



## Background

The nickname “*Flandrien*” was first used to describe the tough Flemish track cyclists who competed at six-day races in the early decades of the twentieth century and who were known for their tactical genius, hard work ethic, grit, and fortitude. Since 2003 the annual Flandrien Trophy has been handed to the cyclists who most embody the values of the Flandriens of years gone by. Today the term *Flandrien* is not about nationality – or just about cycling - but encompasses a universal mentality of creativity, determination and perseverance.



# FLANDRIEN ENTREPRENEURSHIP PROGRAM

## Contact

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## DATES

28 February – 1 March 2022

## Facilitators

**Jamie Anderson** is Professor of Leadership & Strategy at Antwerp Management School and Visiting Professor at INSEAD. He has been named as a “management guru” in the Financial Times, and has been founder of several start-up businesses, including the Flandrien Hotel. A competitive Masters cyclist, Jamie is currently European Champion in the Time Trial discipline.

**Bernard Moerman** spent more than two decades as a cycling talent manager, coach, mentor and Director of the 3M Professional Team. He is now Associate Lecturer in Leadership at Antwerp Management School, an executive coach, two-time TEDx Speaker and consultant in the field of Organizational Change and Lifelong Learning. He is co-founder of the Flandrien Hotel.

**Martin Kupp** is Professor of Entrepreneurship at ESCP Business School in France. His expertise lies in entrepreneurship, individual and organizational creativity, strategic innovation and digital strategy. Martin is a sought-after mentor and advisor to entrepreneurs and start-up ventures across Europe, and he has been a co-founder and investor in several start-up companies.



*“The Flandrien Entrepreneurship Program is essential for anyone who is interested in running a business in the world of cycling. It’s made a real difference to the success of my company Çois Cycling Legacy.”*

**Tom Cools, Founder of Çois Cycling Legacy**

## About the Program

In this program you will acquire the fundamentals of entrepreneurship and meet like-minded participants who share your passion for operating product, services or media businesses in the world of cycling.

## Who’s it For

- You are a current or former professional athlete who wants to leverage your personal brand
- You are working in a full-time job but would like to run a cycling related business alongside your current career
- You are already running a cycling-related product or services business but want to understand how best to scale-up
- You are an influencer, blogger or podcaster who wants to reach a broader audience and attract business partners

## Learning Outcomes

- Understand your skills, talents and passions as a platform for making a difference through a purposeful career
- Identify future opportunities faster and evaluate them more thoroughly to make the right strategic decisions
- Know how to manage your time better to turn a creative idea into a sustainable successful product or service within an existing company or your own start-up
- Understand the fundamentals of social media marketing and how to leverage digital marketing tools
- Broaden your network by meeting other successful entrepreneurs
- Receive during and post-program coaching towards developing your business plan



## Application

The Flandrien Entrepreneurship Program is limited to ten participants per cohort. Applicants are required to complete an application process and submit a statement of purpose. Those then short-listed for the program will have a telephone interview with one of the program facilitators before final acceptance to participate.

## Fees

The program fee is 1450 euro per person\*

\*Fee is exclusive of accommodation expenses, bicycle rental & VAT where applicable

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*“As a former professional rider I understand the importance of preparing oneself for life after the pro peloton. This program is essential for those making the transition.”*

*Adam Hansen, Former Professional Athlete*

## Learning Methods

- Pre-program Webinar Series (3 sessions)
- Two-days Face to Face at the Flandrien Hotel, Belgium on 28 February & 1<sup>st</sup> March 2022
- Interactive lectures, plenary discussions, small group work and individual reflection
- Networking and fireside chats with inspiring guest speakers from the world of cycling entrepreneurship
- Individual coaching sessions
- Post-program business plan support

## Location & Stay

For hardcore cycling enthusiasts a trip to Flanders is a pilgrimage to cycling's most hallowed grounds. It is a land where natives like Eddy Merckx, Johan Museeuw and Tom Boonen became legends.

The program is held at the Flandrien Hotel & Executive Learning Centre which is located in Brakel in the heart of the region of the Tour of Flanders. We are in easy reach of cobble roads and iconic climbs such as De Muur, Oude Kwaremont, Bosberg, Paterberg and Koppenberg.

The Hotel is just 45-minutes from Zaventem National Airport and a short distance from the beautiful historical centres of Geraardsbergen, Ronse and Oudenaarde which have stunning architecture dating from the 13th century.

We can arrange airport transfers, and there is an option to extend your stay to spend a few days cycling in the region.