

INTRAPRENEURSHIP PROGRAM

CLIENT : UNILEVER FRANCE

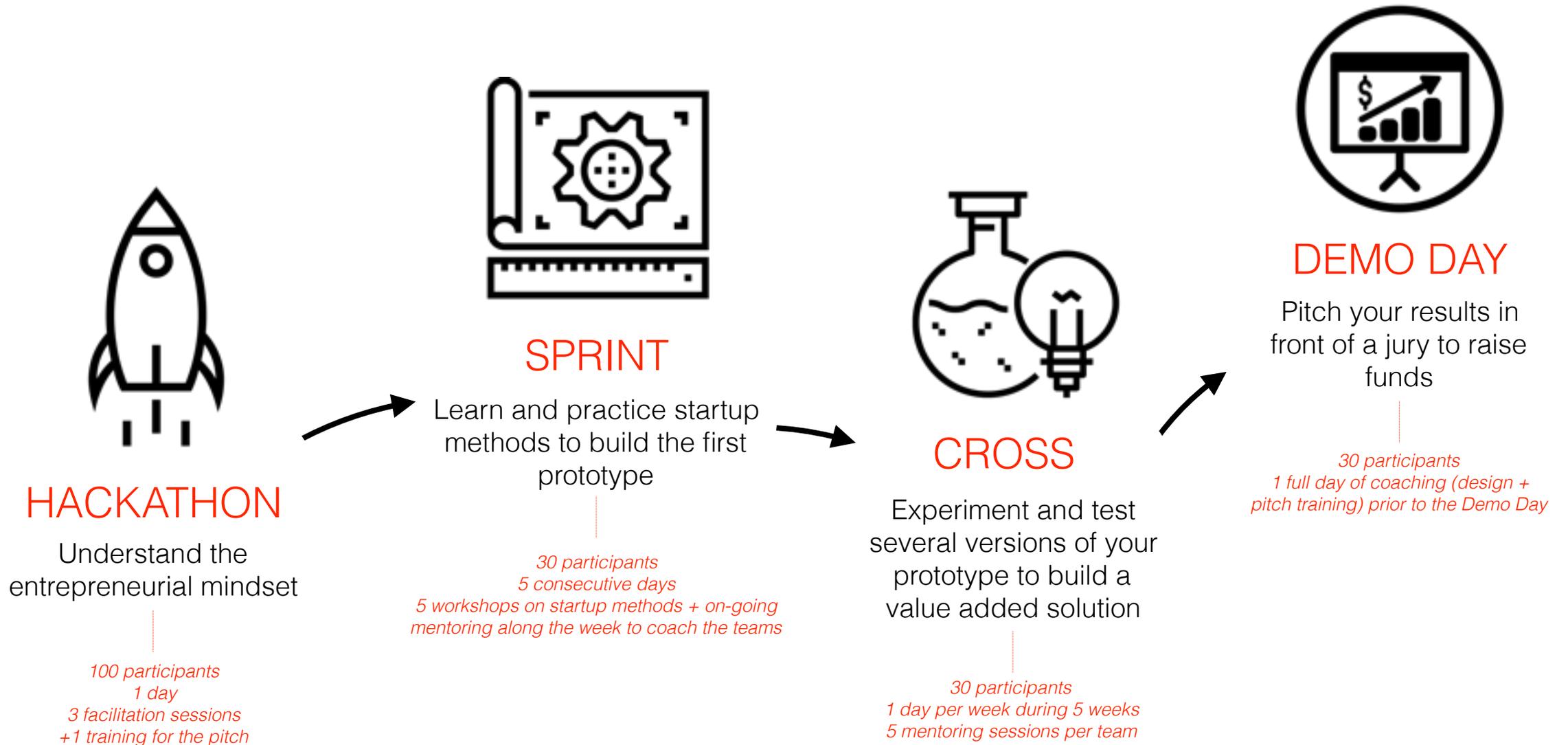
hack⁴⁰



THE « STARTUP ACCELERATOR » EXPERIENCE

Finding new **revenue** streams through
experimentation using the **startup methods and
mindset** to hack 5 business challenges in 2 months

PROTOTYPE, EXPERIMENT, ITERATE



EXPERIMENT

USER INTERVIEWS 108

PROTOTYPE ITERATIONS 13

HACK IN PROGRESS...

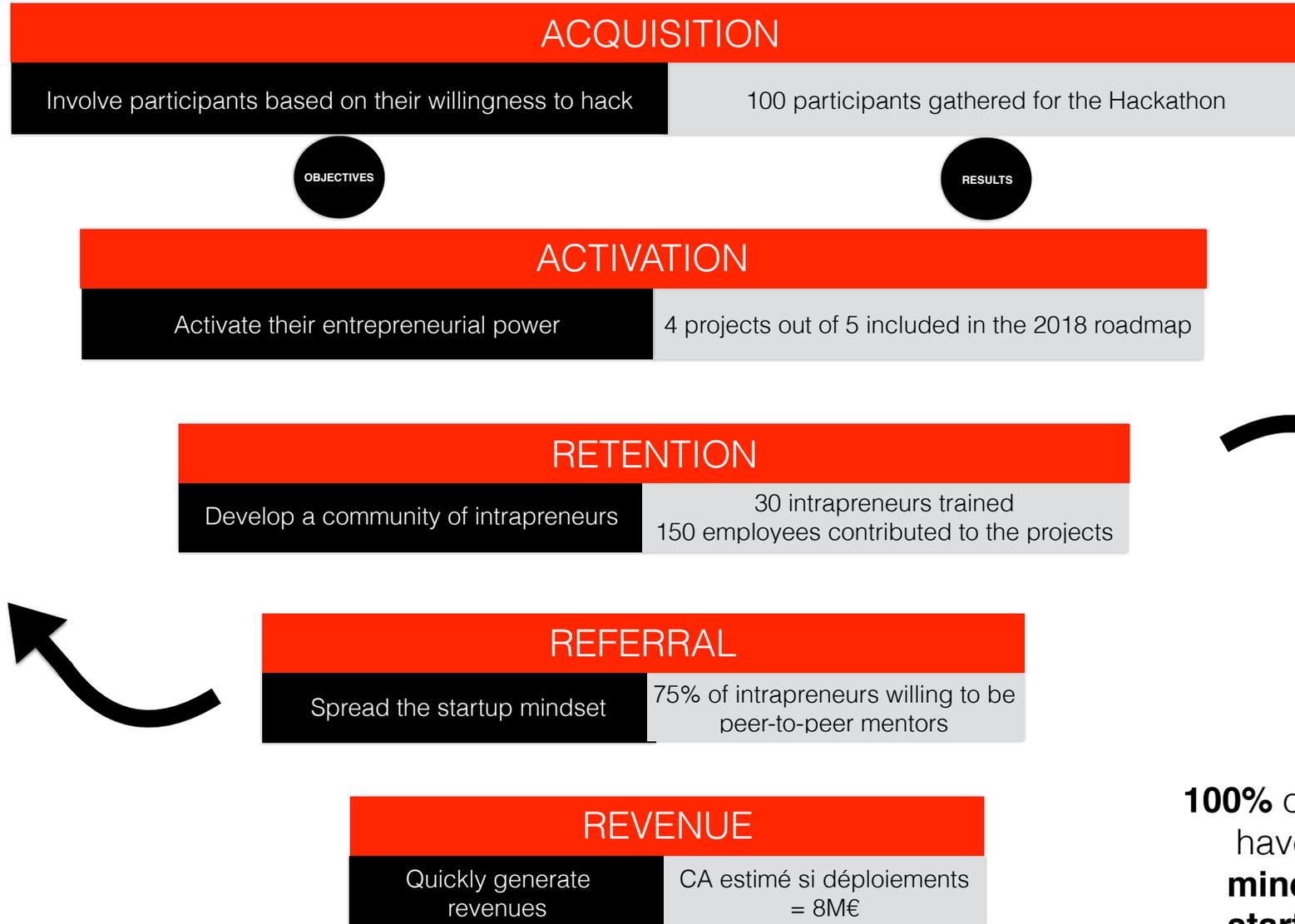
3 NEW PRODUCTS

1 NEW ROUTE-TO-MARKET

1 NEW CLIENT ENGAGEMENT MODEL

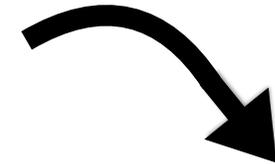
PROTOTYPE

MEASURING INTRAPRENEURSHIP



#ENGAGEMENT

69% of participants feel **more engaged as Unilever employees**



#CULTURE

100% of participants say they have developed a **new mindset** and learnt **new startup methodologies**

« Being able to bounce back straight away, not stay negative and dare to go further. It was an awesome human adventure. »

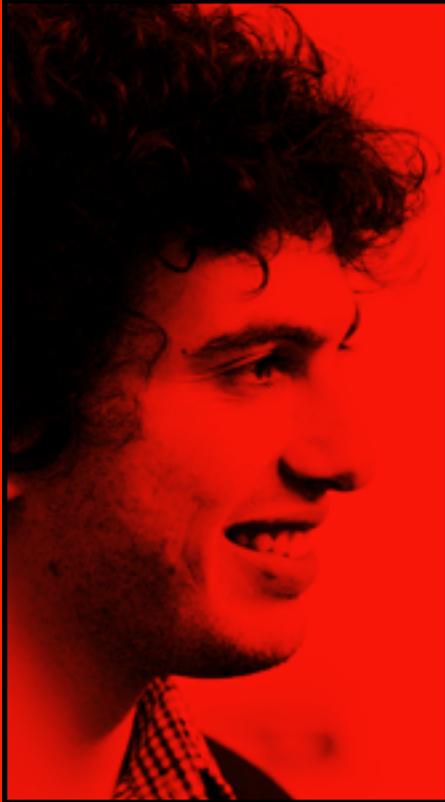
« What a richness it is to work in multidisciplinary teams. The energy generated was strong enough to move mountains. »

« We were proud of finding a solution to hack specialized brands. I discovered a new world with true commitment values, for the benefit of all ».

« Intense. Enriching. Fulfilling. »



CONTACTS



SOFIAN MEGUELLATI
sofian@hack40.com



FABRICE TRANIER
fabrice@hack40.com