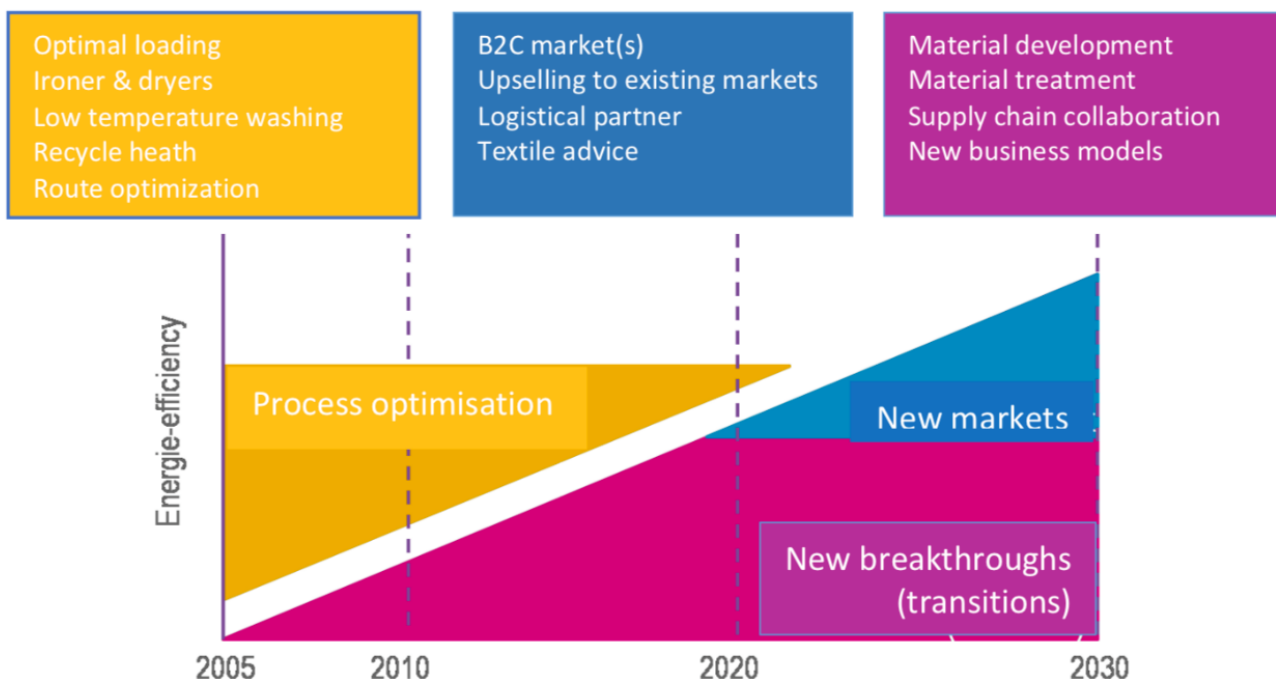


PTC International Laundrypreneur YEP Exchange program 2019/2020

Starting points

- Professional textile care (PTC) in the developed markets (like US, Japan and Western-Europe) is at a mature stage of the product life cycle which requires re-invention of the business model to find growth again.
- To achieve this, the potential market is defined in its broadest way possible, taking into account all textiles being washed. This includes domestic laundry, OPL (on premise laundry) and Retail Textile Cleaning and Industrial Laundry-Textile Services. Market statistics in the Netherlands (from TKT and CBS) as well as European Studies, indicate only 5% of all textiles is washed by PTC companies, hence the market potential is huge (95%). Market research has concluded that the following four market segments are most promising to develop:
 1. Elderly care @home or in small communities
 2. SME companies & small organization units
 3. Construction companies with a flexible working force
 4. Modern consumers (DINKY's, singles and professionals)
- State of the Art technology enable textile care companies to set up new concepts to gain market share. As described in the Roadmap 2030 of FTN (Dutch association for textile services) the focus on innovation will change from process innovation to new business models. We're now approaching the milestone of 2020.



Objectives

This program is communicated to CINET members and stakeholders as a program aimed for:

- Exchange know-how and practical experience amongst young promising Laundry managers & business owners
- Stimulate innovation and development of new business models and services for (new) market segments by organizing 3-5 master class programs (in 3-5 different countries) focused around a specific topic for new market development, incl. innovative technologies, human resource management and marketing strategies.
- Build on the PTC community; set up personal contacts between the most promising young laundrypreneurs from different countries, long-time industry experts and leading suppliers to discuss new technologies and how it can open up new markets.

Concept

CINET will organize a 3 day program in 3 different countries (so approx. 9 days in total, optional 2 days extra) on digitization & new business development. The group of young entrepreneurs (30-40 years) that apply have to choose one of the four new market segments (mentioned in the starting points above) which they would like to develop for their own business. Subsequently a business plan will be developed and pilots will be executed in between meetings.

Note! New business development will be focused on customers which currently aren't widely serviced.

The Program will focus on all major areas of expertise required for business model and service development. Additionally, there will be interactive meetings dealing with new market area's and services as well as practical assignments to prepare business plans and execute pilots between meetings of the exchange program throughout the year. At the Global Best practices Awards meeting June 20th 2020 at Texcare International in Frankfurt the results will be presented by the participants.

The best business plans and pitch presentations, evaluated by independent international Business Experts will be granted with YEP Awards (young executive professional);

- The Overall International YEP Award 2020
- The Most innovative YEP Award 2020
- The best Marketing Strategy YEP Award 2020

In both categories BtoC and BtoB. All participants who deliver a paper meeting the set criteria, will be rewarded by a CINET International Award of Excellence.

All rewarded business plans & reports will be brought together in a CINET World of PTC publication, distributed at the GBPAP event.

Experts that will support the program

There will be joint interactive meetings led by international professionals and hosted by esteemed organisations within the industry, that all have their area of expertise;

1. The Netherlands – data management & logistics
2. Spain – Smart washing/laundry solutions & HR Management
3. Italy – How to cope with new textiles & fashion
4. USA Marketing strategies & finance
5. Asia – Quality Management & Customer Service
6. Optionally: France or Germany

Organization

Each trip will be consisting of 2,5 days study, assignments & workshops, followed by 0,5 day of cultural sightseeing & fun with the whole group of entrepreneurs.

CINET will set up a Coordinating team, to take care of the organization and content, as well as all PR and communication. For each of the new market segments one CINET coordinating captain will be assigned whom can accompany the group of entrepreneurs in its endeavors.

For financing several sponsors are involved for each trip whom can also support the program from a content point of view. Each time the sponsor will arrange the local facilities, the travel cost (flight) is for the young entrepreneur.

Program

The aim is to organize each trip around one of the major shows in PTC.

For instance:

- Laundry Experience Event 13-14 Sep 2019 in Belgium/NL
 - Meet & Greet 12 September – 1 day introduction of program, personal & company introduction and share the vision of your business to other entrepreneurs in the group
 - LEE 19 visit 13-14 September
 - Visit Clova, a state of the art industrial laundry for flat linen and personal garments in elderly care
 - Presentations & workshops with leading suppliers in the field of textile care on robotics, data management, online marketing and
 - Jointly develop the first version of the business model with your group for new market segment you've selected.
 - Visit Antwerpen for city tour and beer tasting 15 September
 - Assignment after this meeting: re-think the business model & find a (group) of leading customer(s)
- Texcare Asia 24 – 28 sept 2019
- Italian Best Practices Awards (date TBD)
 - Day 1: Recap of last meeting, each group presents results to other groups and profile of leading customer(s)
 - Day 2: groups split up and dive into the business model with experts from the industry and technology needed. CINET will take care of the invitations to experts based on first meeting.
 - Day 3: continue to formulate detailed business model, rotate experts amongst the groups and discuss with participants in the group to iterated pilot plans for the coming months.
 - Day 4: Enjoy Milan / Verona
- USA Awards Program (date TBD)

- LCT Cleanex 26-27 April 2020
 - Day 1: Each participant presents results of last months to own group to gather feedback. The day finishes with 4 summaries of all findings per market segment presented to the whole group for feedback.
 - Day 2: Management and technical guru's (both experts from previous sessions and new experts) will be invited to make key note presentations about the developments so far and provide suggestions how the business model can be improved.
 - Day 3: The groups split up and finalize the business model incl plans for the next couple weeks. At the end of the day a brief recap is presented for each subgroup to the whole group
- Texcare International 20-23 June
 - Presentation of the final results and business models per new market segment at the GBPA event on 20 June

Planning

1. Feb-June fix program and main partners per country
2. July-Aug; draft program and invite young entrepreneurs
3. Sep 2019 – May 2020: execute program in different countries
4. June 2020: final meeting at Texcare International; CINET Awards program.

Registration

You can apply via the CINET-secretariat, tel. +31 344 650 430, email cinet@cinet-online.com, for a personal invitation.

The cost for the whole YEP-program is just EUR 650 (excl. VAT). Hotel & subsistence cost (not covered by sponsors), travel cost, insurance, visa etc at your own account.