

The



Program

Your source of innovation



Some of the most creative and business-oriented young people in Romania work together with your company to solve the most important challenges your business faces.



Added value and benefits



For companies

- Interaction with Gen Z and their perspective
- Contact with a divergent perspective (the non-expert point of view is not affected by biases or previous solutions) => more perspectives, out-of-the-box, creative way of thinking and influencing your company culture towards innovation
- Concrete solutions to a real business challenge
- A fresh take and business potential
- An audit of your business/ an external look on your business through interviews taken by the participants with different stakeholders (employees, management, clients) + the creation of an external lense for management and employees through which they can analyse their business.
- A strategic advantage by building a database of future partners
- Event costs can be tax deducted (sponsorship contract)

For young people

- Interaction with real businesses and experience in various industries
- Solving real business challenges
- Trains business-oriented, creative, out-of-the-box thinking=> it encourages them to express ideas and provides them with confidence in their potential
- Experience with an innovation methodology by taking part in the bootcamp
- Developing essential 21st century abilities that are not covered by the current school curriculum, through design thinking (empathy, presentation building, teamwork, problem solving, critical thinking)

The Insights Experience



5 industries

HoReCa, legal, dental health, asset evaluation and consulting, sport and fitness

6 challenges

In the areas of recruiting, work environment, sales, marketing

B2B and B2C



4 examples of companies

	CityGrill	Junior and Family Dental Center	FairValue	BodyShape Transformation
Participants	21	27	15	12
Generated solutions	7	10	5	4
Implemented solutions	2	4	3	3



What do entrepreneurs say?

"Insights has been one of the best investments we made this year" – **Daniel Mischie, CEO CityGrill**

"The entire Insights experience was productive for our business, because of the fresh interaction, but especially because of the resulting solutions that we can immediately put into practice.

- Dan Draghici, founder of Junior and Family Dental Center

"In every business, after 10 years of activity, comes a moment when you realise you need to change, and nothing can be more fitting for this than a fresh mind, unprogrammed with usual practices. These young people convinced us that they are a great source of inspiration and the biggest surprise was that they understood the situation and came with concrete ideas, ideas which are exactly what we needed." – **Anuta Stan, Owner FairValue**

"If you feel that your business needs a dose of innovation, creativity and a fresh perspective then RBL's Insights is fit for you. The young people come with a lot of creative ideas and will help you see things from another perspective, one which you might not have thought of before. I really enjoyed the entire process because young people interviewed our actual clients, our old time members and I noticed some very well defined patterns. They came with fresh potential that is yet unexplored and undiscovered and so it is time we take things to the next level." – **Irina Alionte, Owner BodyShape Transformation**



Global Recognition

The Insights program has been awarded as one of the

Top 10 global programs for innovation ecosystem development

By ITU: the United Nations' International Telecommunications Union



How can we support you?



These packs are personally designed depending on the complexity of the challenge and the organization's needs

Bootcamps

We create bootcamps fitting for your business needs where we solve the most pressing business challenges or concerns

Focus group

Have a talk with creative, business-oriented and digitally native young people about what their interests and concerns are, aka your current or future clients and your future employees

One day sessions

You will receive a shot of energy, new ideas, fresh outlooks and reverse mentoring through sessions designed according to your needs

**What can we do to create a value of
100.000 euros (10x ROI) in your business?**



For a personalized offer, we would like to know how we can support you

Together,
we are building the next generation of global entrepreneurs and innovators

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