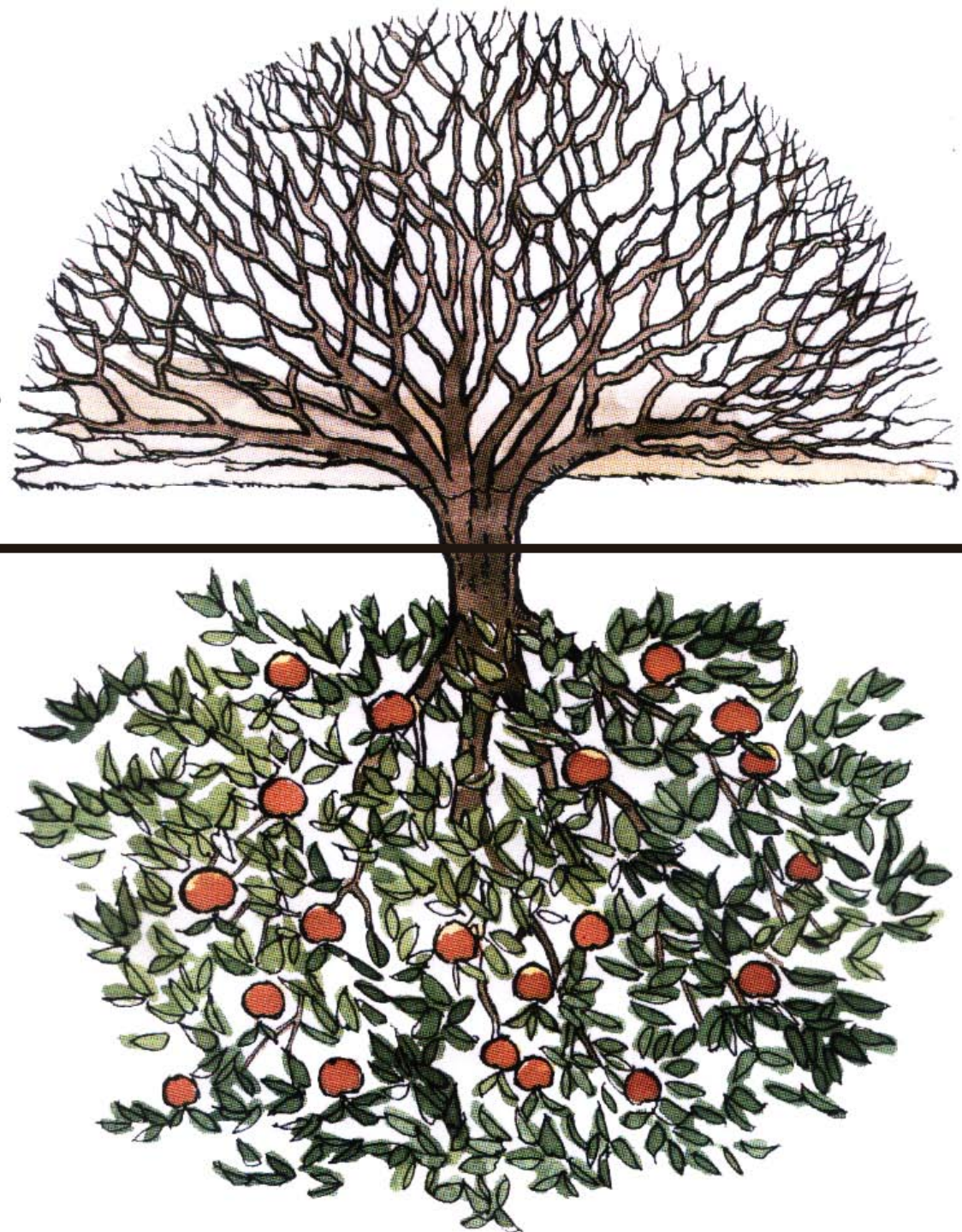
- Future
- IC Rating TM
- NPSP Composieten BV



Bottom line



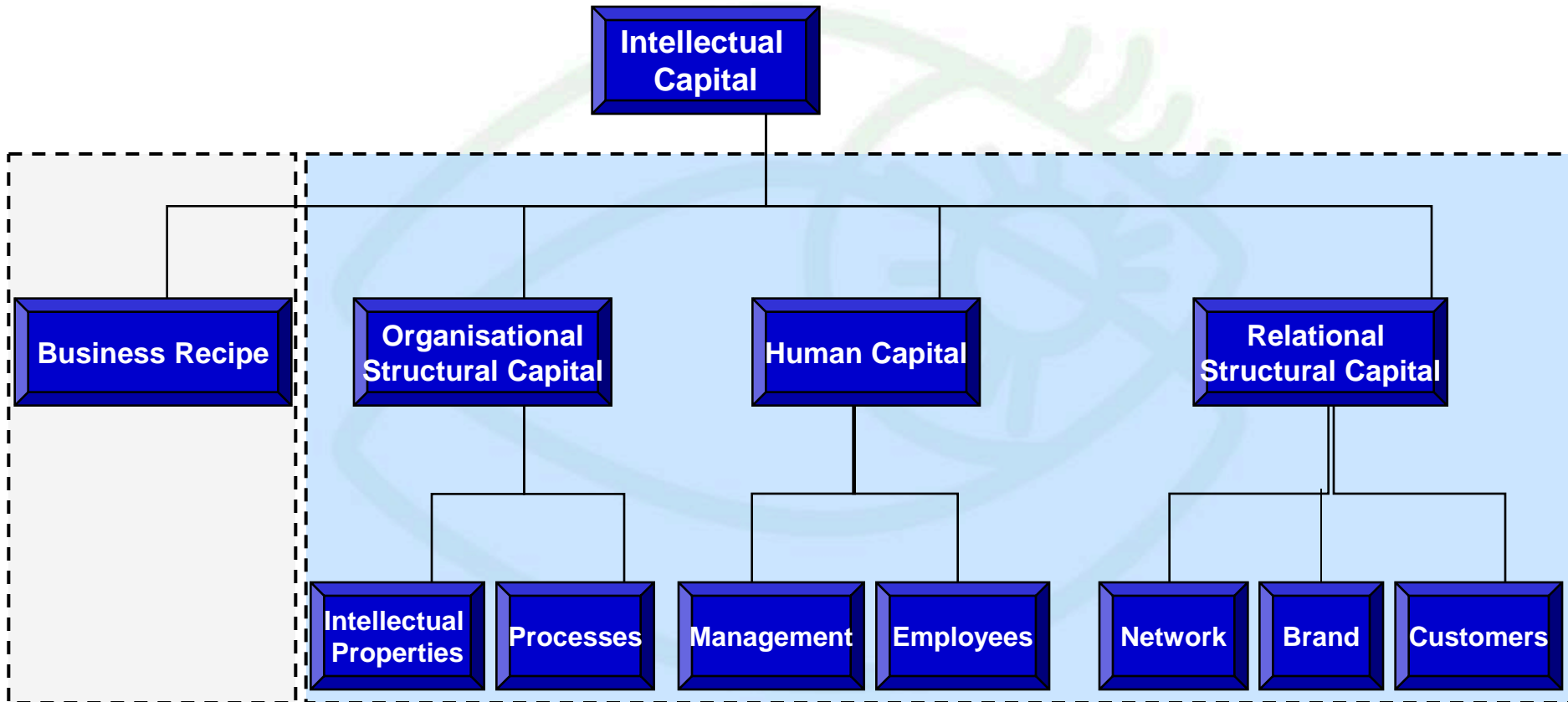
Bottom line



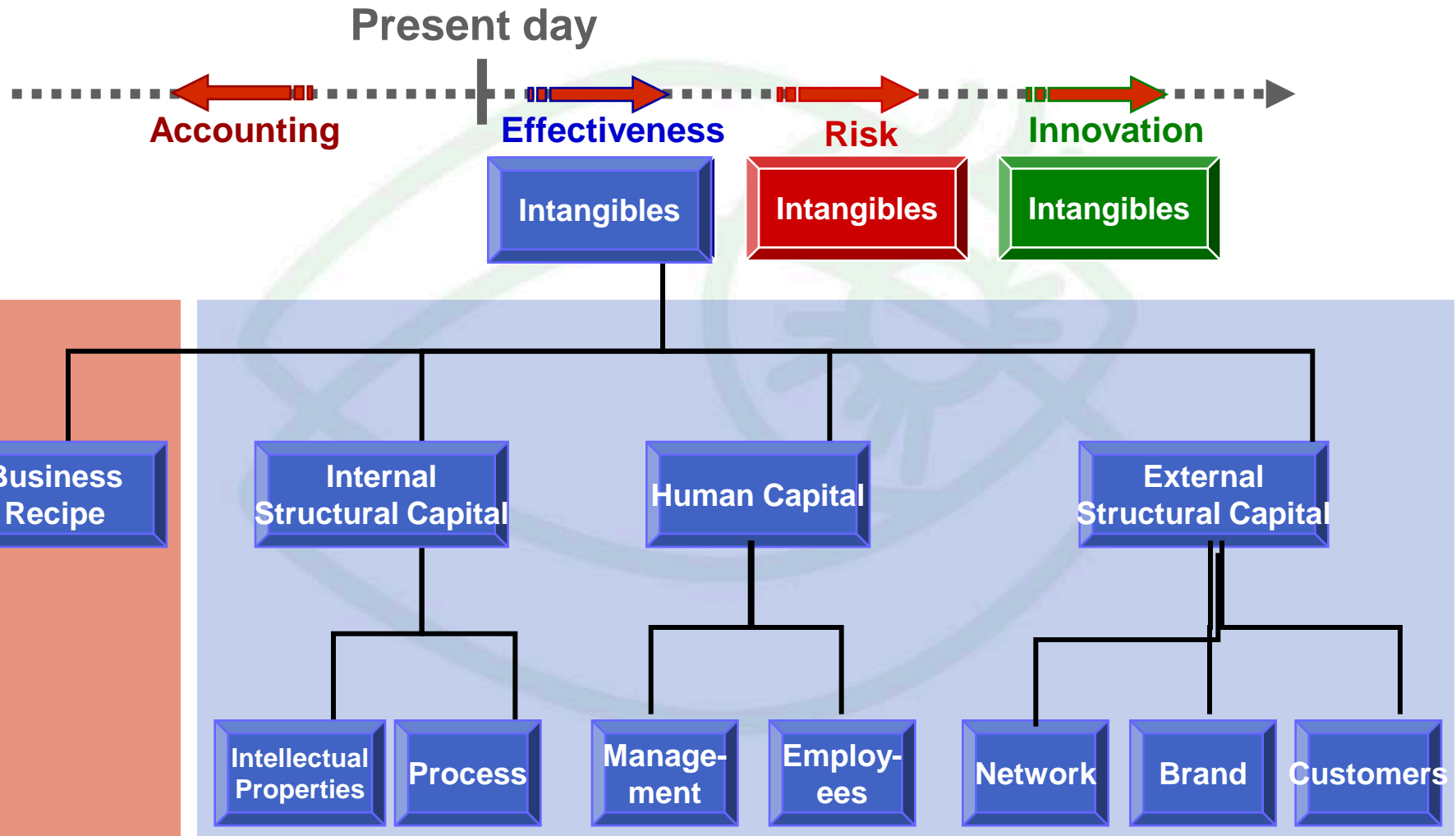
Definition of Intangibles

The factors not shown in the traditional balance sheet, but which are of critical importance to a company's future success.

IC Rating™ Conceptual framework



Intangible perspectives

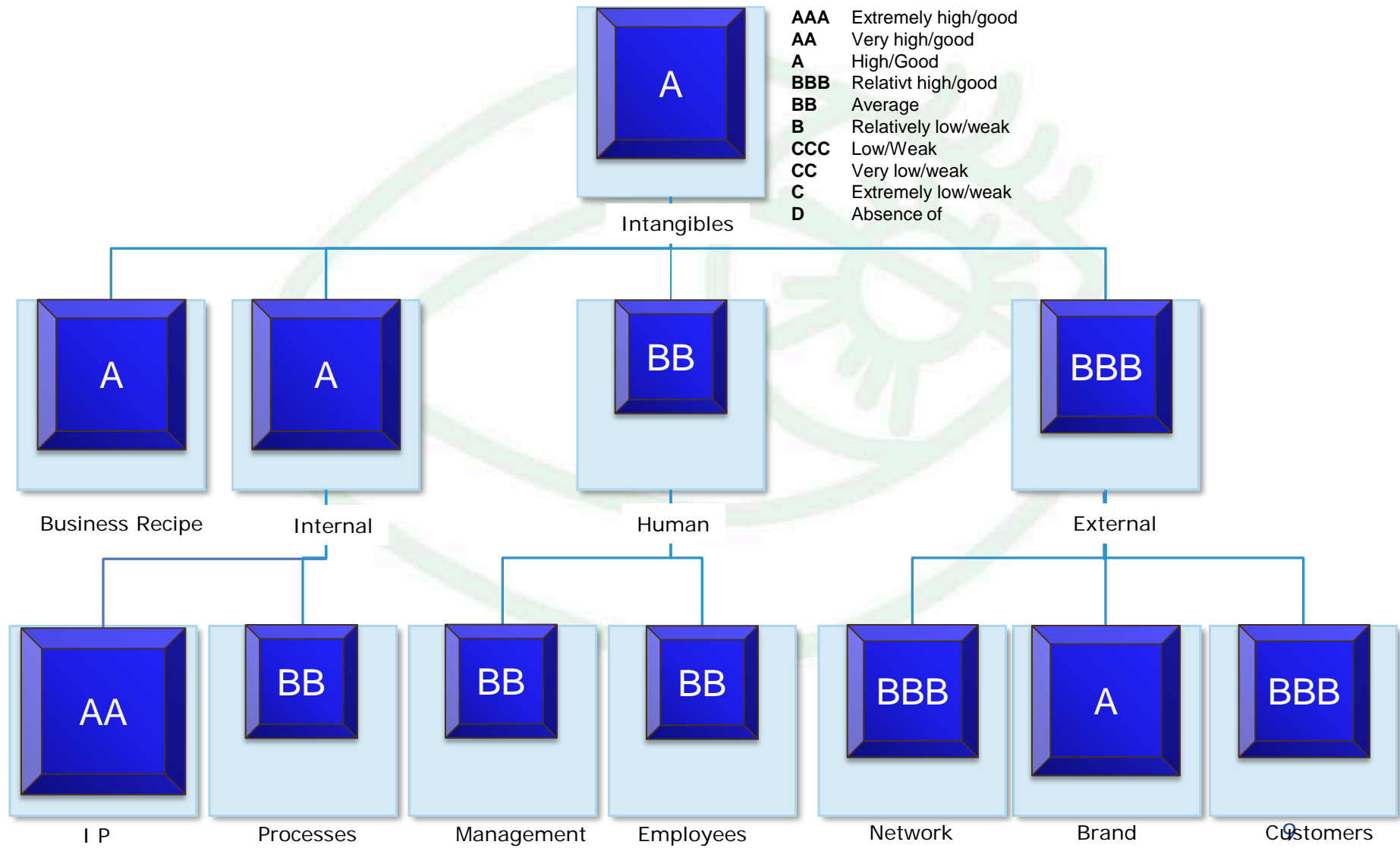


Results for NPSP on IC rating

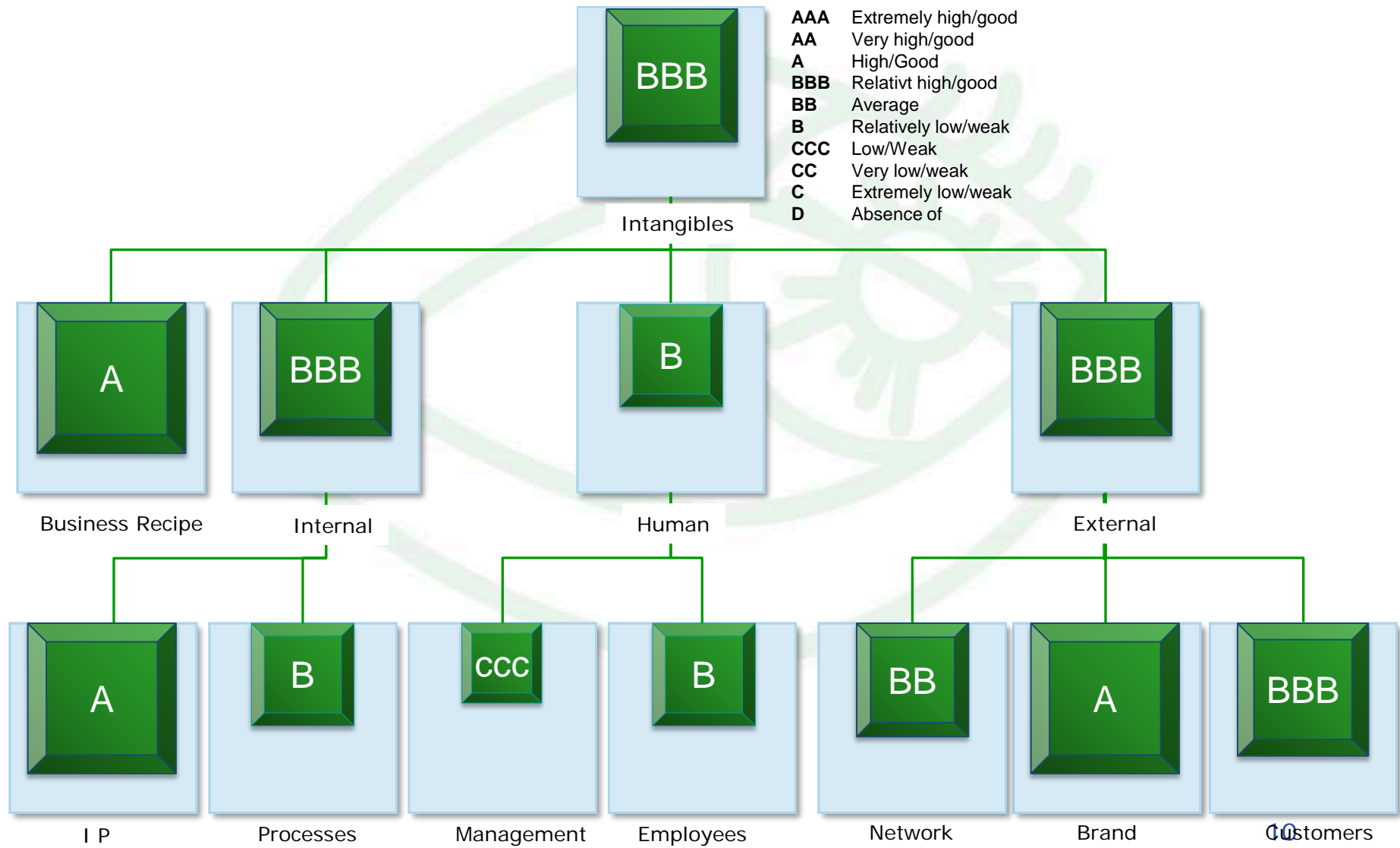
- Team: 3 senior researchers
- 27 stakeholders (11 / 16)
- December 2009 – January 2010



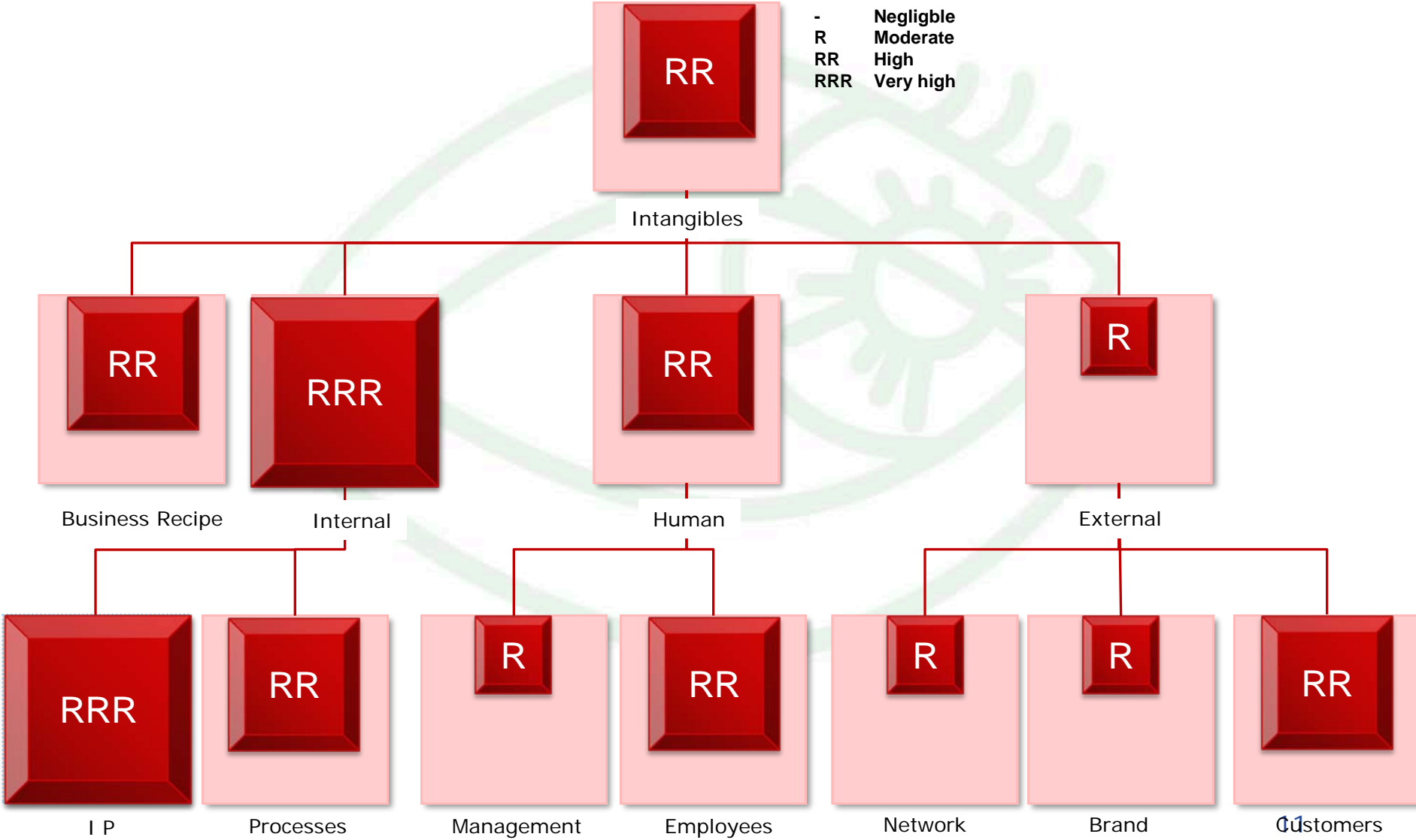
IC Rating™ NPSP Effectiveness



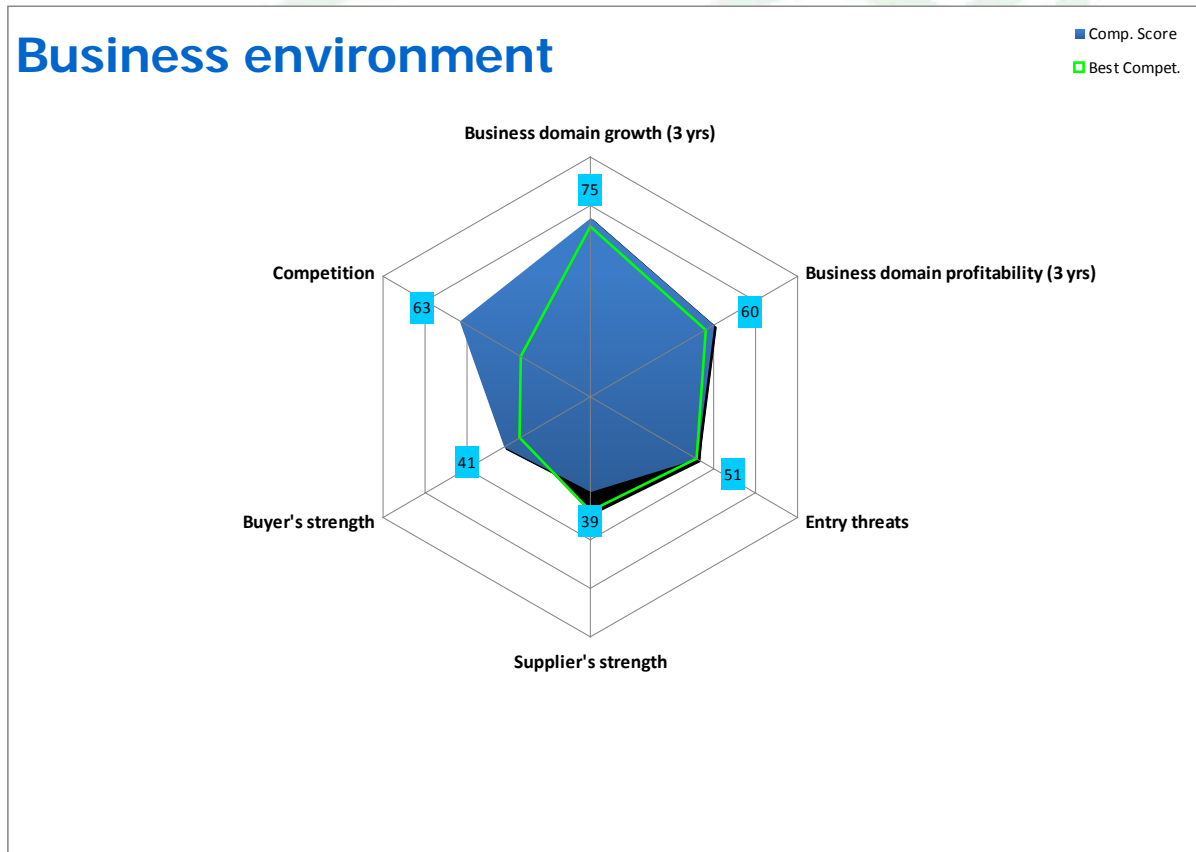
IC Rating™ NPSP Renewal



IC Rating™ NPSP Risk

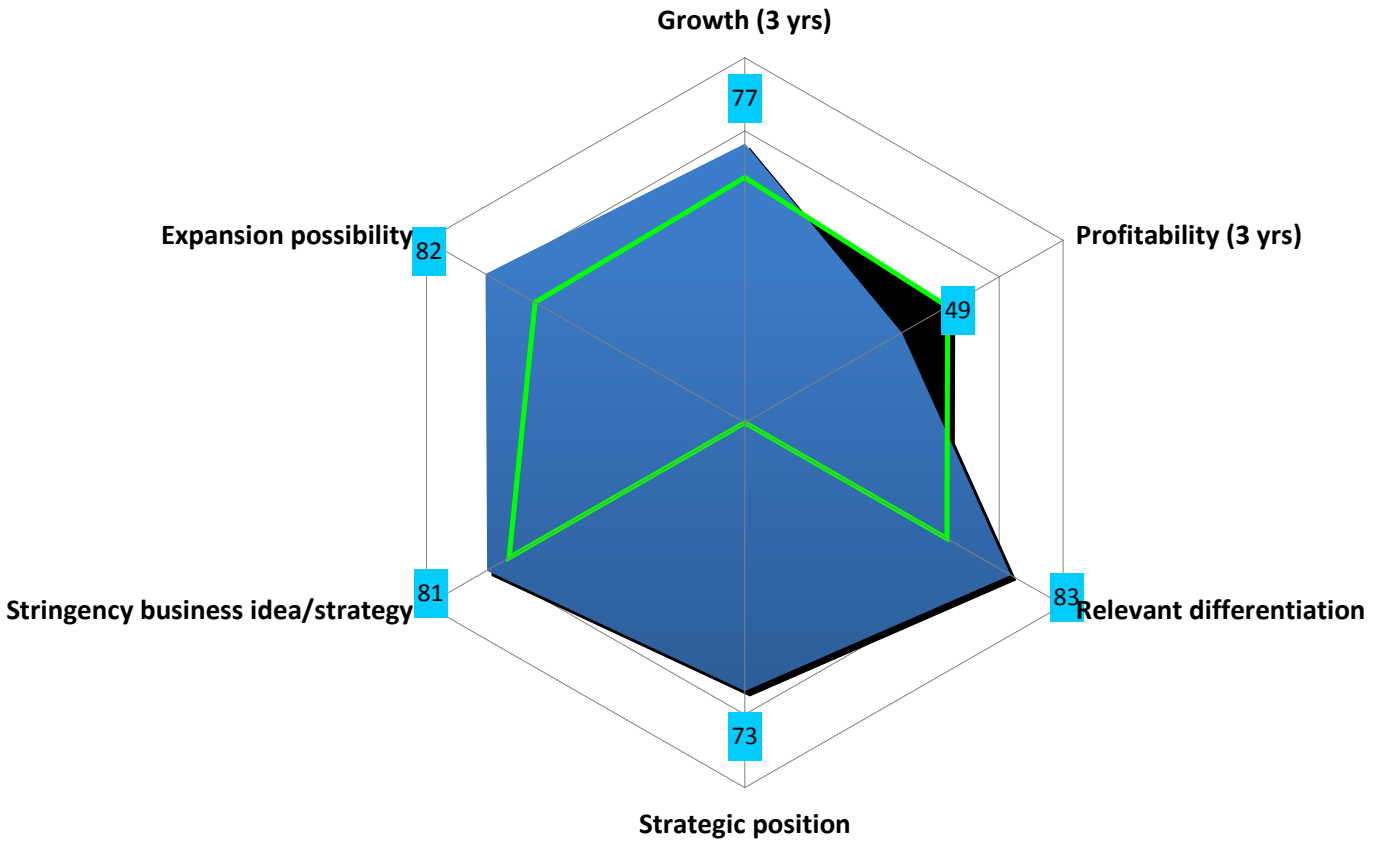


Business recipe



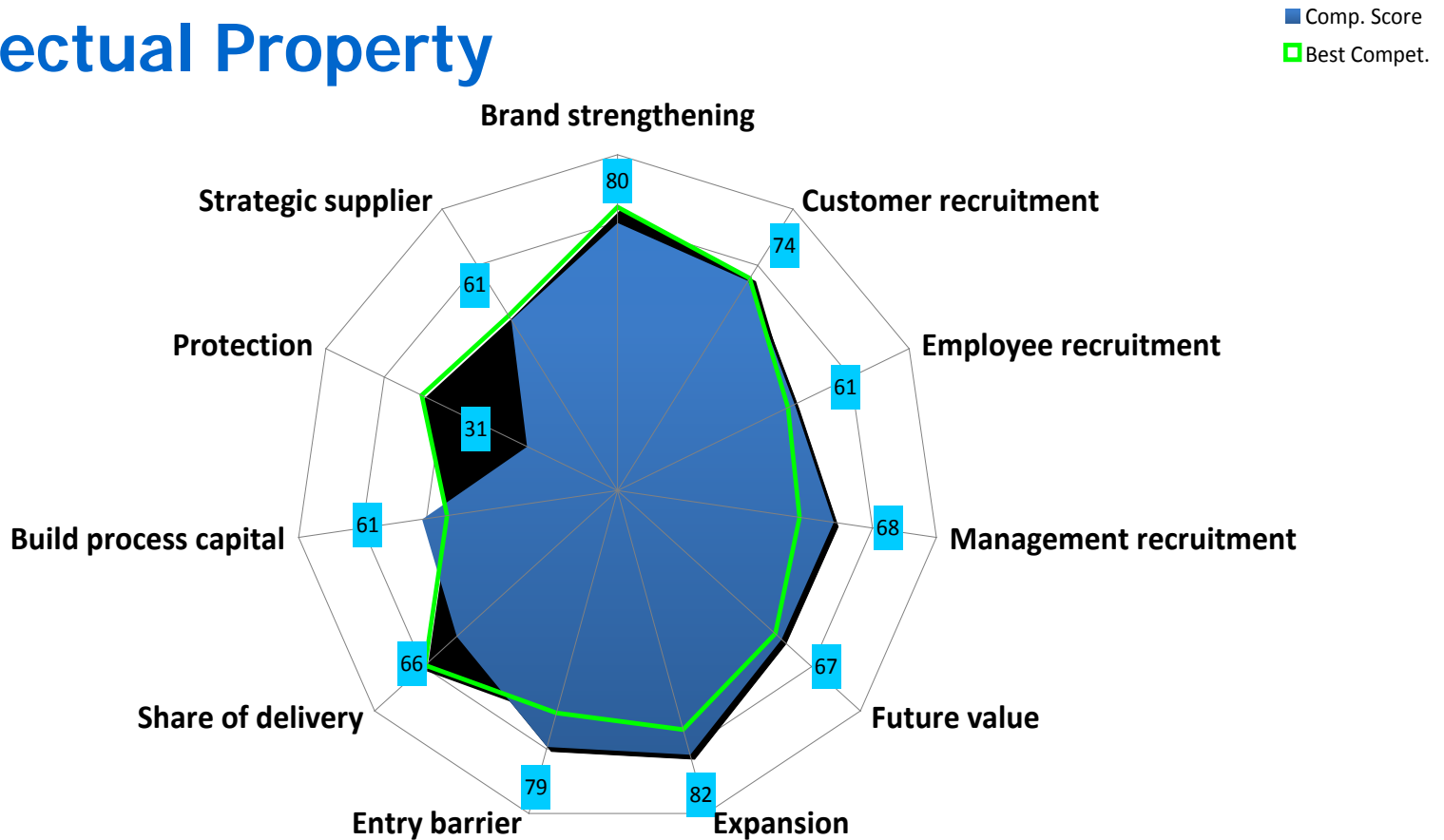
Strategy

■ Comp. Score
■ Best Compet.



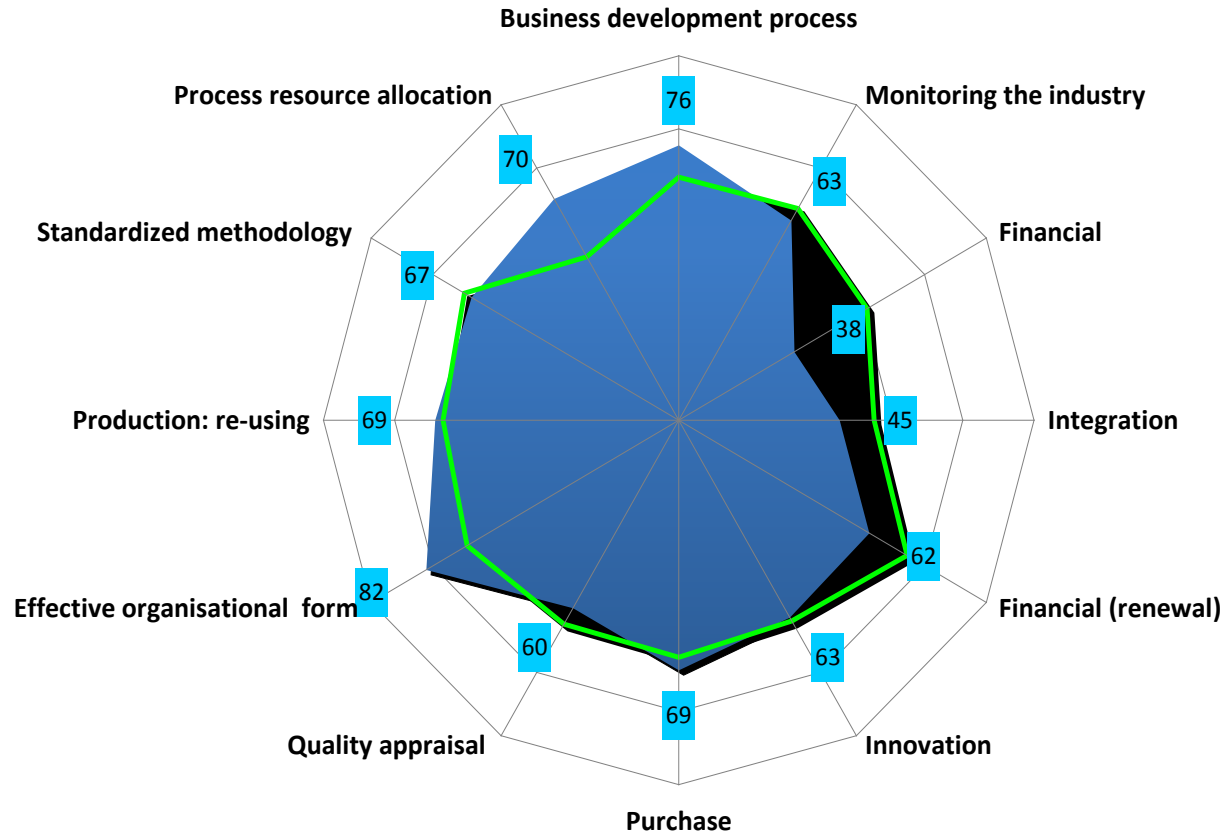
Organisational Structural Capital

Intellectual Property



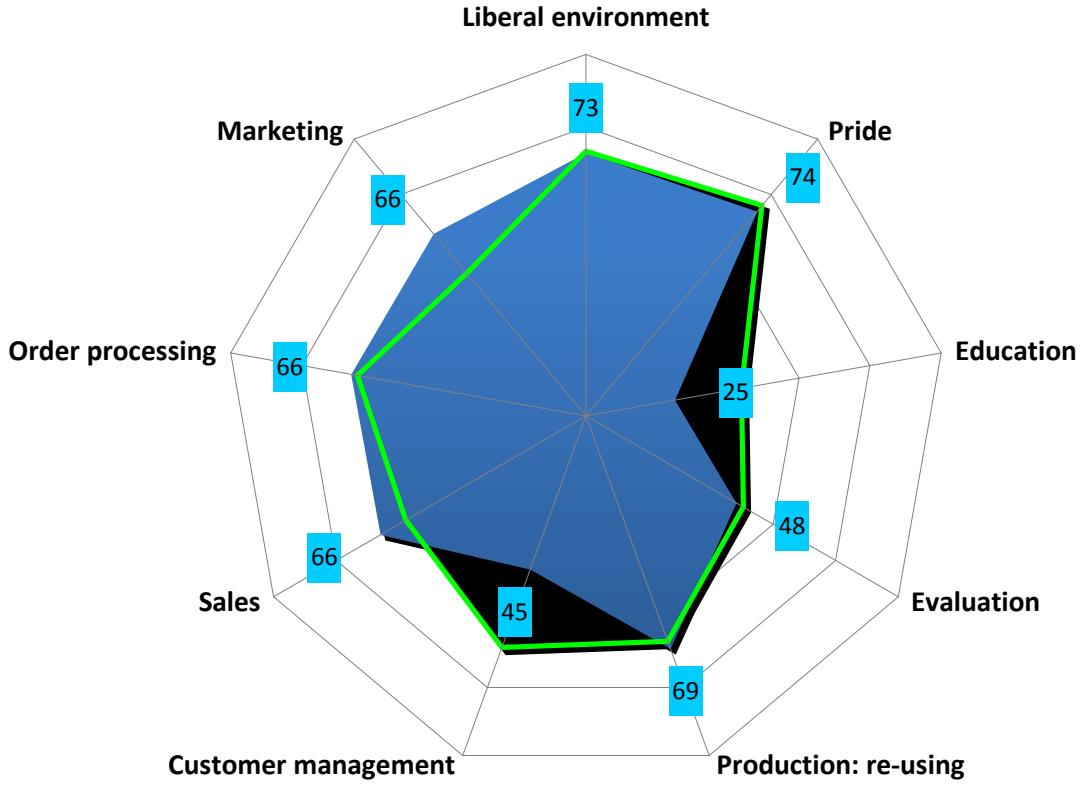
Processes 1

■ Comp. Score
■ Best Compet.



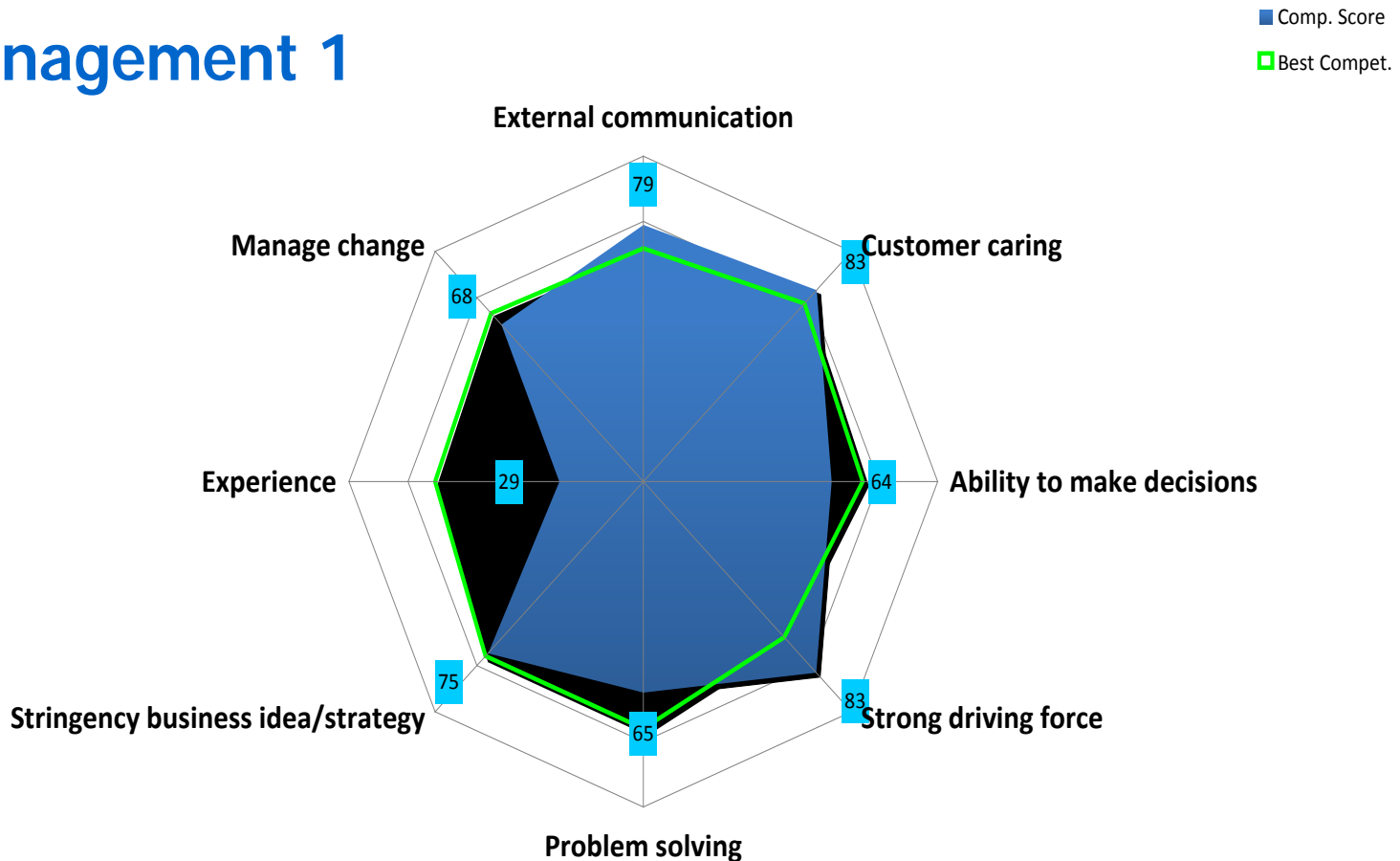
Processes 2

■ Comp. Score
■ Best Compet.



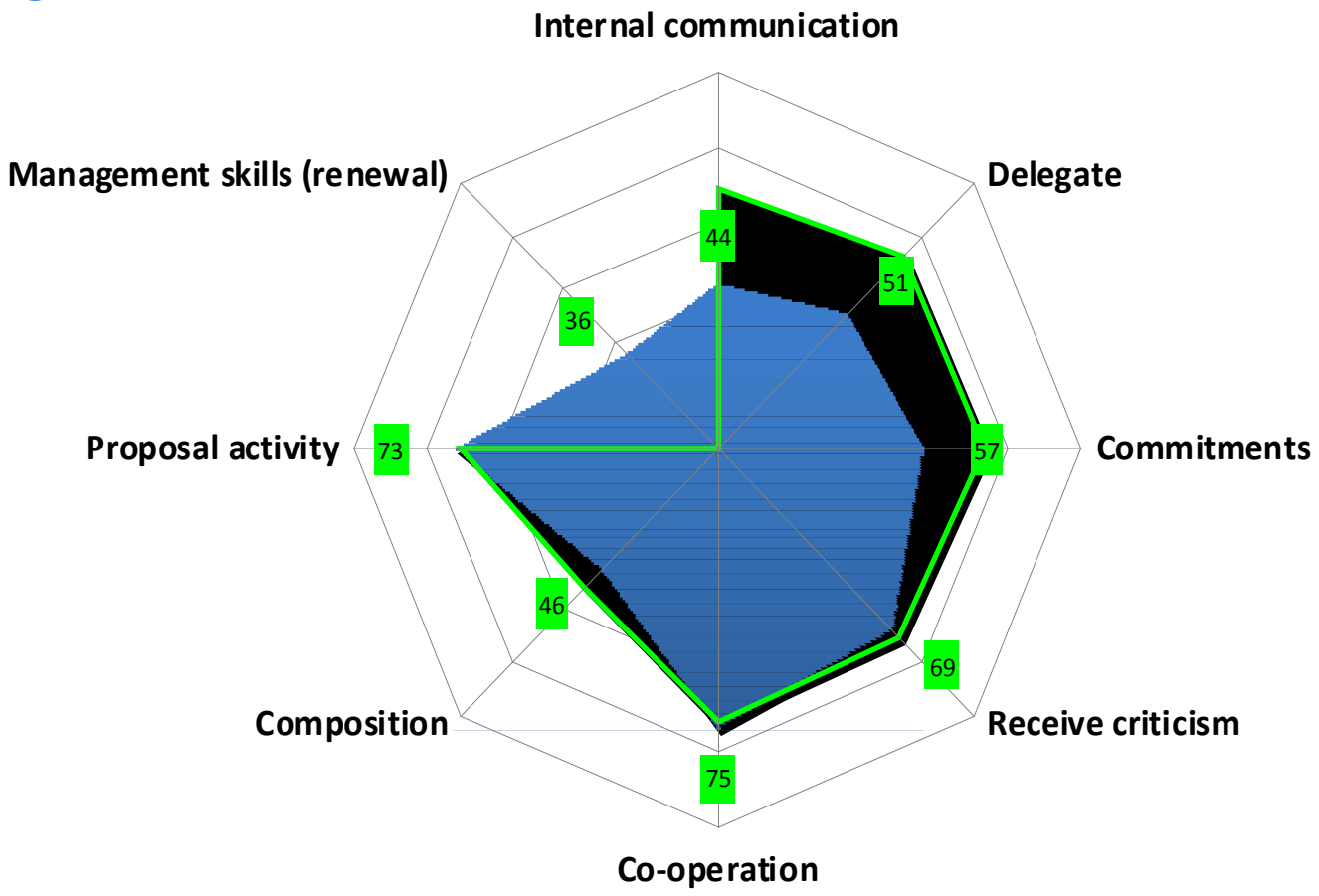
Human Capital Challenge and renew management

Management 1



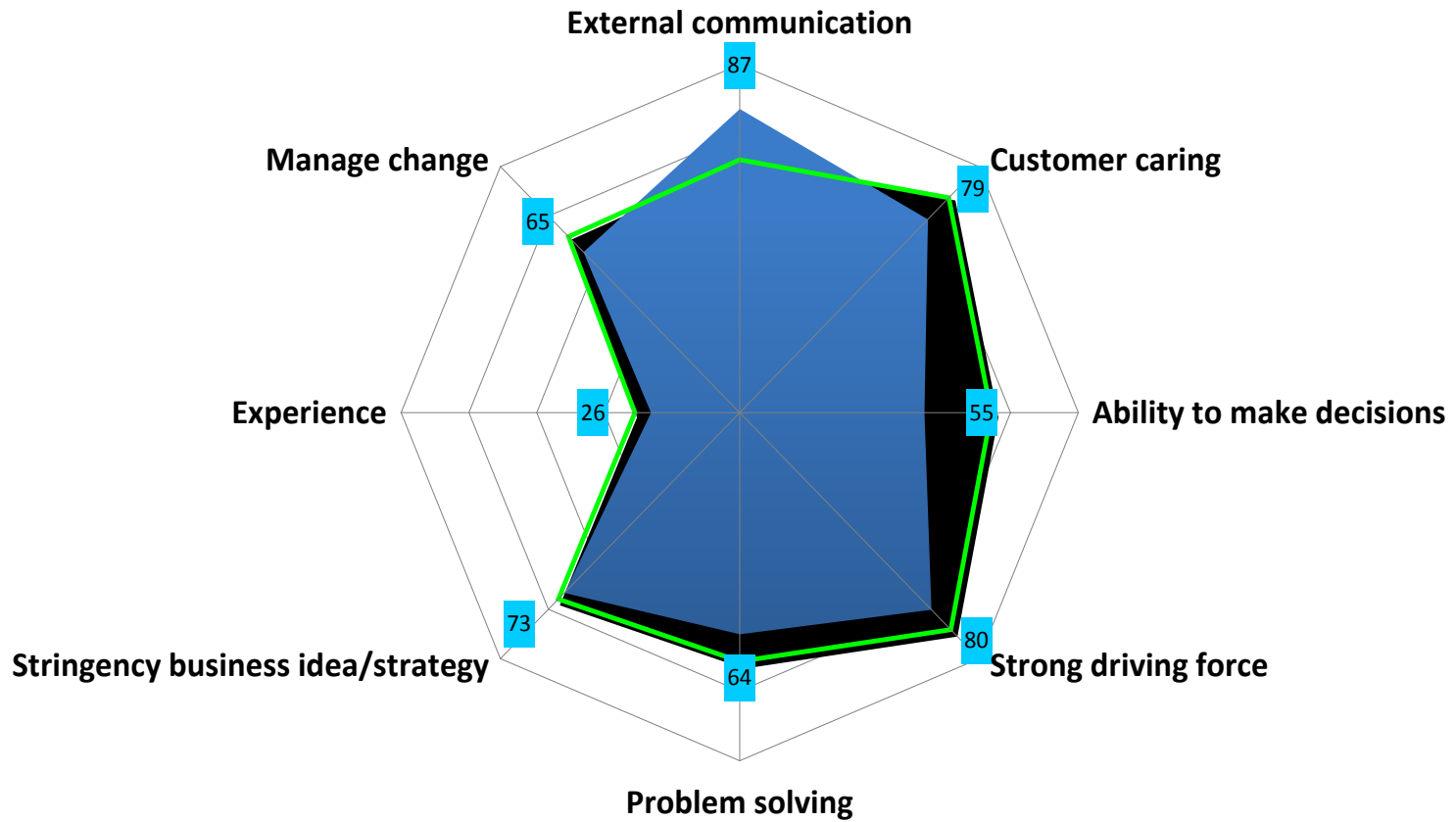
Management 2

■ Comp. Score
■ Best Compet.



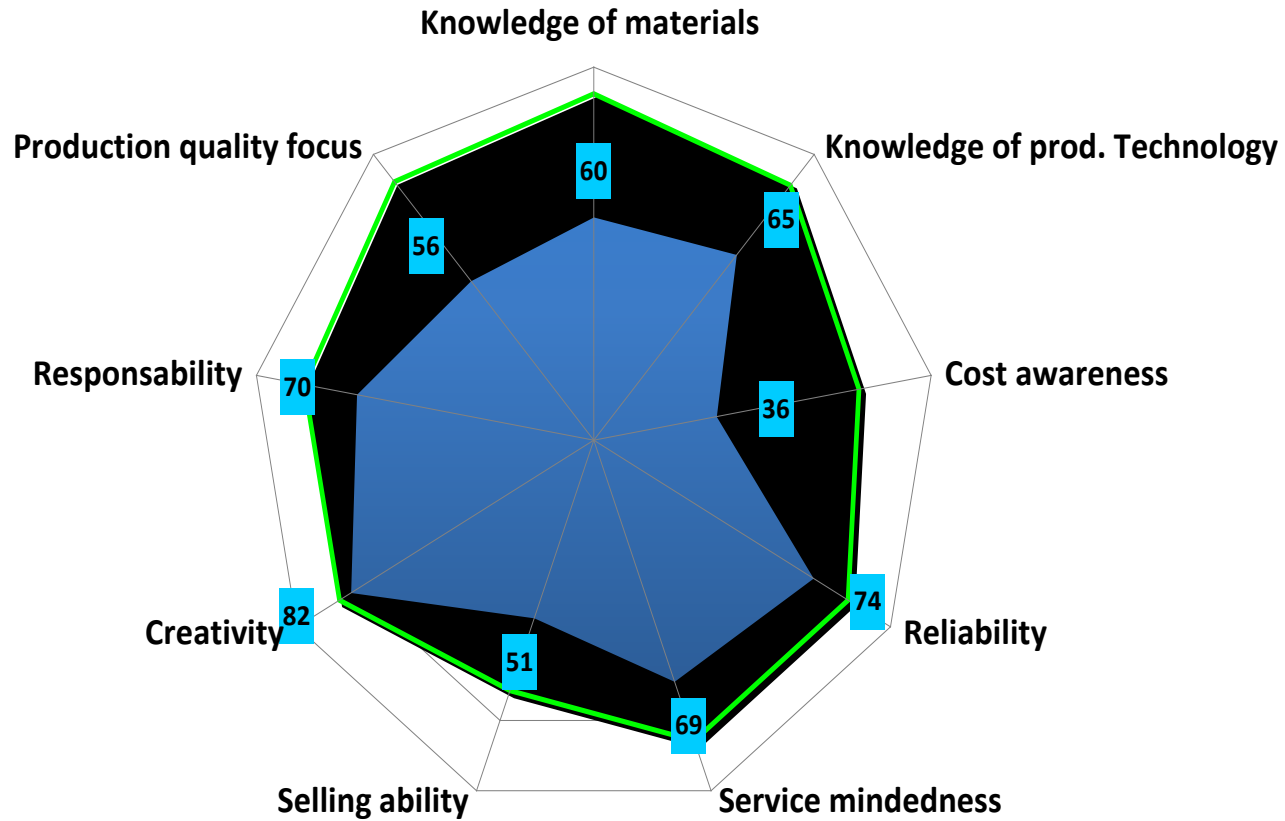
Management 1

■ Internals ■ Externals

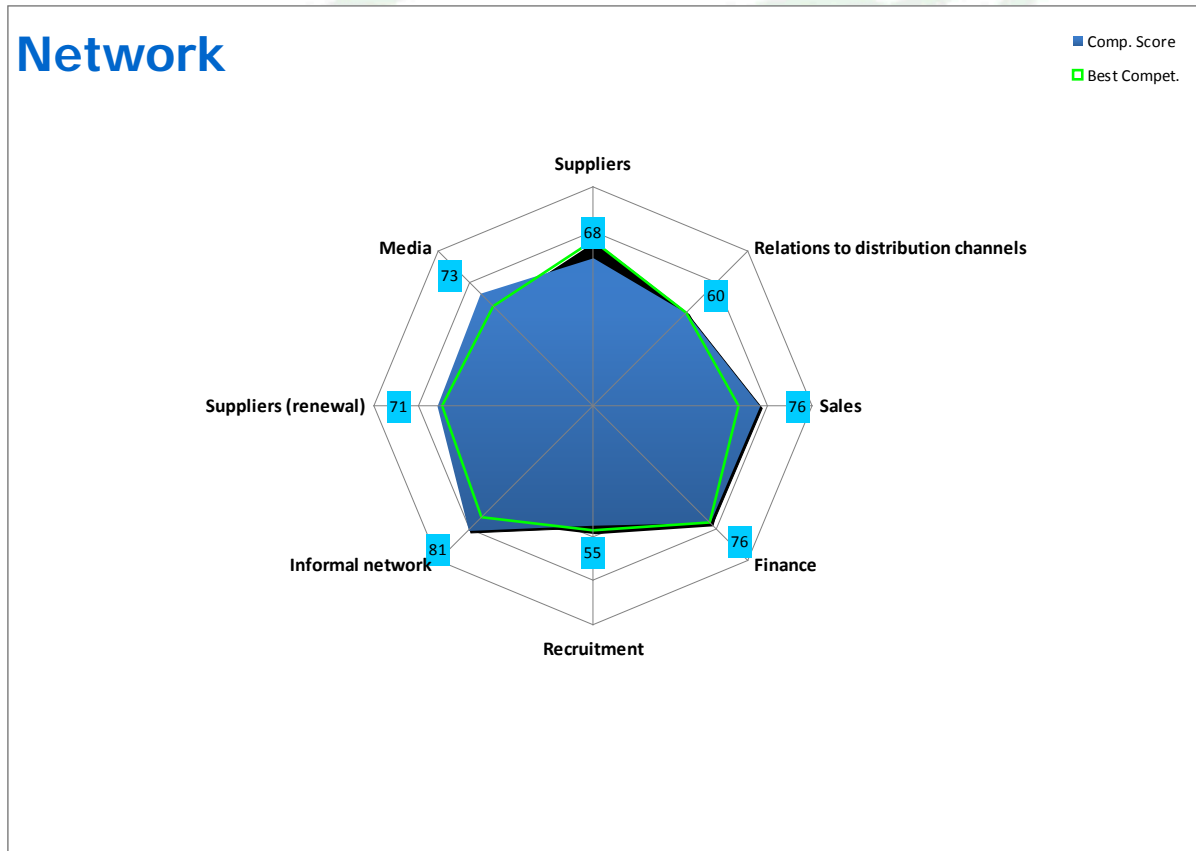


Employees Competences

■ Internals ■ Externals

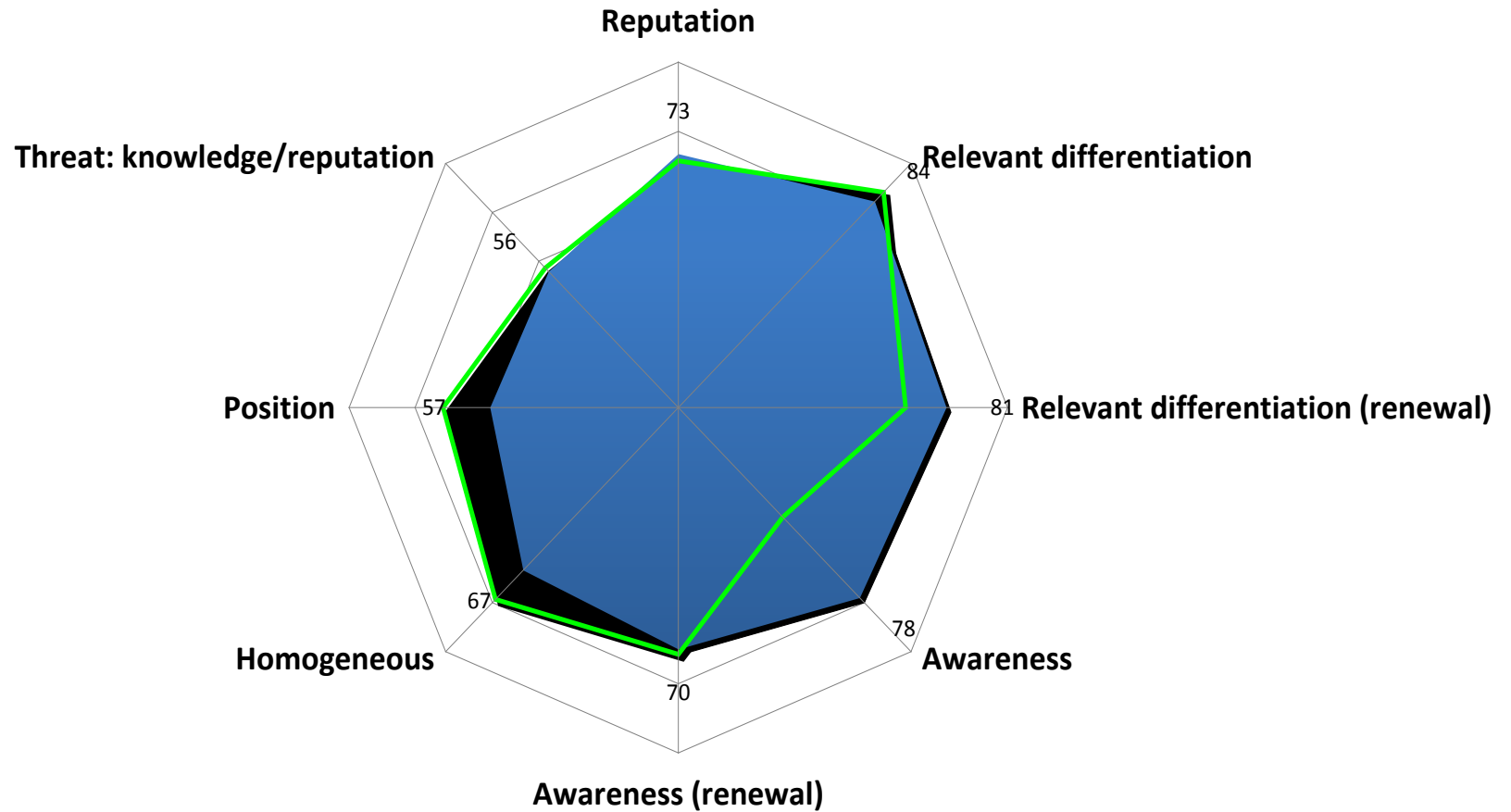


External / Relational capital

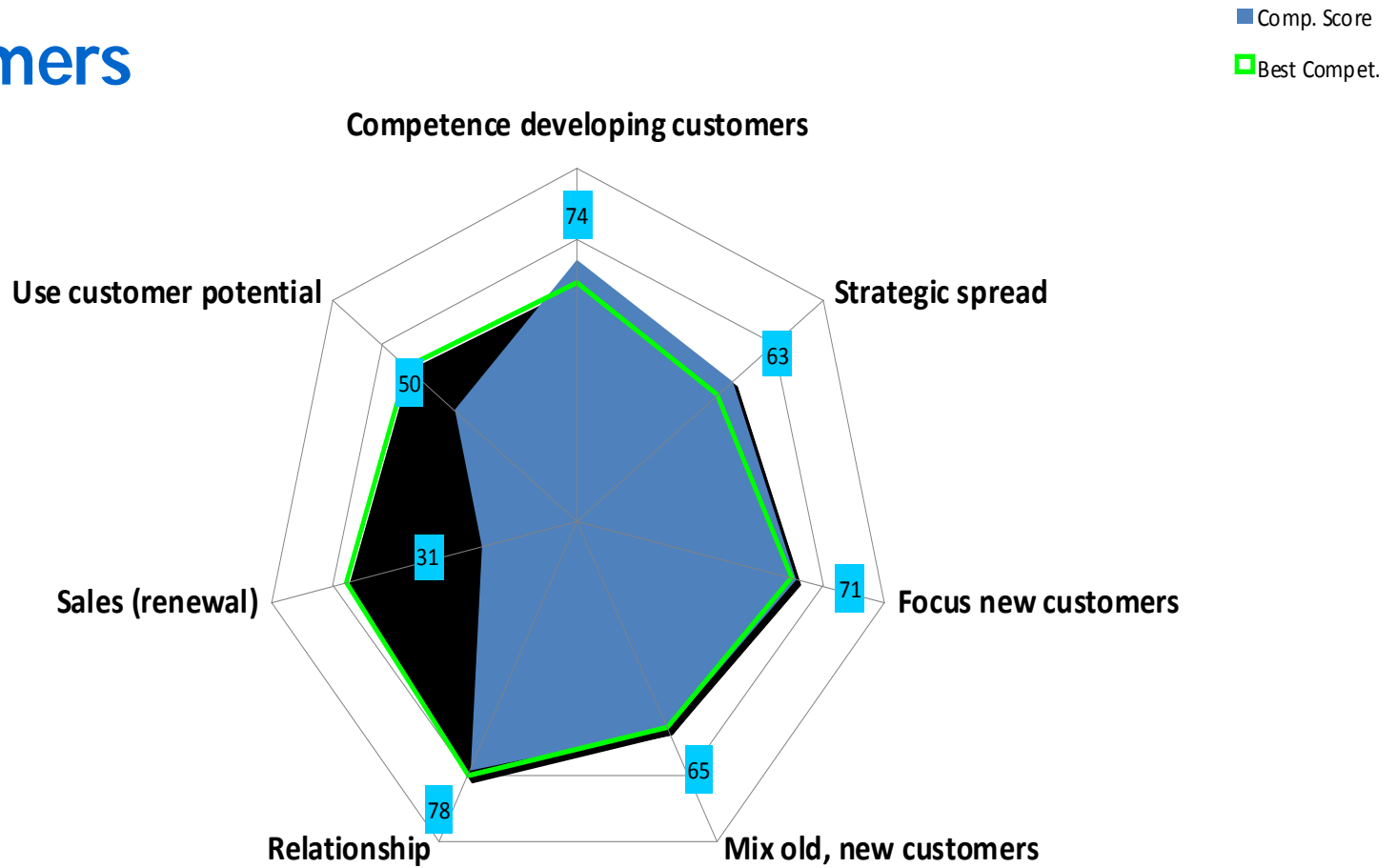


Brand

■ Internals ■ Externals



Customers



Three key issues

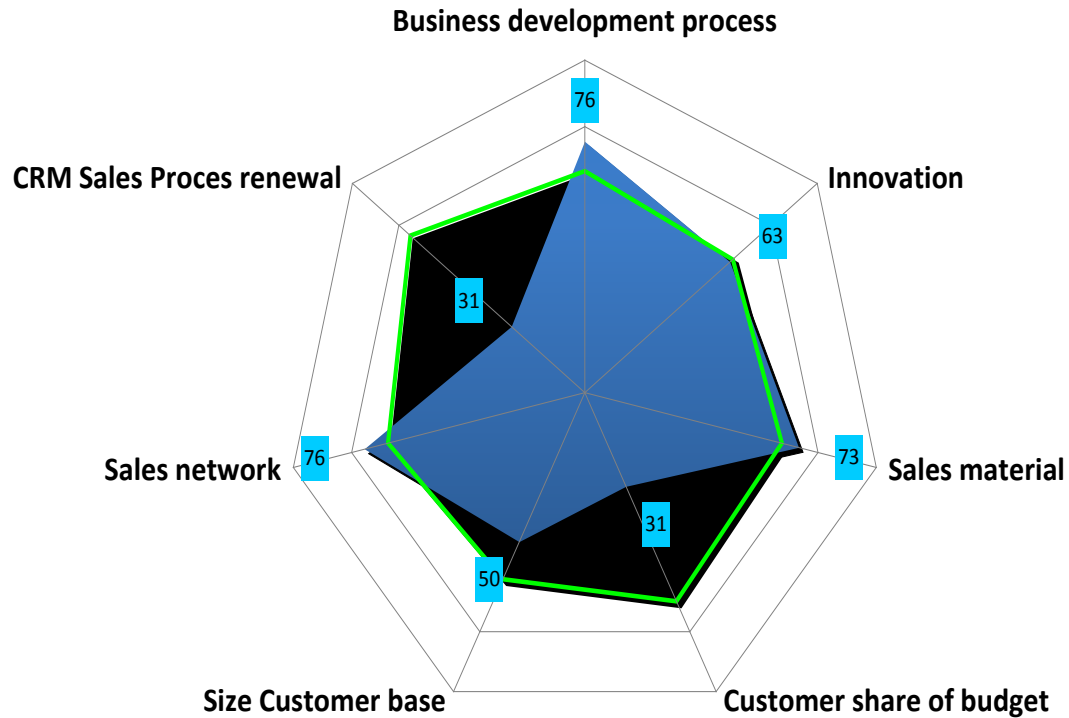
1 Focus on Marketing & Sales

2 Cash & Protect your strenght and potential

3 Challenge and renew your management skills

1. Focus on Marketing and Sales

■ Comp. Score
■ Best Compet.



Quotes general

- *'We zien NPSP te weinig, ook niet even tussen de opdrachten door over hoe zaken lopen, terwijl ze meer voor ons zouden kunnen doen'.*
- *'Ze kunnen meer betekenen voor de branche ontwikkeling, juist op terrein van duurzaamheid zijn ze koploper'*

Three key issues

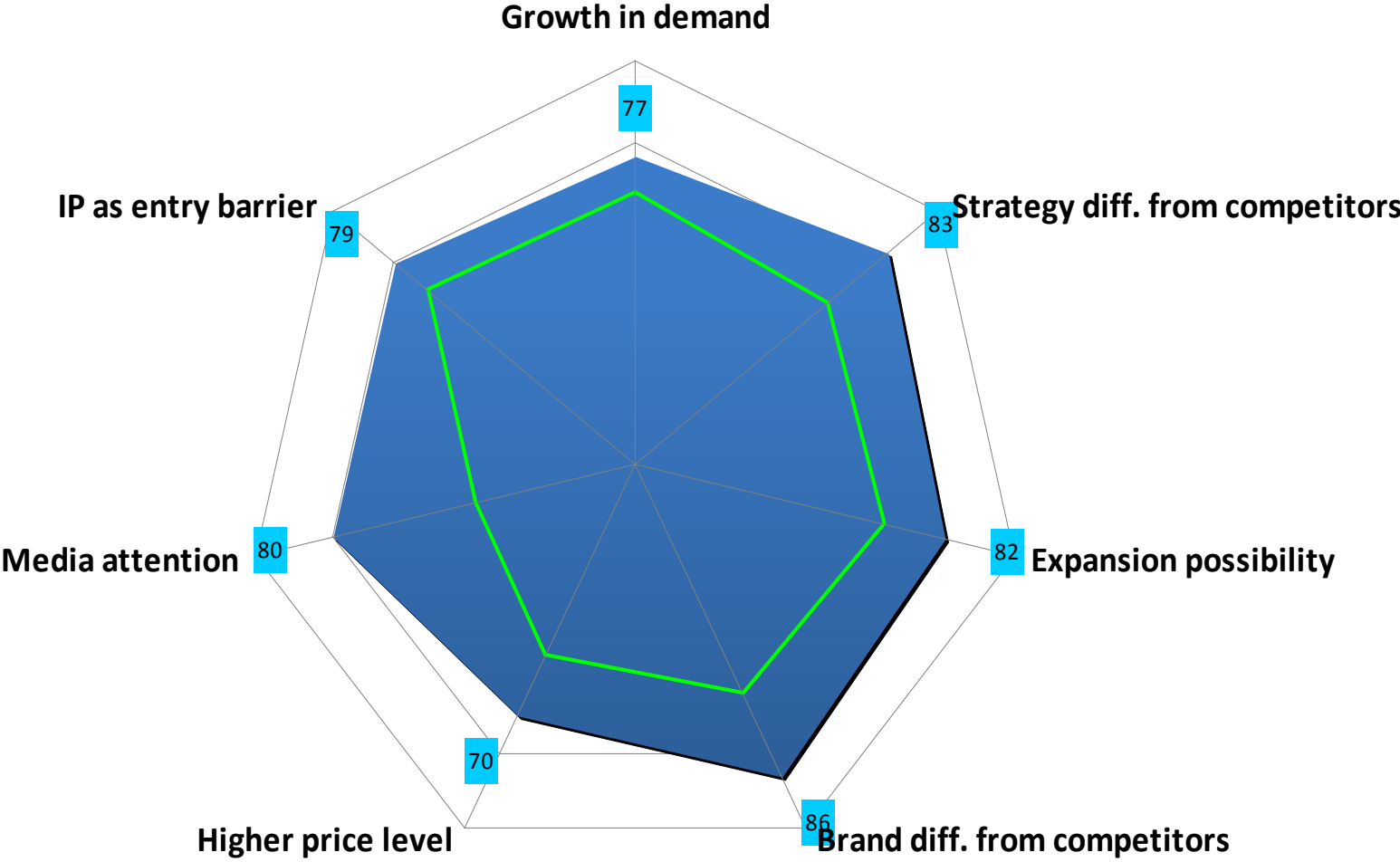
1 Focus on Marketing & Sales

2 Cash / Protect your strenght and potential

3 Challenge and renew your management skills

Strength and Potential

■ Comp. Score
■ Best Compet.



Quotes: strenght and potential

- *“De markt voor bio-composiet is groeiend, dit is het moment voor NPSP om te groeien en investeren”*
- *“De traditionele composiet markt is erg competitief, zonder Intellectueel Eigendom zijn ze niet sterk genoeg”*
- *“Meer bedrijven zullen de bio-composiet markt op gaan, het duurt een of twee jaar om de NABASCO productie processen te kopiëren”*
- *“Leveranciers zijn geïnteresseerd in NPSP vanwege ontwikkeling van hun marktaandeel”*
- *“Groene klanten hebben nu geen andere keus dan NPSP”*

Three key issues

1 Focus on Marketing & Sales

2 Cash / Protect your strenght and potential

3 Challenge and renew your management skills

Quotes on human capital

- *´We vinden NPSP een mooi bedrijf en brengen hen klanten aan, want ze hebben goed gevoel voor specifieke vragen in de markt.´*
- *´Hun motivatie en toewijding is enorm, echter ze zouden meer -business like- kunnen opereren´*

Motto

“Measure what is measurable and make measurable what is not so”.

Galileo Galilei

