

Ex-
Based

(+)

experience-based economy

An Introduction to the ExBased Programme

Ex- Based

(+)

experience-based economy

ExBased – Experience-based business development in Conventional SMEs

Contributing in new ways and with a new approach, to strengthen and sustain the competitiveness of local-regional economies and of those SMEs on which the European economy is so dependent

Ex- Based



experience-based economy

A 2-year project to develop, test and disseminate

- a training module
- a tool kit

to enable consultants to introduce experience-based business development as a tool for company and product development with local-regional small and micro companies

Ex- Based



experience-based economy

Experience-based business development

- a process which tunes into the creation of new business opportunities for SMEs
- approached creatively and adding value and experiences to products and services
- already seen as a firmly integrated part of the business plan, product development and marketing strategies of larger companies

Ex- Based



experience-based economy



Education and Culture DG

Lifelong Learning Programme



The ExBased project is co-financed by the European Commission's Lifelong Learning Programme.

Disclaimer: The contents of this document reflect the views of the author.

The European Commission is not responsible for any use that may be made thereof.



BUSINESS
ACADEMY
SOUTHWEST



FLANDERS DC
INSPIRING CREATIVITY

South Denmark European Office
Det Syddanske Bruxelles-Kontor



chamber
north staffordshire