

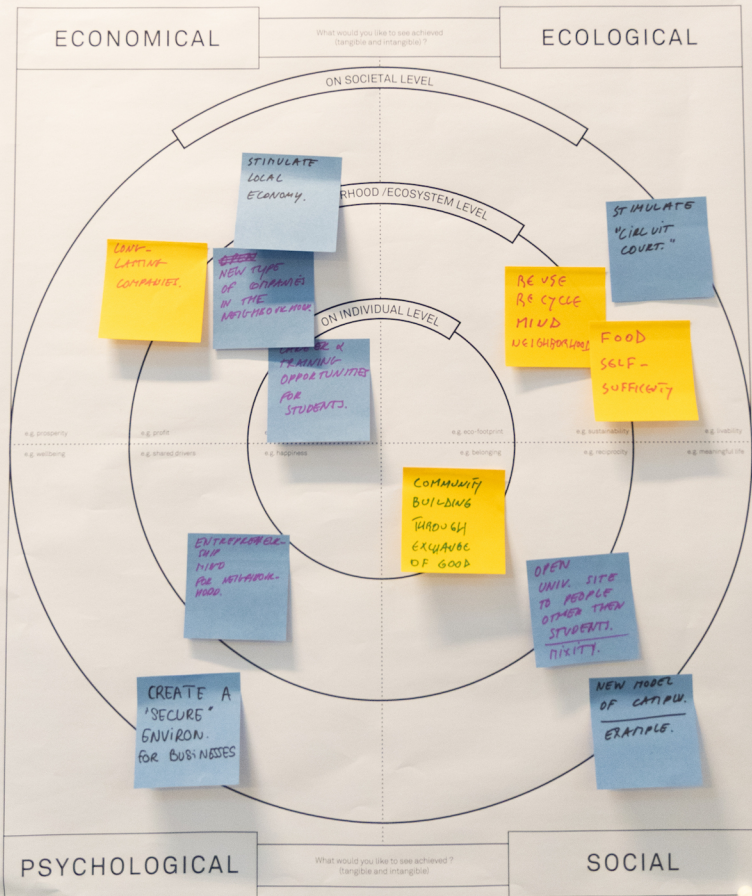


VALUE PROPOSITION

Defining the desired future



BUSINESS &
ENTREPRENEURSHIP

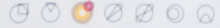


BUSINESS & ENTREPRENEURSHIP



CONTEXT MAP

Understanding the system



namulijn



BUSINESS & ENTREPRENEURSHIP

Name the aspect of the context you are exploring





How would you describe the identified tension?

THE FOODHALL USQUARE
IS KILLING THE
PROXIMITY RETAIL.



How would you describe the identified opportunity?

UNE ALTERNATIVE À
L'IMMOBILIER CLASSIQUE:
"SOCIAL AIRBNB SPIN OFF"



dystopia

Describe in words or pictures, a scenario that clearly indicates how an identified tension can disrupt the project at its worst.

Proximity Retail's Died... Commercial Groundfloors
ARE EMPTY... PUBLIC SPACES ARE MORE
INSECURE... SEGREGATION
BUSINESS IN USQUARE LEAVE
AREA IMAGE COMPROMISED
Project

utopia

Describe in words or pictures, a scenario that clearly indicates how an identified opportunity can turn out at its best.

NEW BUSINESS MODEL FOR SOCIAL ECONOMY ^{SERVICES} SHARING
A PRG ON THE "INCLUSIVE ENCLAVE" OF USQUARE
INNOVATIVE COMPANIES SETTLING TO USQUARE
NEW BUSINESS MODEL TESTED @ USQUARE &
SPREAD WORLDWIDE.
VUB/ULB RANKED THE NEW UNIV. (N°1) IN THE
'ALTER' RANKING USQUARE INSPIRED
↳ "AUTRE EXCELLENCE"



INTERVENTION STRATEGY

Exploring the space of possibilities

