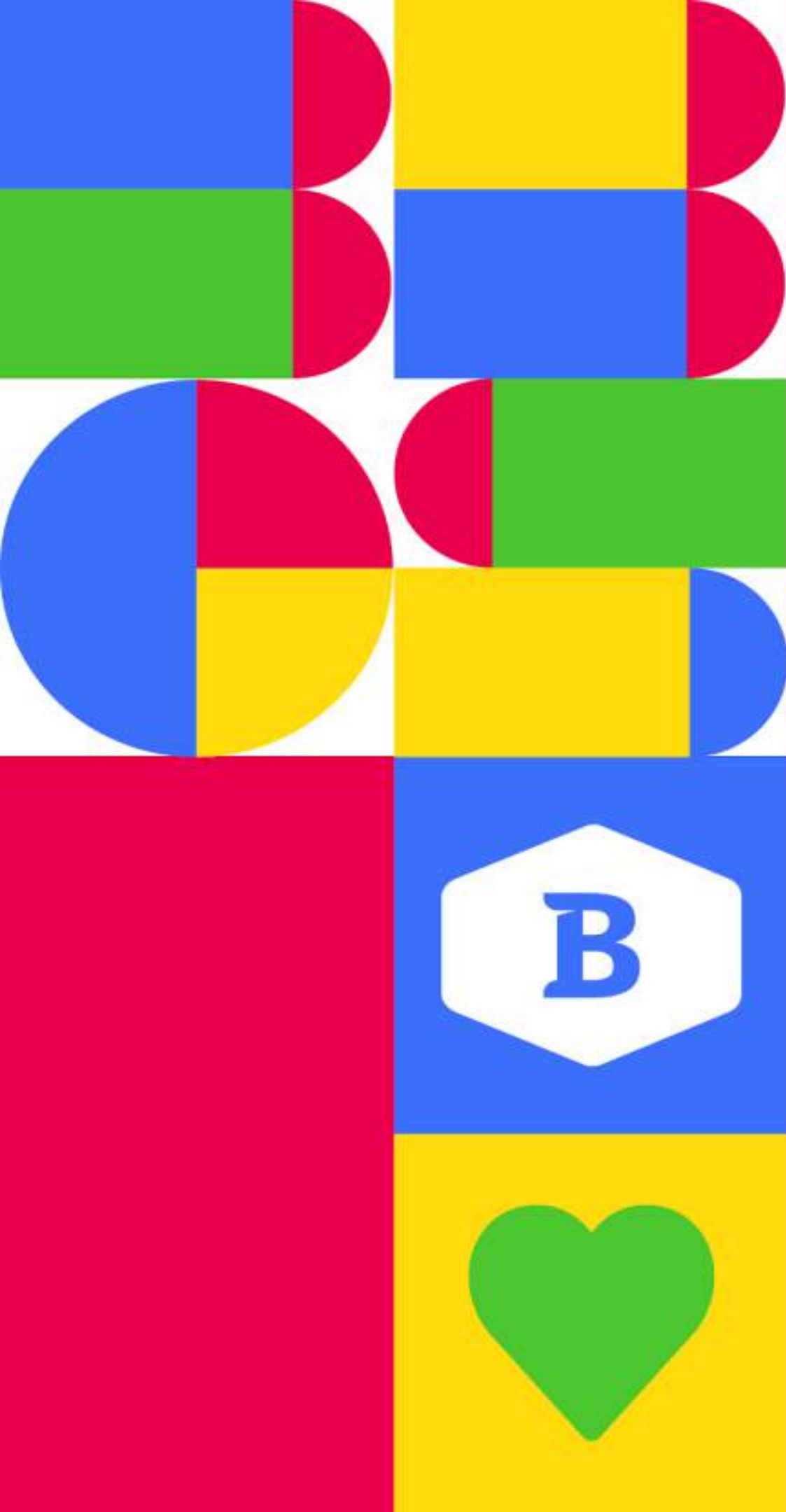

Theatre: 10

- **We are so excited to have you here**
- **This edition is already amazing, brace for 2020!**
- **BBoS is all about the vision that we share with our customers / partners**
- **And the time is now!**
- **The market is growing**
- **Betty is growing**
- **So lets seize this opportunity**
- **On to 2023!**





WELCOME Y'ALLEMAAL!

**Opening Keynote
Betty Blocks on Stage 2019**

Theatre 10 | Vue | 10:02 hours | Alkmaar

LOOK WHO'S TALKING.



Chris Obdam
All things CEO



Victor Küppers
Marketing & Stuff!

NOCODEFORGOOD.COM.

<https://nocodeforgood.bettyblocks.com>



WELCOME TO ALKMAAR!

First city to defeat the Spanish in 1573



JUST AROUND THE CORNER.

Our No-Code & Citizen Development HQ



THIS IS A TWO DAY EVENT!



SO, WHO'S HERE TODAY?

One graphic: IT & Business

- **41,3% IT**
- **58,7% Business**

Second graphic: Who's in the room?

- **13.1% Customers**
- **5.5% Partners**
- **1% Press**
- **80,4% New Betty Believers**

Third graphic: people attending from every continent
Europe, America's, Asia, Africa



AND THERE ARE SO MANY OF YOU!





HELLO WORLD.

Let's put some things in perspective

A close-up, low-angle shot of a man with long, wavy brown hair and a full, dark beard. He is looking upwards and to the left with a wide-eyed, open-mouthed expression, as if in awe or shouting. He is holding a long, light-colored stick or staff vertically in front of his face. The background is a soft-focus outdoor scene with green foliage and a bright, hazy sky. The lighting is warm and natural, suggesting late afternoon or early morning.

LET'S BE HONEST.

It's a strange world

A photograph of Barack Obama in a dark suit and tie, sitting at a desk and talking on a black rotary telephone. His right hand is raised in the air, palm facing forward. He is looking upwards and to the right with a determined expression. Behind him, several people are visible, including a woman with glasses and a young man in a suit, all looking in the same direction. The background features a dark wooden door and an American flag.

LEADERSHIP REDEFINED.

From “Yes, we can!”

A photograph of Donald Trump, dressed in a dark blue suit and red tie, smiling and hugging the United States flag. He is standing in front of a dark background. To his right, a portion of the Florida state flag is visible. The text 'TO AMERICA FIRST' is overlaid on the left side of the image, with a horizontal line underneath it. Below the line is the hashtag '#netherlandssecond'.

TO AMERICA FIRST

#netherlandssecond

The image features the European Union flag, a blue rectangle with twelve yellow stars arranged in a circle, flying on a flagpole. The background is a dramatic, overcast sky with heavy, grey clouds. The flag is positioned on the left side of the frame, and the text is overlaid on the lower left portion of the image.

SCEPTICISM ON THE RISE.

Trust us...

ALLIANCES ARE CHANGING.

Either you love it or you Brexit!

**BOLLOCKS
TO BREXIT**
See it, Bin it, Sorted!
#bollockstobrexit

**BOLLOCKS
TO BREXIT**
See it, Bin it, Sorted!
#bollockstobrexit

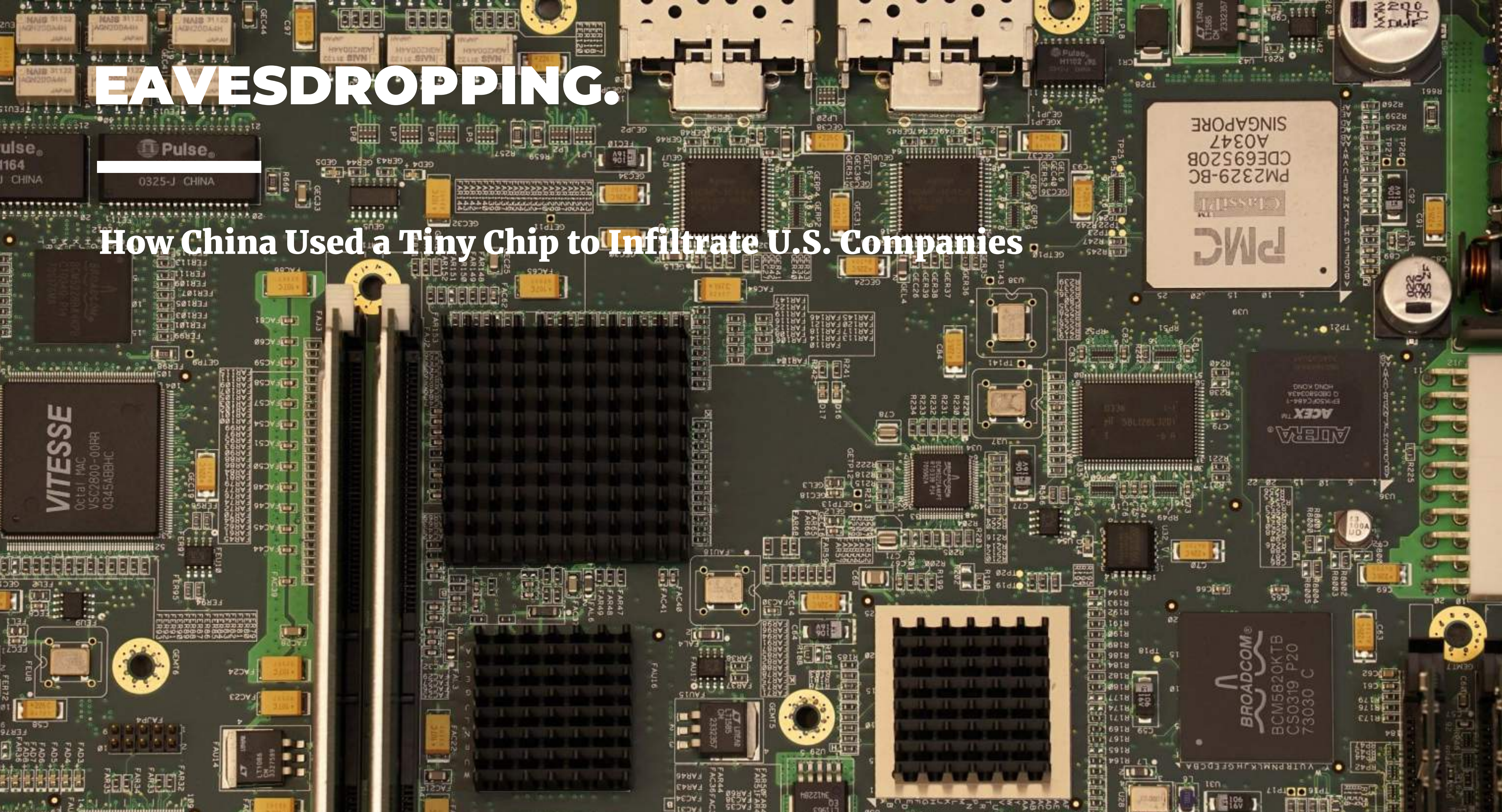
GIANTS IN THE MAKING.

By 2020, Tmall (Alibaba, China) is the world's largest retailer



EAVESDROPPING.

How China Used a Tiny Chip to Infiltrate U.S. Companies



WHO OWNS THE DATA?

The background of the slide is a dark blue and black gradient. On the left, there is a large, semi-transparent Facebook 'f' logo. On the right, there is a faint, light gray network graph with nodes and connecting lines. At the bottom, the words 'Cambridge Analytica' are written in a large, light gray, sans-serif font, with 'Cambridge' on the top line and 'Analytica' on the bottom line.

Or has access to it?



NO MORE CUPFIGHTERS.

AZ Alkmaar loses to Willem II (Twice!)

The Fast are Beating the Big



A close-up, low-angle shot of a man with long, curly brown hair and a full beard. He is looking upwards with a wide-eyed, surprised expression, his mouth open in a 'fish face' or 'O' shape. He is holding a long, light-colored stick or branch vertically in front of him, with his hand visible at the top. The background is a bright, out-of-focus outdoor setting with green foliage and a clear sky. The lighting is warm, suggesting late afternoon or early morning.

SO. YEAH. THIS WORLD IS CRAZY!

What about your business?



IT'S CHANGING AT A HIGH PACE!

So how do you keep up?



IN THIS WORLD OF DISRUPTION.

Innovation is the way forward!



HOW DO YOU INNOVATE?

By appointing a Chief Innovation Officer?

A woman in a white lab coat and safety glasses is working on a large, complex industrial machine. The machine is primarily blue and silver, with various circular ports and a large central opening. The setting appears to be a laboratory or industrial facility with other equipment visible in the background.

START AN INNOVATION LAB?

Sure helps!

**BUT THE ANSWER TO
BECOME TRULY INNOVATIVE..**



YOU NEED EVERYBODY.

From janitor to CEO, from clerk to sales.



DON'T MISS OUT ON THE OCEAN OF IDEAS.

That live in your organisation

A black Tesla car is parked at a white Tesla Supercharger station. The car's side window reflects the charging station and the surrounding landscape. The background features a calm lake, a grassy shore, and a dense forest of trees with some autumn-colored foliage. A red Tesla logo sign is visible on the left. The overall scene is bright and clear, suggesting a sunny day.

INNOVATION NEEDS SOFTWARE

Nine out of ten times it does!



SO EVERYBODY BUILT SOFTWARE

Yes! Sounds great!

A soccer goal stands on a grassy field at sunset. The sun is low on the horizon, its bright light shining directly through the center of the goal's net, creating a strong lens flare effect. The sky is a gradient of orange and yellow near the horizon, fading into a darker blue at the top. In the background, to the left of the goal, a person is visible walking on the field. A tall, thin light pole stands near the person. The overall scene is silhouetted against the bright sunset.

THAT'S OUR GOAL RIGHT THERE

Democratizing software development



Innovation needs everybody
Software to the people!



FUN FACT: NO-CODE IS NOT ABOUT TECH

It never was...



IT'S ABOUT PEOPLE

Software for the masses through citizen development



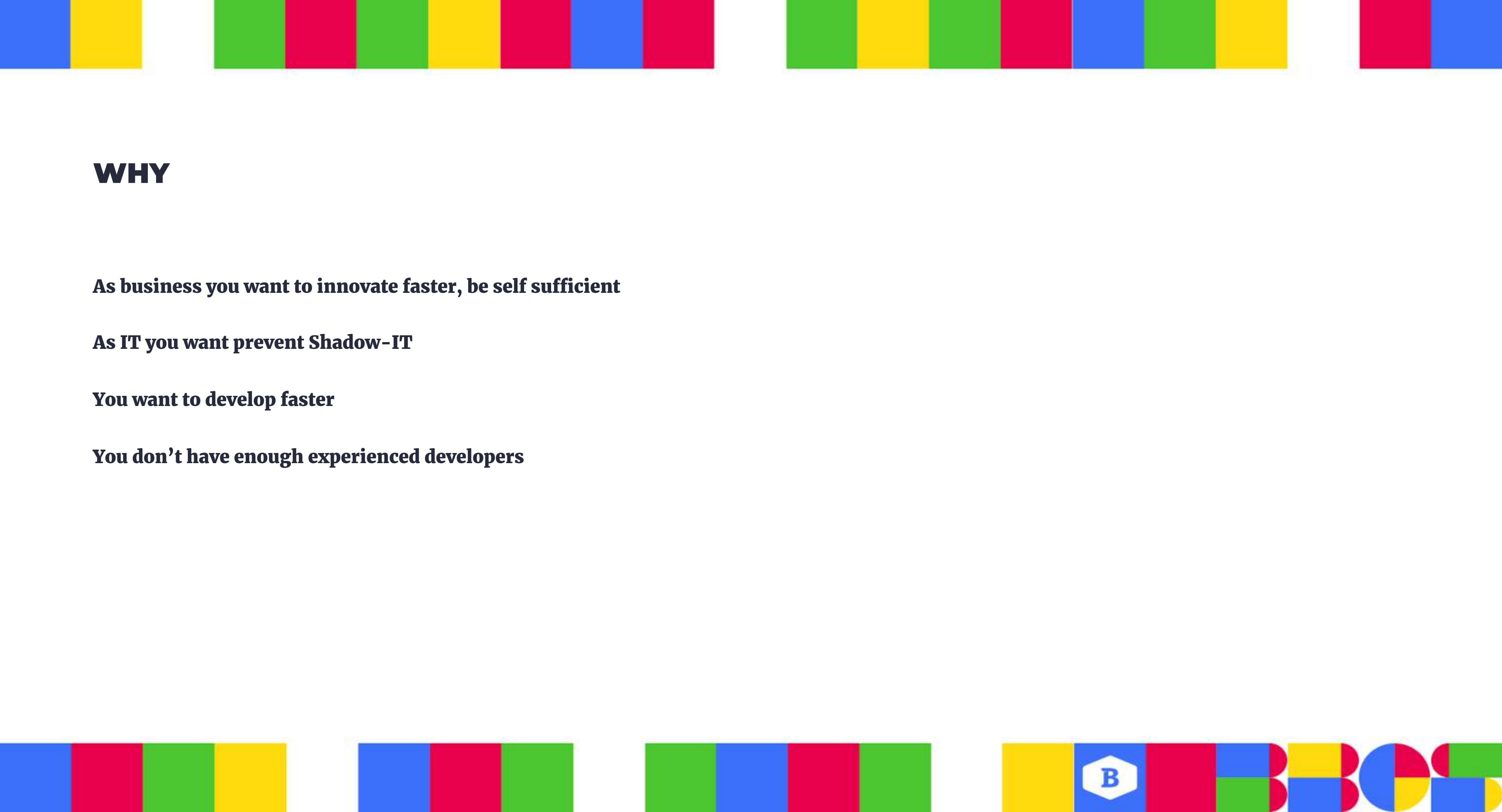
CITIZEN DEVELOPMENT.





The future of coding is no coding at all.

*We are making application **development easier,**
faster and enabling it for everyone in a business
organization.*



WHY

As business you want to innovate faster, be self sufficient

As IT you want prevent Shadow-IT

You want to develop faster

You don't have enough experienced developers

CITIZEN DEVELOPMENT.



THAT'S WHY WE ARE HERE TODAY

To offer you a full day of no-code and citizen development



MEET THE PEOPLE

That are the frontrunners in the no-code movement

THANK YOU FOR BEING PART OF THIS MOVEMENT

We're gonna have some fun!



Intro of program



Insert picture of full program



IF YOU WANT TO SHARE.



Be sure to use the hashtag #bbos2019



UP NEXT.



Picture of panel discussion



How do you innovate?





By appointing a Chief Innovation Officer?
Sure helps!



Starting an Innovation lab?
Could ignite the spark!



In this world full of disruption





IT'S CHANGING AT A HIGH PACE





HOW DO YOU KEEP UP?





Fortunately, business Isn't As Strange as Life
(Well, at least a little bit)



Changing at a high pace



How do you keep up?





Innovation is the way forward
Change is good