

The image features a central text element 'Cultuurloket' in white, bold, sans-serif font. The background is a collage of large, stylized letters 'C', 'R', and 'E' in various colors (yellow, red, purple, teal) and orientations, set against a light gray background with a subtle grid pattern.

Cultuurloket

WAT?

Missie

Cultuurloket vzw heeft tot doel **ondernemerschap** en **professionalisering** in de Vlaamse cultuursector te bevorderen en toeleiding naar **aanvullende financiering** te faciliteren teneinde duurzaam ondernemerschap in de Vlaamse cultuursector te stimuleren en te ondersteunen.

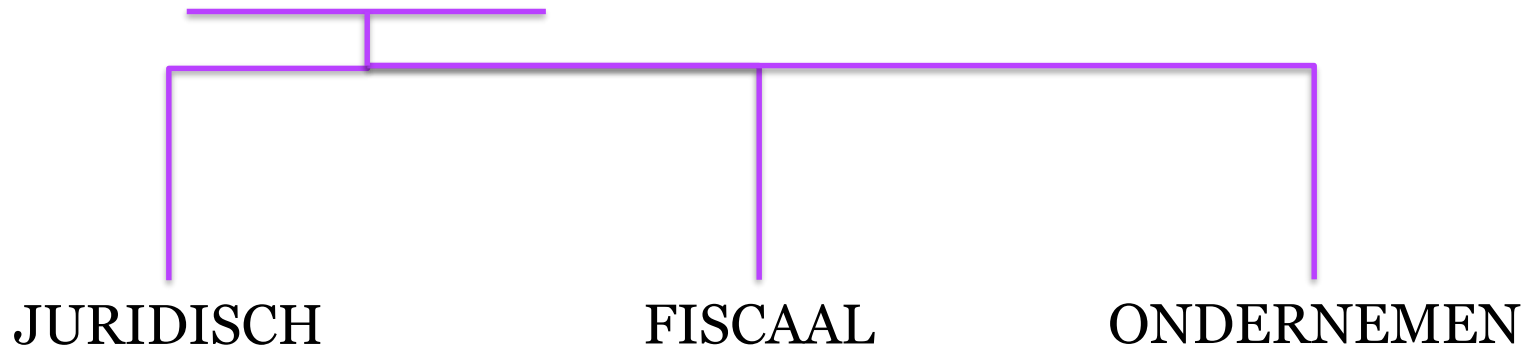
WAT?

Zakelijke ondersteuning voor de cultuursector



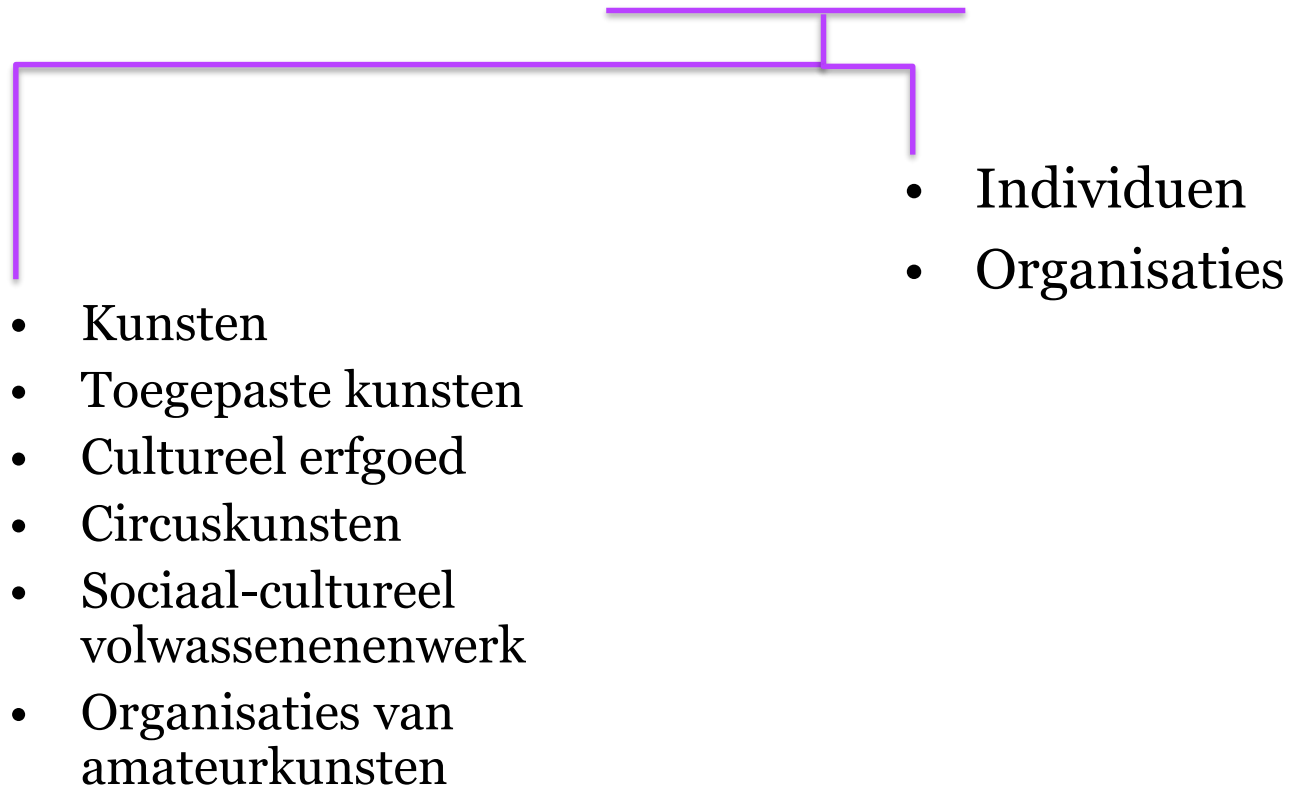
WAT?

Zakelijke ondersteuning voor de cultuursector



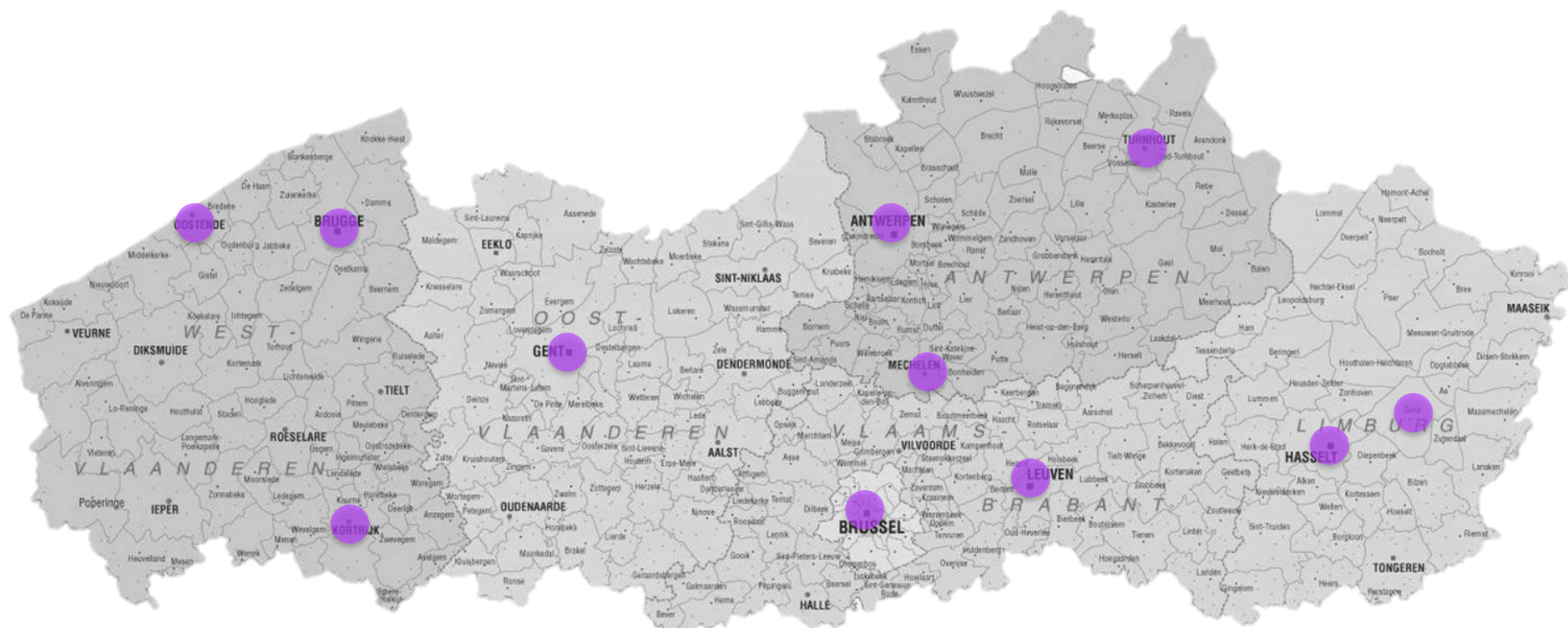
VOOR WIE?

Zakelijke ondersteuning voor de cultuursector



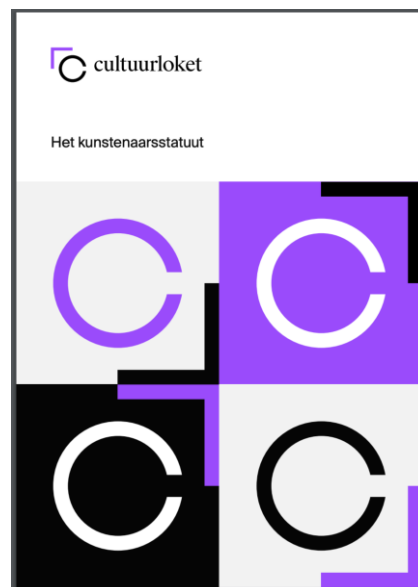
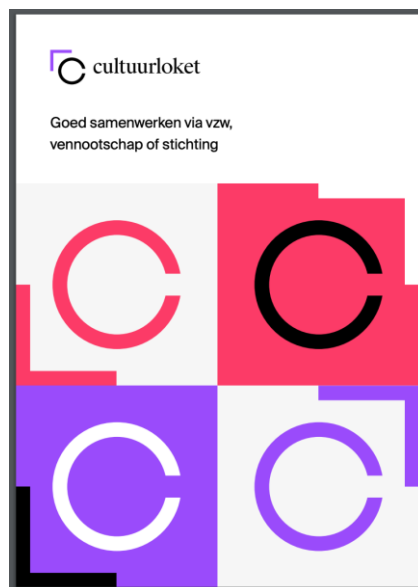
WAAR?

Zakelijke ondersteuning voor de cultuursector



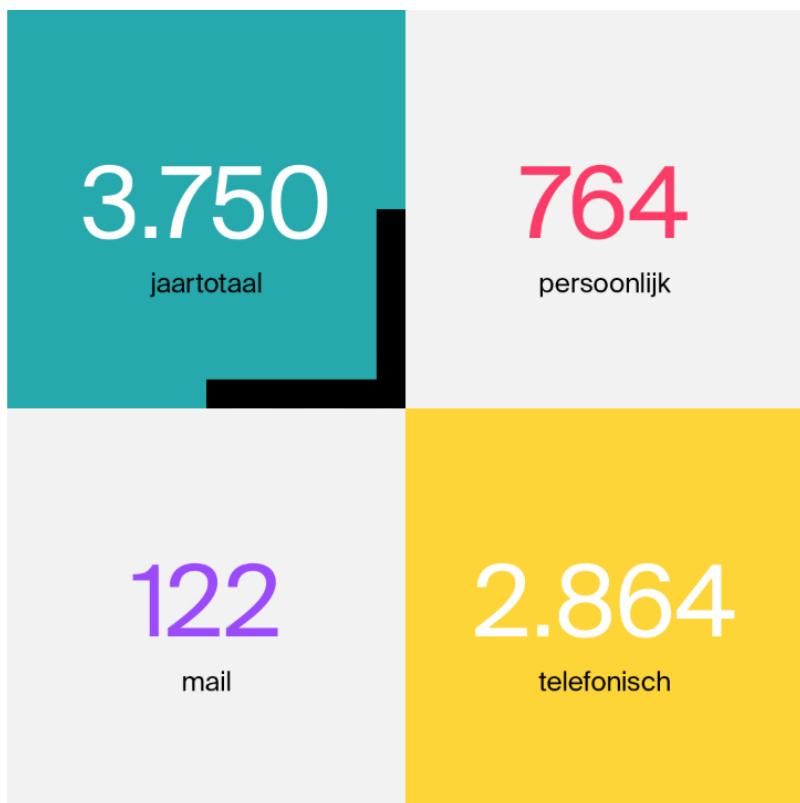
ZOALS

Brochures



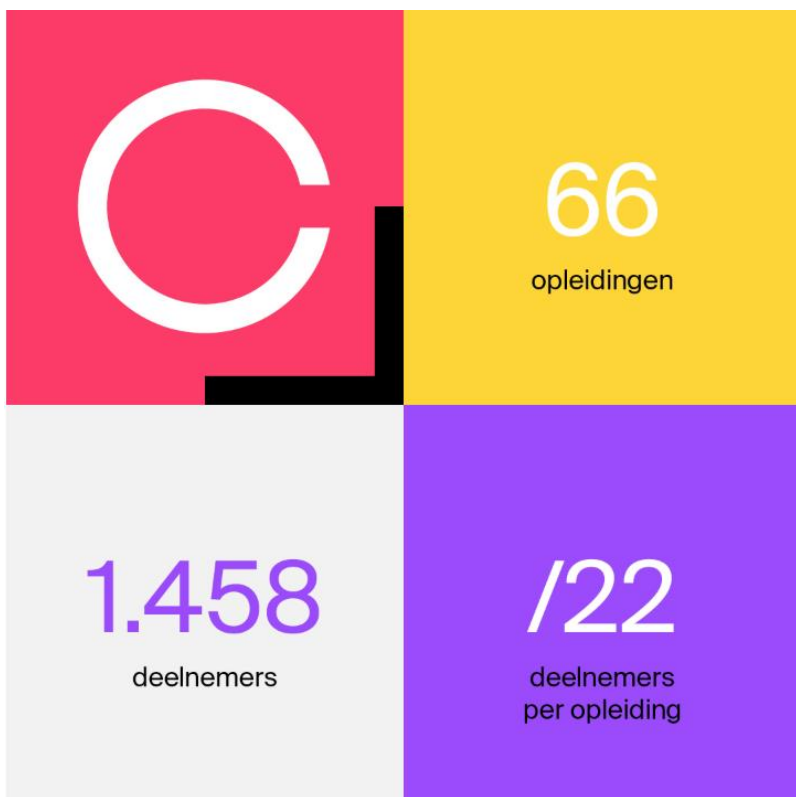
ZOALS

Advies



ZOALS

Opleidingen



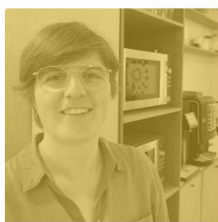
WELKOM!

www.cultuurloket.be



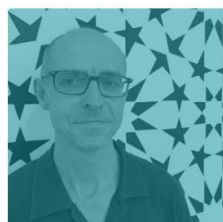
Consulent / regio-coördinator Oost-West-Vlaanderen

Annemie De Tremerie



Consulent / regio-coördinator Antwerpen-Limburg

Annemie Verlinden



Consulent

Dirk Vervenne



Consulent

Marie-Louise Reedijk



Coördinator kenniscel

Maarten Quaghebeur



Consulent / regio-coördinator Brussel-Vlaams-Brabant

Stijn Michiels



Onthaal en begeleiding

Nathalie De Maseneire



Onthaal en begeleiding

Sabine Riche



HR- huisvesting - administratie

Christine Meul



Marketing & communicatie

Karel-Jan Meert



Directeur

Jan Timmermans

Freelance consulenten

- Fried Roggen
- Jan Van den Bossche
- Jens Van Lathem
- Kathleen Deboutte
- Kitty De Schutter
- Koen Huygebaert
- Patrick Ghysel
- Tijs Vastesaeger
- Tobias Van Royen

Freelance projectmedewerkers

- Hugo Vanden Driessche
- Michael Van den Eynde

ONDERNEMMEN?

HELDER ZIEN

DOEL

Een goed plan beschrijft hoe je jouw **eigen droom** een **duurzaam** en **leefbaar** verhaal maakt.

WAT?

Een droom zonder een plan is alleen maar een droom

PERSOONLIJK

Wat is jouw droom

Wat geeft energie?

Wat is jouw rol in het verhaal?

WAT?

Een droom zonder een plan is alleen maar een droom

PLANMATIG

Wat komt er allemaal bij kijken?

Welke zijn mogelijke hindernissen?

Wat zijn mogelijke kosten en opbrengsten?

WAT?

Een droom zonder een plan is alleen maar een droom

CONCREET

Wat heb je te bieden?

Aan wie?

Wat is er anders/beter dankzij jou?

WAT?

Een droom zonder een plan is alleen maar een droom

NIET ALLEEN

Wie kan jou helpen?

Welke partners zou je nodig hebben?

HOE?

INHOUD










+

PRAKTISCH

+

FINANCIIEEL

MODEL

| | | | | |
|---|---|---|---|--|
| <h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>INTRODUCTIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p> | <h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES Production Problem Solving Platform/network</p> | <h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS Newness Performance Customization "Selling the job done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/usability</p> | <h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES Personal assistance Dedicated personal assistance Self Service Automated services Communities Co-creation</p> | <h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Basic Market Whole Market Segmented Demographic Geographic Multi-segment markets</p> |
| <h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MODEL Cost driven (based on cost structure, low prices when competitors, maximum automation, extensive outsourcing) Value driven (focused on value creation, premium value proposition)</p> <p>EXAMPLE CATEGORIES Human-made materials, rents, utilities Variable costs Economies of scale Economies of scope</p> | <h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, data) Human Financial</p> | | <h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PROSES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p> | |
| | <h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES Asset sale Usage fee Subscription fee Licensing/licensing Advertising Brokerage fees Advertising</p> <p>PRICE MODELS List Price Product feature dependent Customer segment Usage-based Volume dependent</p> <p>REVENUE PROSES Algorithm (Bargaining) Fixed (Bargaining) Real-time Market</p> | | | |