

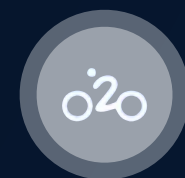


Michiel Van Praet

Product Manager & Business Designer

I build products that turn ideas into working businesses. At o2o I'm simplifying bicycle leasing by stripping away friction and adding a webshop. Before that, I helped Fortune 500 companies at Bundl figure out what to build and how to build it. I care most about solutions that reduce carbon emissions, and I'm always testing new ideas on the side.

Highlighted experiences



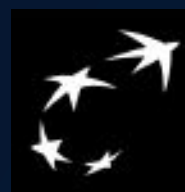
Digital Product Manager, o2o Bicycle Leasing, Gent

I manage two platforms with a small team (4 devs, 1 designer, 1 QA), building tools that help people lease bikes.



Incubator Lead, Apollo Telenet Program

I ran the program and helped 5 teams go from idea to pitch. Two continued.



Venture Builder, BNPPF

Figured out how the bank could support energy transition. Tested ideas, built mock-ups, found three possibilities that could work.

Some of my special skills

- | Rapid prototyping / Vibe coding
- | AI Evaluations
- | Venture Validation
- | Design Thinking & Co-Creation Processes
- | Sustainability & Circular Economy

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Optimising onboarding flow to lease a bike.

As Product Manager at  o2o Bicycle Leasing

The outcome

+40%
Conversion
rate

+
Adding
Webshop

My role

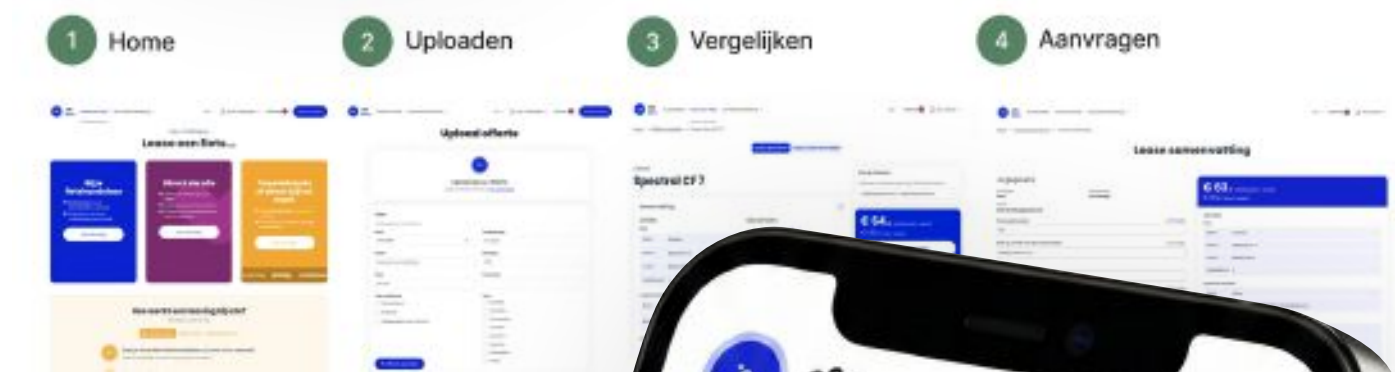
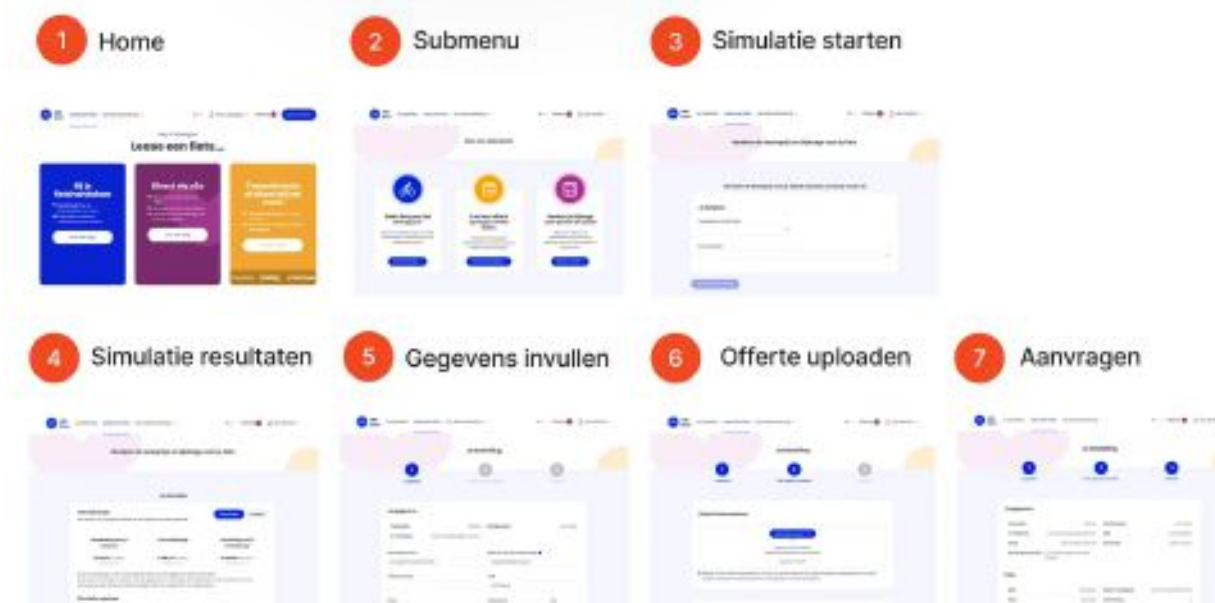
I led the project from discovery research through prototyping to production, collaborating with our designer to identify user pain points and test variations, and with our tech lead to ensure technical feasibility.

Result

The new flow increased conversion rate from 20% to 30%. That meant a lot more people actually leased a bike. We also learned what works in getting users through a complex purchase decision, which we've applied to other flows since.

From  18 Clicks

To  6 Clicks



Exploring energy products & services.

As Venture Builder with 

About the track

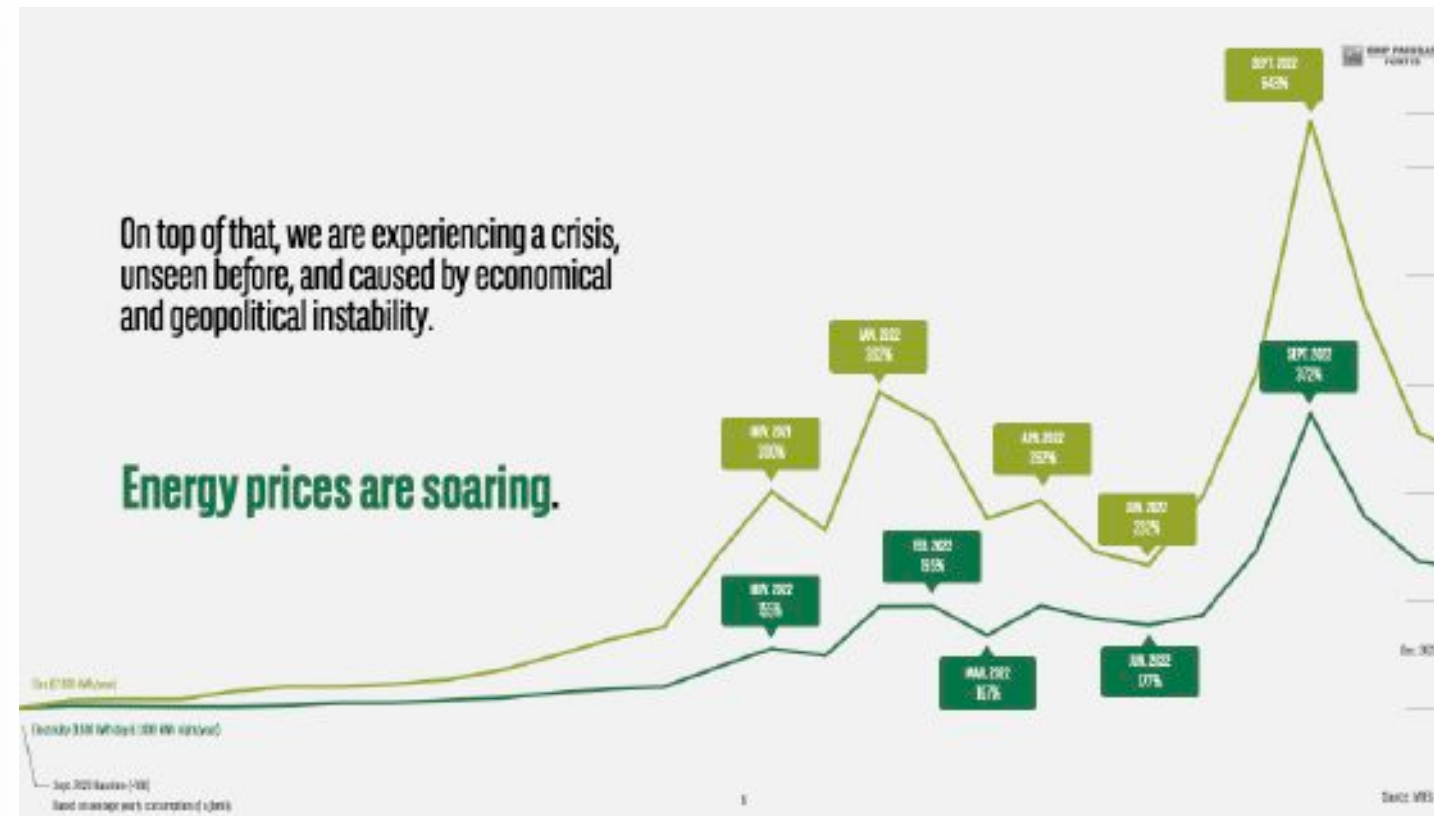
- 22 Discovered Pain Points
- +10 Concepts
- 5 Validation methods
- 3 Continued Tracks

My role

I figured out how a bank could support the energy transition. I came up with ideas, tested them through interviews and smoke tests, and built business models. The hard part was figuring out if the bank belonged in this space (right-to-play).

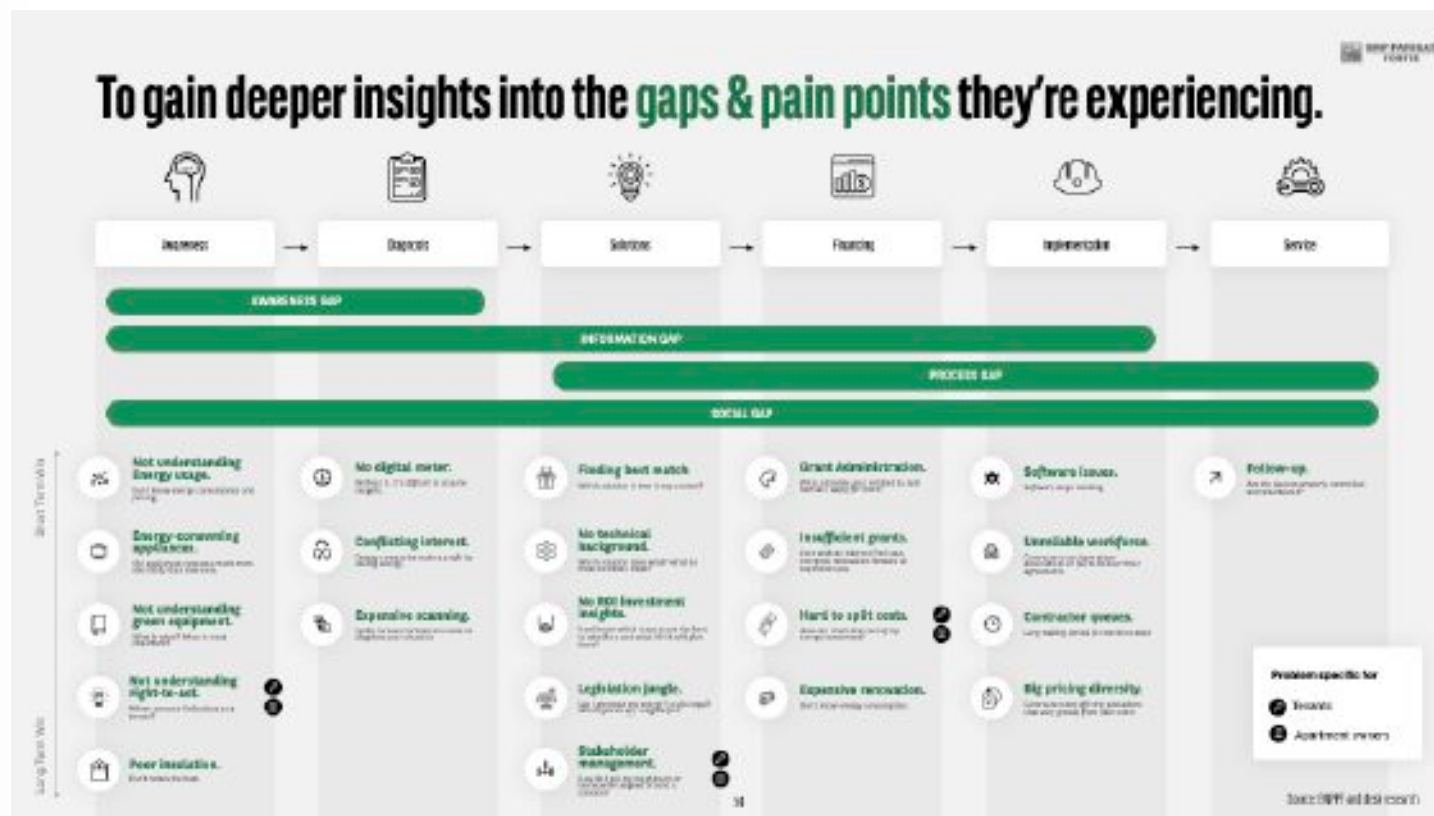
Result

We developed three concepts. The bank now knows what role it can play in energy transition and what to do next.



On our journey to find the best solutions to support our customers, we found 10 solutions.

Some of them focused on solving problems of today. While others are solving the problems of tomorrow.



Three ideas showed higher potential.

Building and facilitating an incubator.

As Venture Builder with  telenet

About the incubator

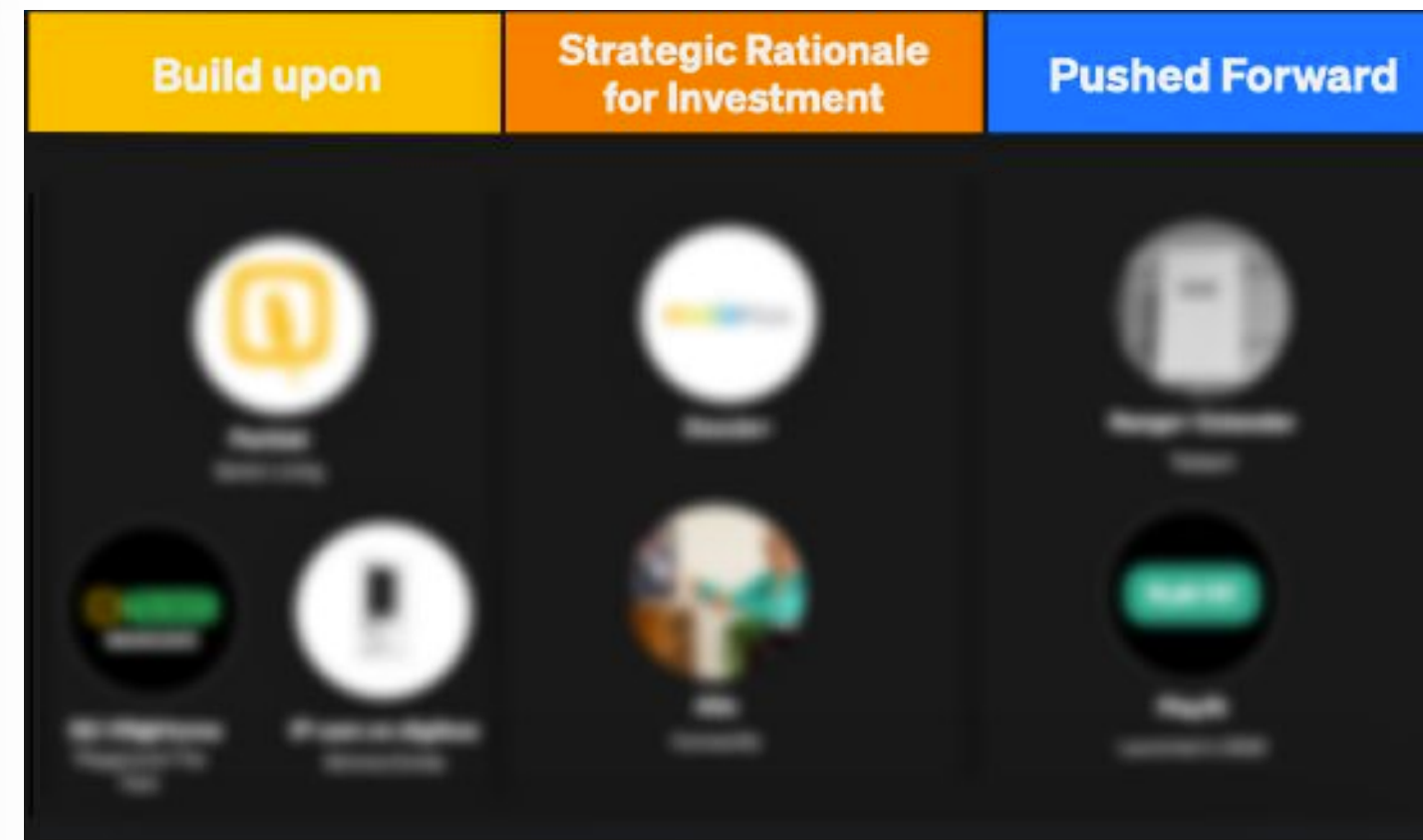
5 Innovation challenges	30 Participants	3 Validation Cycles	16 Weeks	2 Continued Tracks
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My role

I designed and ran Telenet's incubator program. I guided five teams from idea to pitch, defined the challenges, led ideation and validation, and coached them through their presentations.

Result

The teams generated new concepts. Leadership picked two to develop further. That validated the program worked.



What is Apollo?

Telenet's yearly innovation program that tackles real business challenges within the company. Together with a team of 5 Telenet colleagues you start from an existing business challenge and learn how to run design sprints, validation experiments and concept pitches.

PREVIOUS APOLLO EDITIONS WORKED ON FOLLOWING BRANDS

TADAAM doccle PLAY FIT

But why should you apply?

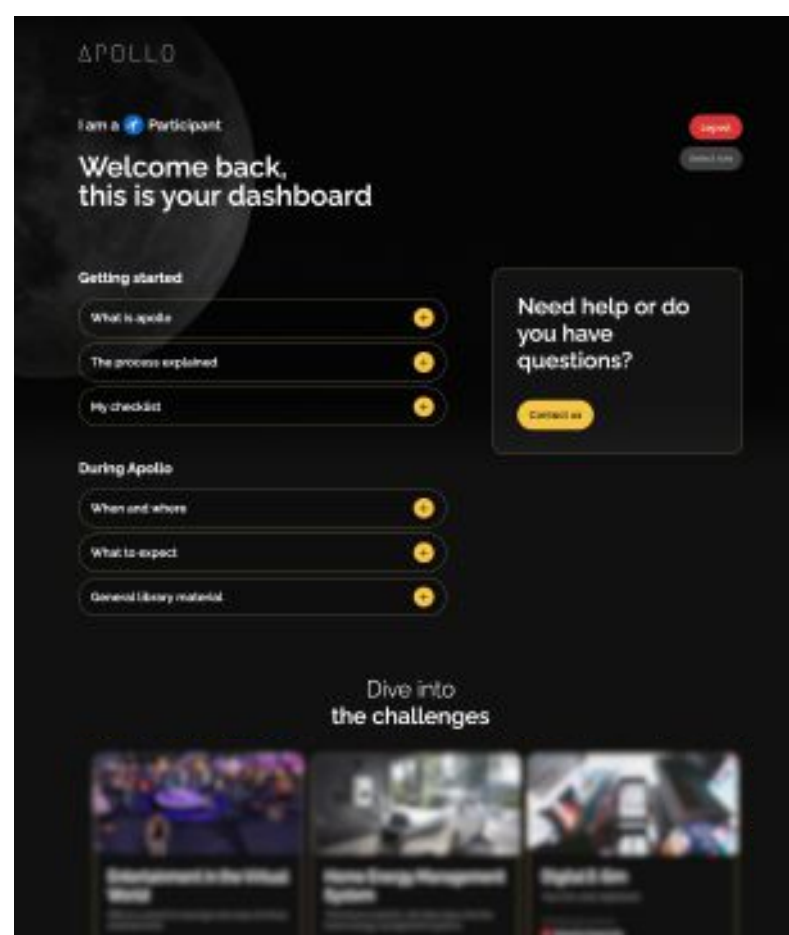
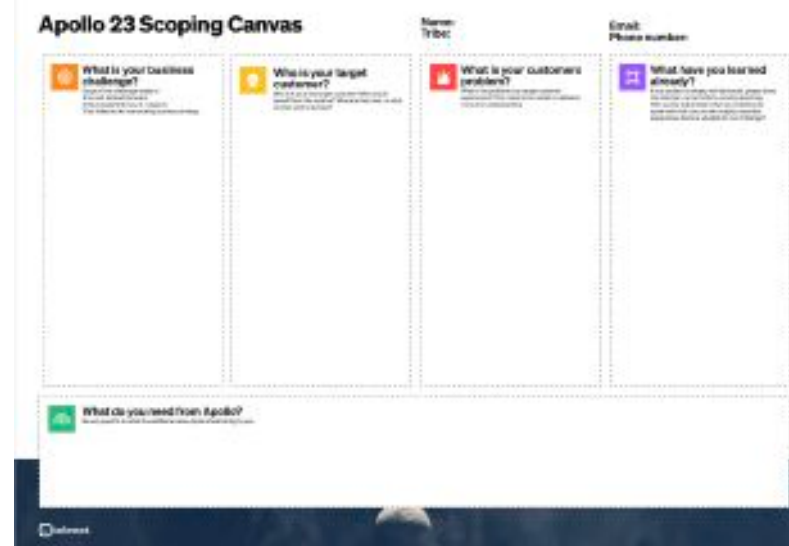
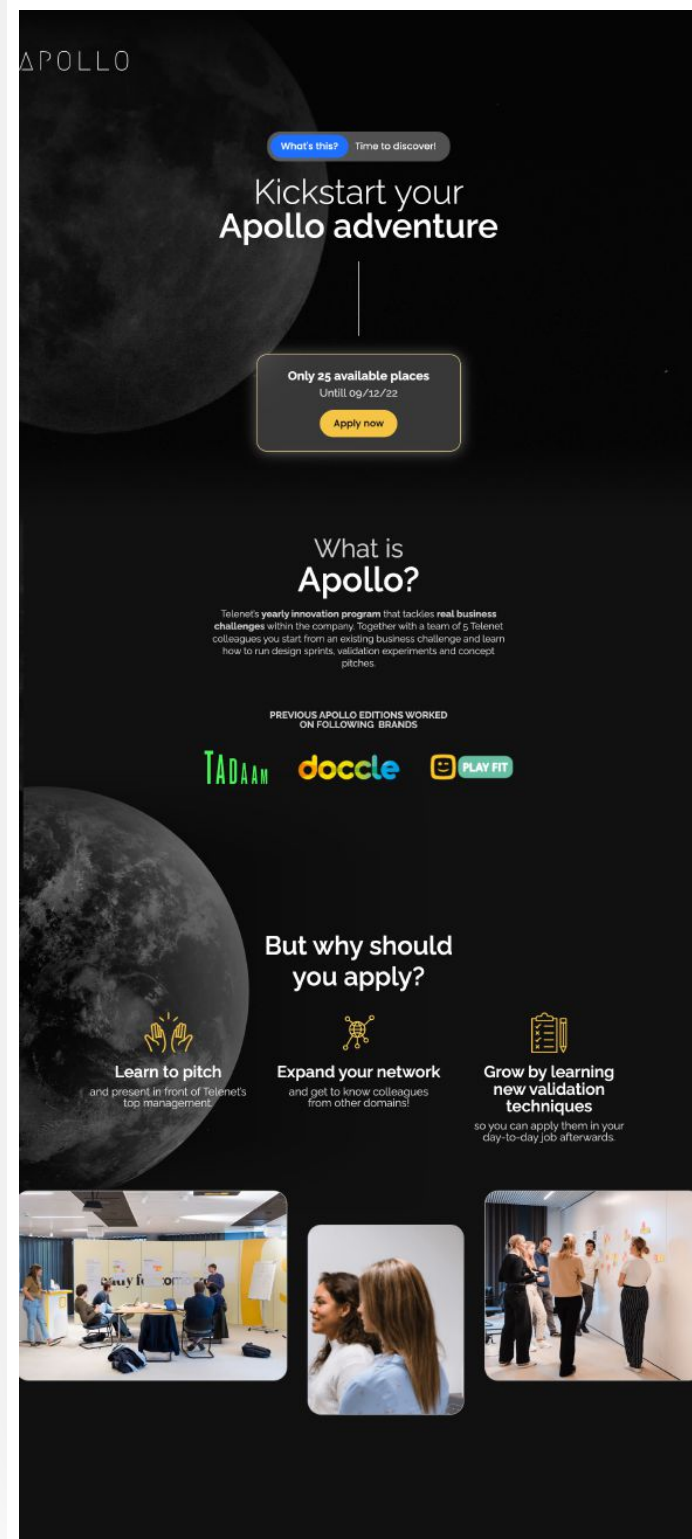
- Learn to pitch**
and present in front of Telenet's top management.
- Expand your network**
and get to know colleagues from other domains!
- Grow by learning new validation techniques**
so you can apply them in your day-to-day job afterwards.

The stages of the incubator.

As Venture Builder with  telenet

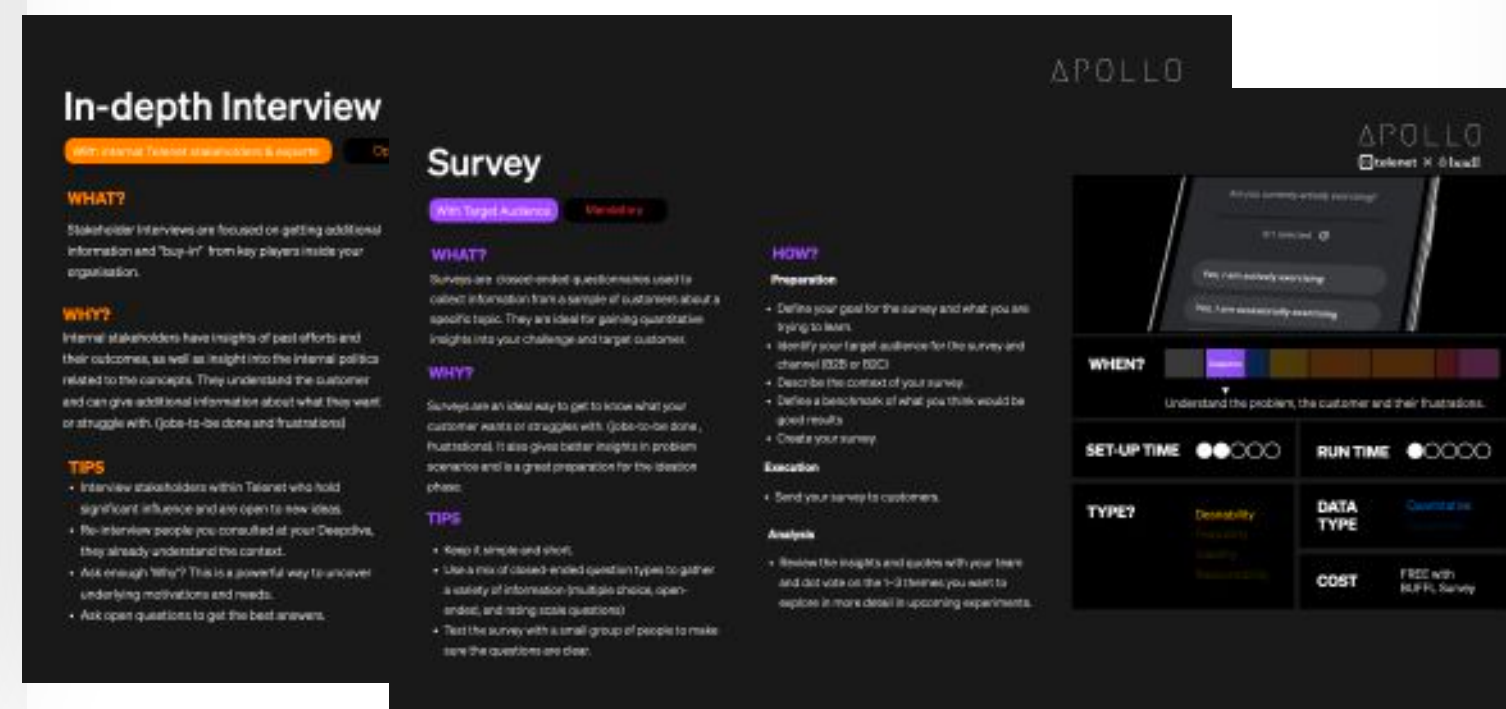
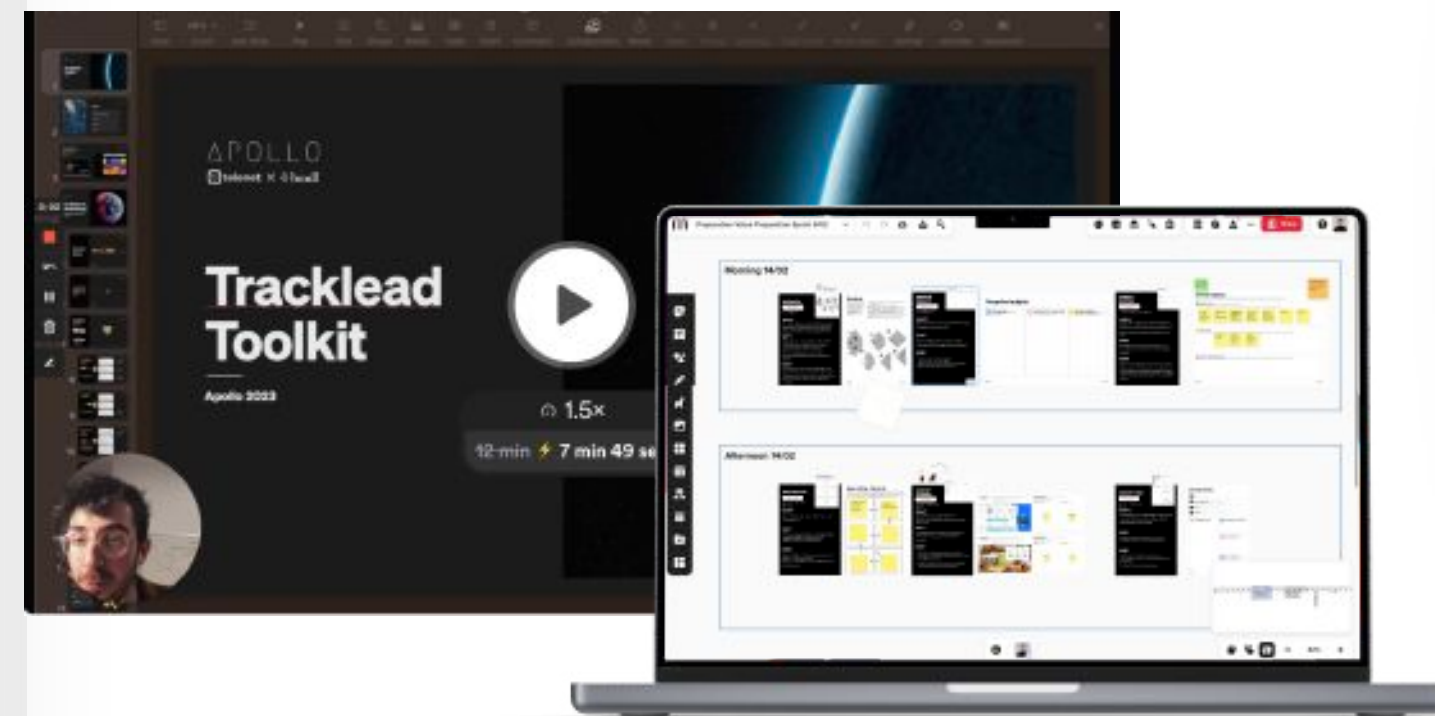
Scoping

Selecting the participants and scoping the challenges



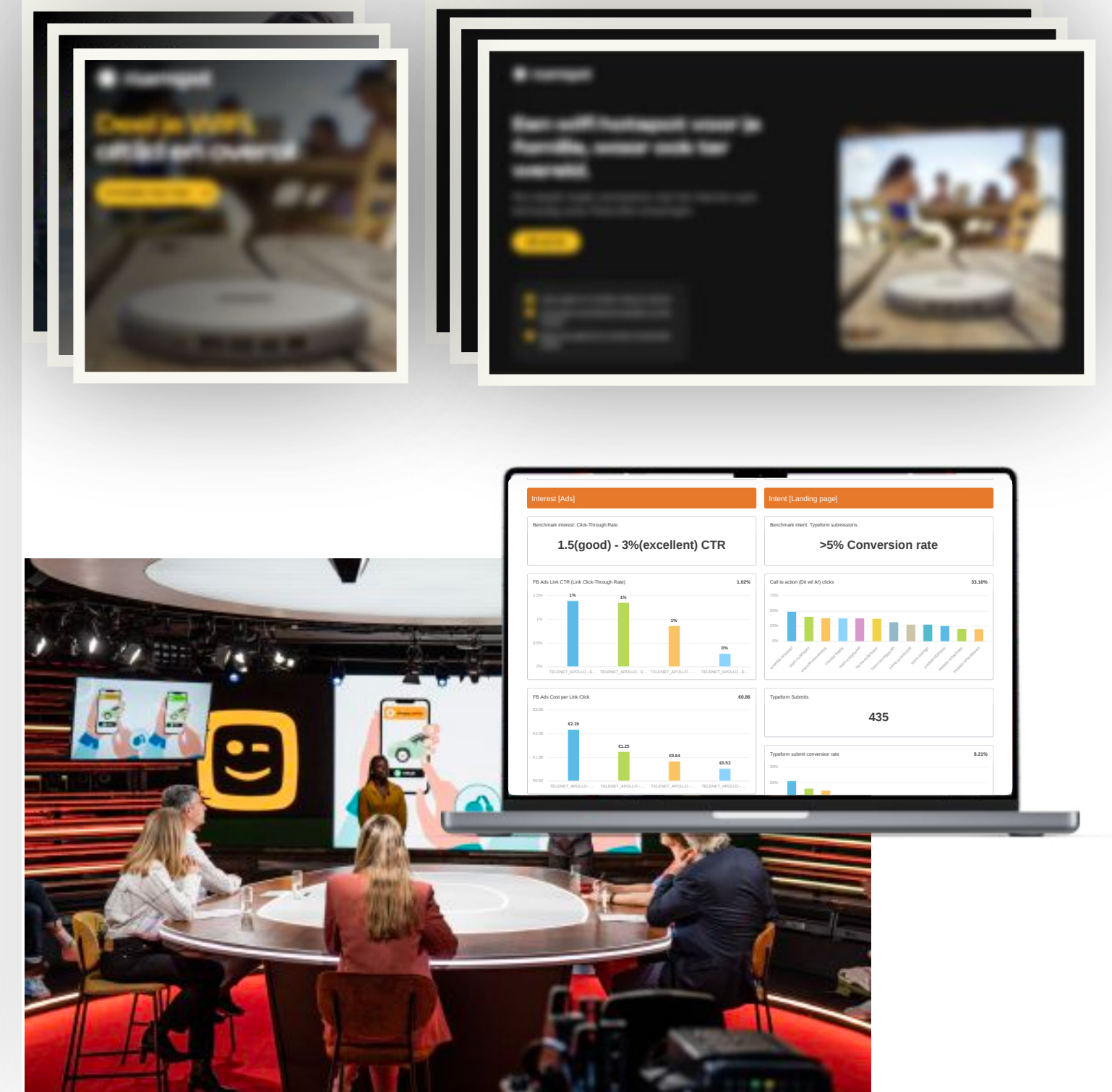
Ideation

Deep dive + ideation + experiment build



Validation

Validation run + insights & roadmap + pitch & learnings



Projects I run in my spare time.

Agentic*

My cofounder and I build bots that automate repetitive work for mid-sized companies. We're piloting them now and seeing 20% efficiency gains.

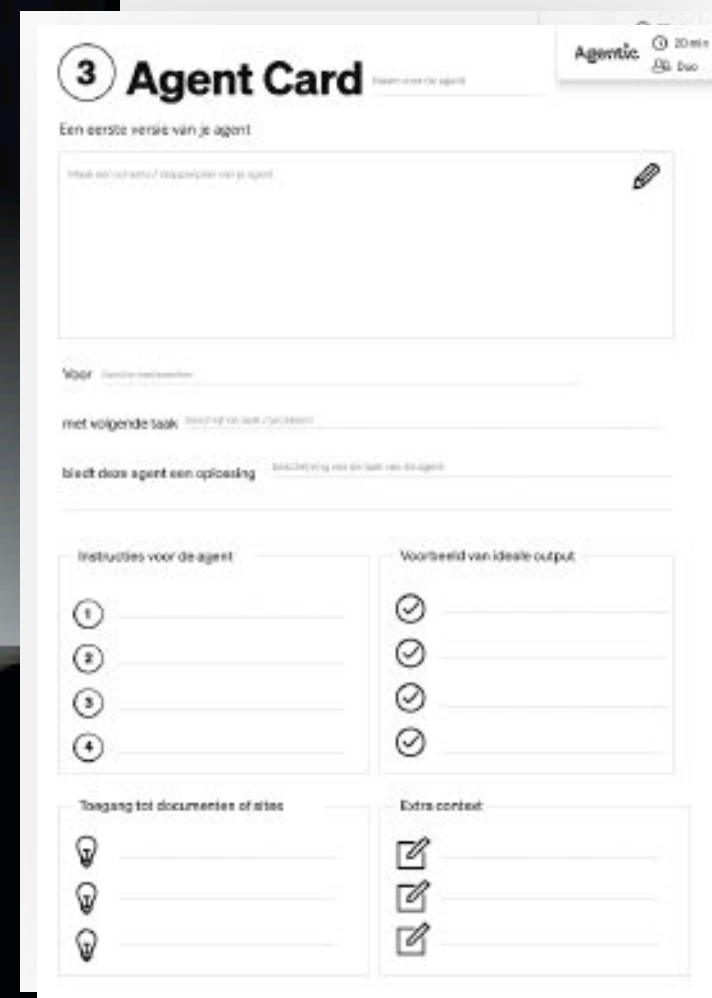


Agentic

Agents die je team versterken én versnellen

Boek een call

Samen met je team bouwen we agents die processen automatiseren. Zo verhogen we de adoptie en haal je meer uit hetzelfde team.



3 Agent Card

Een eerste versie van je agent

Met volgende taak

Is dit deze agent een oplossing

Instructies voor de agent

Wortbeeld van ideale output

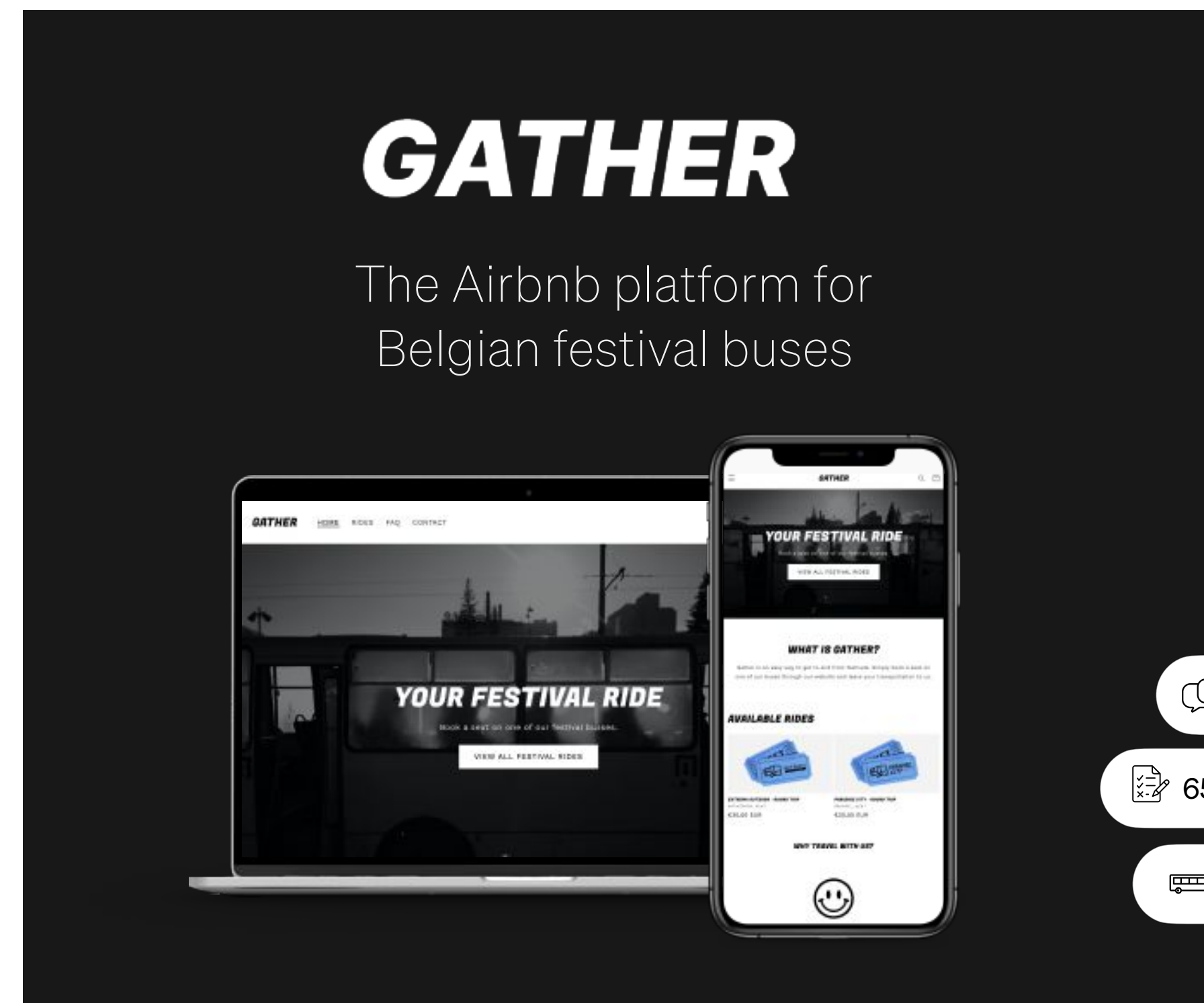
Toegang tot documenten of sites

Extra context

Workshop material

GATHER

We built a platform that connects festival-goers with bus companies. Ran two pilots, but killed the idea, not enough buses available.



GATHER

The Airbnb platform for Belgian festival buses

YOUR FESTIVAL RIDE

WHAT IS GATHER?

AVAILABLE RIDES

10x Interviews

65x Online survey

2 Pilot drives



Let's talk!

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