

# Next Economy Bedrijventerreinen



# TPY

Technology Park Ypenburg  
The Hague

**MRDH**

**3 November 2020**

# TPY

UNIFIED  
INTERNATIONAL 



- **We are a Not-For-Profit Foundation**
- **We support, stimulate, inspire and assist companies to:**
  - Collaborate and contribute in a growing network
  - Create, Experiment and Develop innovative solutions
  - Grow business and develop talent
  - Secure funding and investment
  - Relocate or expand at TPY

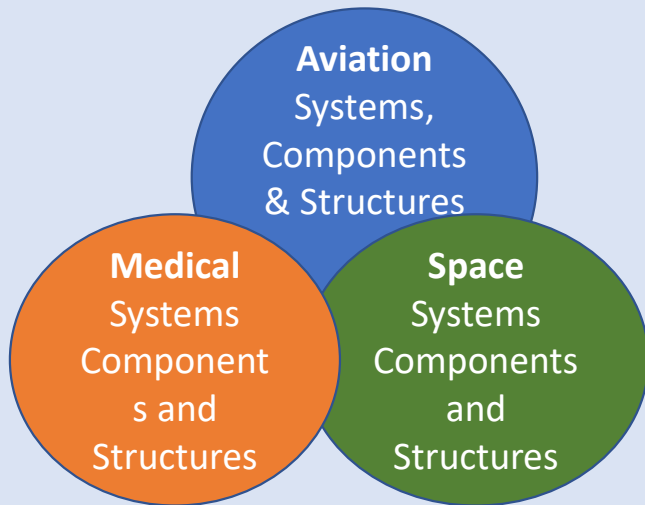
**Your success is our success**

The TPY logo, featuring the letters 'TPY' in a bold, sans-serif font. The 'T' and 'P' are in a teal color, and the 'Y' is in a darker blue. The logo is set against a white square background.

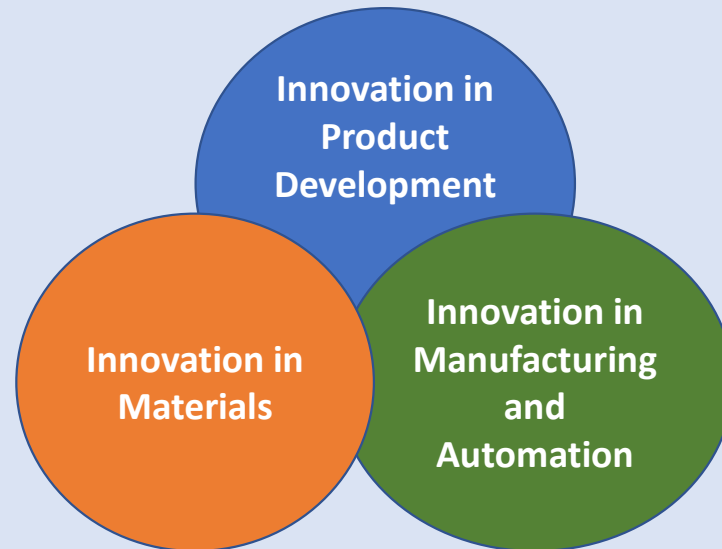
# Introducing Technology Park Ypenburg



## Where



## What



## How



# Making the Transition



Phase 1  
Vision and Feasibility  
Planning

Phase 2  
Proving the model

Phase 3  
Sustainability

Phase 4  
Growth



# TPY: High Tech Hub to EnHance your business UNIFIED INTERNATIONAL

One Stop Shop for all you needs

Be part of a vibrant High Tech operational business environment

Access to a Knowhow and Special Machinery



Scale Up & Innovation Center

Scale Up Spaces

For Start Ups who are ready for the next level

For Start Ups and Student teams to inspire, experiment and develop

Prototyping Maker Spaces



Prototyping Center

Flex Spaces & Offices

A landing spot for your business to start or continue its journey

Grow your network and share with fellow collaborators

Community Center



Community Center



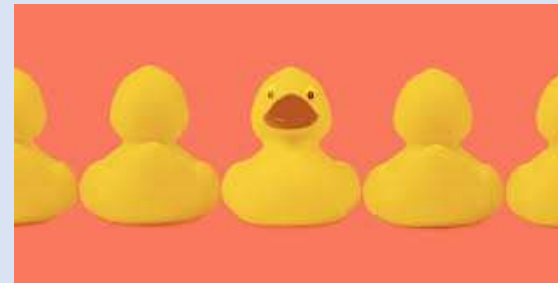
Academy



# Creating a Technology Park for the Next Economy



**Ambition setting**



**Stakeholder Alignment**



**Market Connectivity**



**Eco System Enhancement**

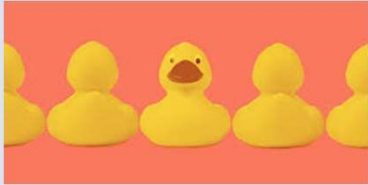
# Ambition Setting



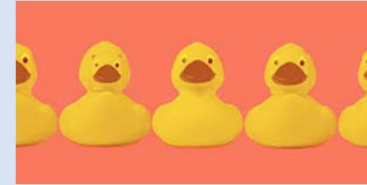
- **Outside in and inside out perspectives**
  - Understand the capabilities and synergies to build upon
  - Understand core market trends
  - Understand the constraints
  - Listen to all perspectives but then decide upon and drive your beliefs for success
- **Set stretch targets and ambitions**
- **Live your ambition!**



# Stakeholder Alignment



- **Critical for success**



- **One break in the alignment can mean success or failure – they may have conflicting needs**

- Stichting
- Incumbent companies
- Landlord
- Local government and other critical members of the Eco system
- etc



- **Be prepared to breakdown barriers which takes time to overcome**

- Your initial objectors can become your biggest supporters



- **Have a clear vision and communicate it well**



# Market Connectivity



- Understand key trends that alignment can help your cause



- Seek quick wins & win-wins to establish the connectivity

- Focus your campaigns – *be aware of what you are not*

- Markets
- Capabilities



- Recognise you have differing markets/stakeholders who need different messages – *we have identified 13*

- Strategy, Aim and Messaging defined for each



- Its a rollercoaster enjoy the ride

# Eco System Alignment



- **A technology Park needs to have its value adding and complimentary position in the chosen Eco system**

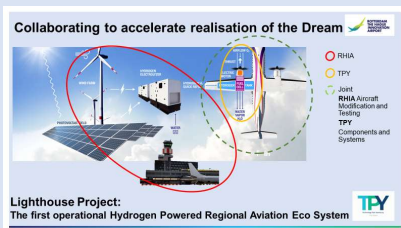
- **Stronger together!**

- Create a unique value adding proposition to help you position your self in the Eco System
- Build on collaboration and help eachothers growth
  - On campus,
  - In immediate surroundings
  - Regionally
  - Nationally
  - Internationally



- **Example RHIA and TPY**

- Get into the detail to Identify common goals and complimentary capabilities
- Define a strategy that will help you both in the Eco systems and also in the trends in the targeted market(s)



# Making the Transition



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Planning

Phase 2  
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Phase 3  
Sustainability

Phase 4  
Growth

**We are not there yet ... But we will be!**





## And Discussion:

How does this journey fit with yours?  
How many are in Start, Scale or Mature Phase?  
How to help each other?