Grow a Pair turns ambition into results
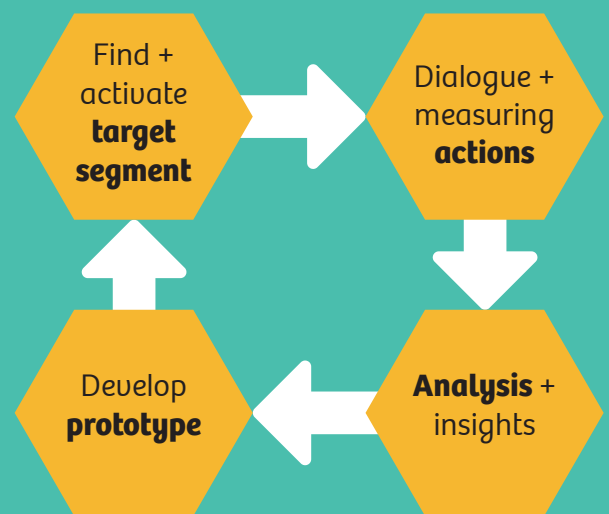# by designing, executing and analyzing effective experiments.

Do you see chances or potential left unused? Are you aware of the fact that innovation is essential to stay relevant in a changing world? Can you use a hand to free your innovative ideas from the paper and realize concrete results?

By running our experiments you will learn what your next step should be in record time. You will see what doesn't quite work too, saving you and your colleagues time, resources and frustration.

It is our strength to take the complex, intertwined world of your product or service, and boil it down to an experiment that will deliver insights you can act upon right away. By doing this, it becomes it possible to take on the opportunities you see, instead of having them be swayed by the issues of every day, or postponed by meetings and budget requests.

We apply the best parts of Design Thinking, Agile and Start-Up methodologies to get to relevant results fast. We don't ask for intentions, but measure actions. We can do this for-, or with you.

The only thing needed is a little bit of courage to take the first step: give us a call!

Find +
activate
**target
segment**

Dialogue +
measuring
actions

Develop
prototype

Analysis +
insights

"A lot of enterprises invest enormous amounts of resources in projects of which it is highly doubtful whether they will return on that investment. Grow a Pair will provide potent insights on this future, fast."

Daan Weddepohl - CEO Peerby

"Martijn can think out of the box in a structured way. His sharp analysis uses the latest theories and models.

Simultaneously Martijn surprises with fresh and original ideas."

Ivo Broeren - Product manager Payconiq

"Reinout helped us take a complicated business question and designed an experiment that provides direct and valuable data on how to decide. When option A and B don't work, he will come up with option C, D and E."

Nicolas Serre - Head of Digital & Innovation ING France

www.growapair.nl

Grow
A
Pair

What will your company and context look like in 5 years?
Our experiments will help you to stay relevant to your clients.

This year we supported the SVB, a governmental institute handling €40b a year.

1. Case

Students who study abroad, have to **notify the SVB**. Hardly anybody does this. As a consequence the students can be uninsured, risking high bills and fines. For the SVB this results in a lot of **extra work**.

2. Method

Using **Design Thinking**, we found problems and needs actually felt by students. We took these insights to develop an online prototype. Here students can create a personal checklist to prepare for their trip.

3. Deliverable

As it turns out, students **love to use this tool**. By using it, they **notify SVB** of their plans. Happy student, happy SVB, happy us.

4. Result

Instead of very few, now **hundreds of students notify the SVB**. This way we have realized a fitting solution in a much faster, effective and **cost efficient way** than SVB is used to.

Martijn Bekking
Martijn@Growapair.nl
+316 516 106 94

"Change is the key to development"

Martijn is a true corporate innovation professional. He is inquisitive and has been a driving force realizing innovative projects for the last 7,5 years, learning from a range of valuable start-ups.

In complex environments, Martijn delivers concretes results in collaboration with people of all kinds of backgrounds and expertise.

Applying these skills, Martijn launched a series of new services within ING bank, and won an innovation challenge where >800 competitors ran.

Reinout de Kraker
Reinout@Growapair.nl
+316 110 753 69

"Innovation doesn't need approval."

Being a Service Designer, Reinout has been building groundbreaking and concrete innovations for 10+ years.

At the Netherlands' biggest insurer Achmea, he designed, executed and analyzed an innovative service. As a result 200 overweight people lost >10kg each. As the health care cost decreased significantly because of this, the serviced could easily be financed by the decrease in redemptions being paid.

Through his foundation Takecarebnb, 150+ refugees stayed at Dutch families in a temporary stay.

www.growapair.nl

Grow A Pair