

BUILD from WITHIN

Intrapreneurship

Call for Action

Stanislav Fotev

Heidelberg Materials Digital Hub Varna

CONNEXUS | 2026
black sea tech forum



BUILD from WITHIN

Intrapreneurship

Call for Re-Branding

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Call for Action - Intrapreneurship

Super Intelligence (SI)

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What is SI & How DO you GET SI-Enabled?

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Super Intelligence (SI)

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$$SI = AI \times \textit{Talent}$$

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Super Intelligence (SI)

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$$AI = \overset{\text{transformation}}{\text{Digital}} \times \textit{Talent}$$

*Talent*²

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Super Intelligence (SI)

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Business / Industrial
Digital = Automation × *Talent*

*Talent*³

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Super Intelligence (SI)

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Business / Industrial

Automation starts with *Talent*

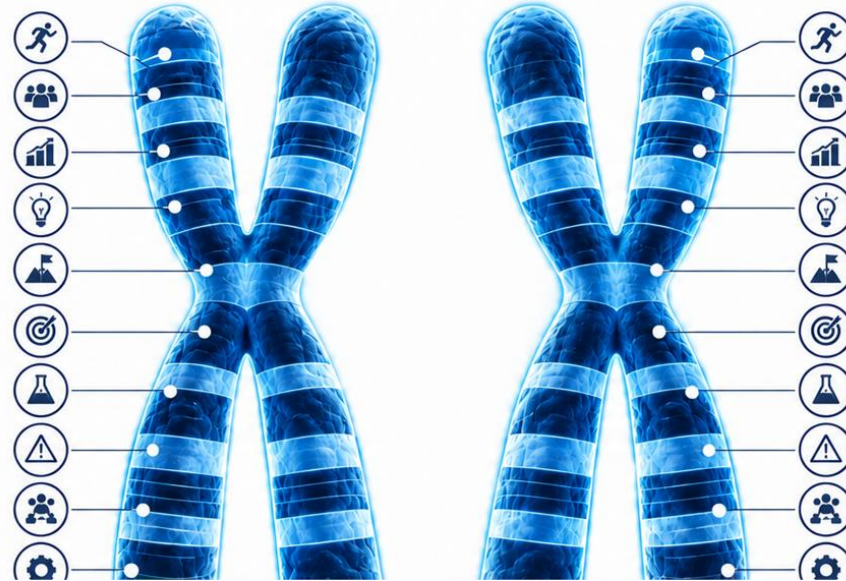
It's all about Talent

Dissection of Talent

*Goes Beyond
the Limits*

*Enspire Team,
Ideas and Vision*

*See Opportunities
where others do not!*



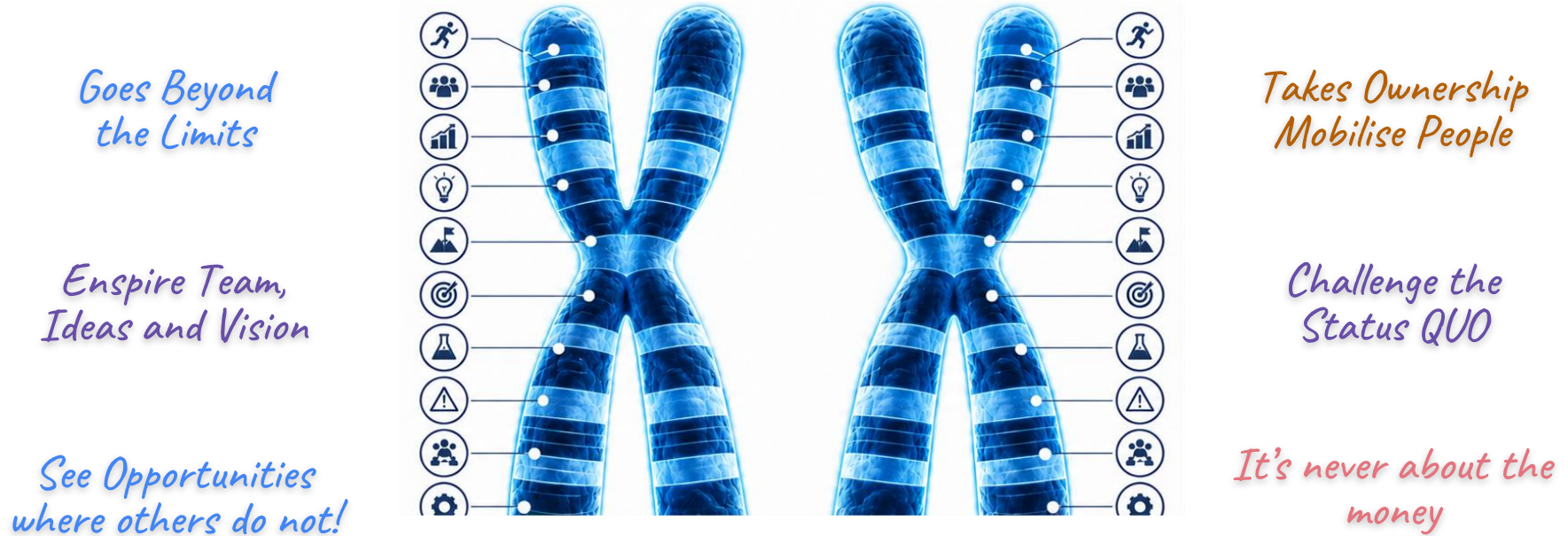
*Takes Ownership
Mobilise People*

*Challenge the
Status QUO*

*It's never about the
money*

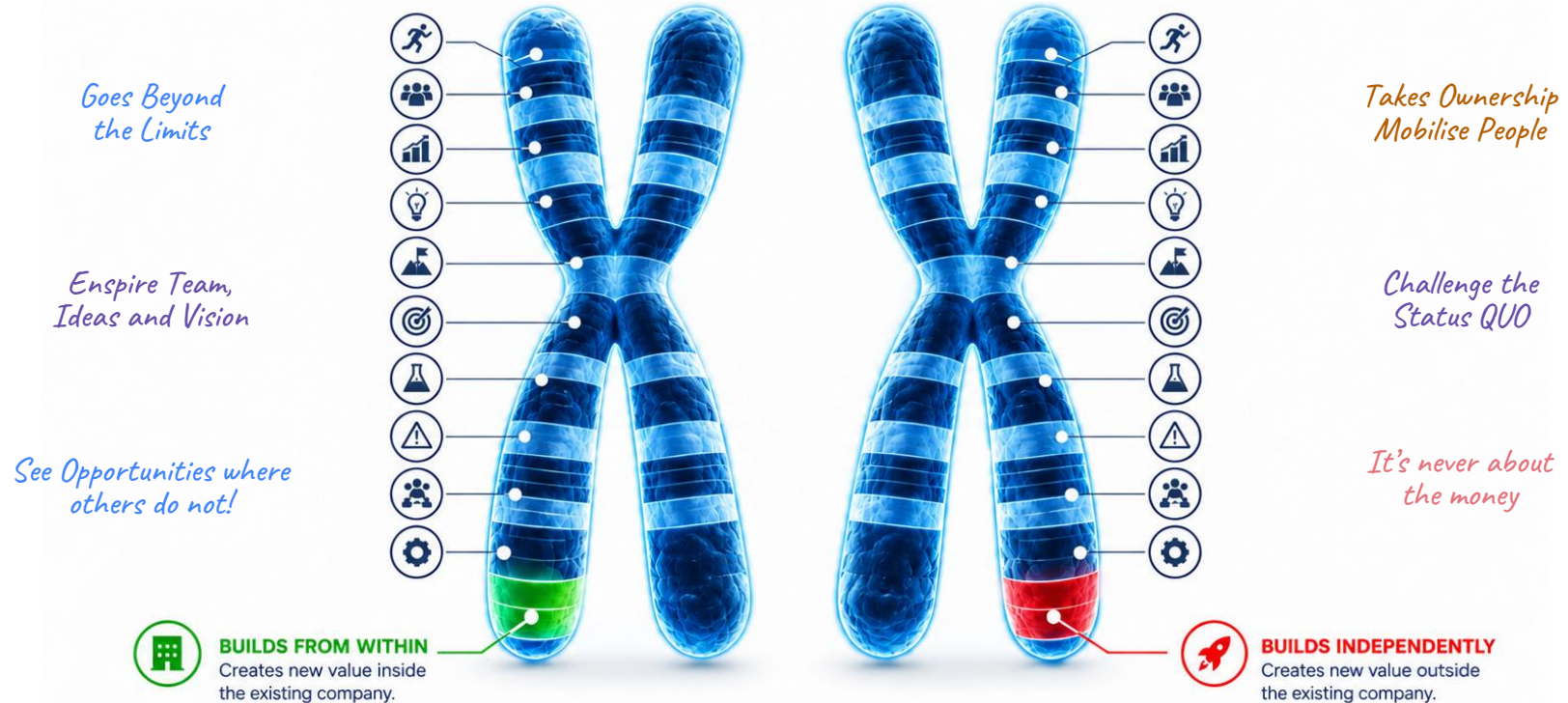
Have a TRANSFORMATION READY Mindset

Dissection of Talent



Entrepreneur *chromosome*?

Dissection of Talent



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By BRADING you BEND reality

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Why is it me to LECTURE You?

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SOLVAY

Stanislav Fotev

Heidelberg
Materials

Two global companies. One thing in common:
They cultivate an environment that supports intrapreneurs.



IDENTIFIES



GIVES THEM
VISIBILITY



TRUSTS



REWARDS



PROMOTES

I am here because I have experienced what happens
when a company recognizes **entrepreneurial DNA** and chooses to keep it inside.

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Parts of my story

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SOLVAY

SOLVAY SODI STAR FACTORY Program
... STAR FACTORY team onboarded!

Intrapreneurship at Scale!

Digital Workstream Lead

- Structuring data and feeding Industrial DataLakes
- Advanced Analytics with AI-Enabled tools
- Delivering Actionable Operational Insights
- Engineers of the Future with LLMs for PCE



Factory of the Year 2024
Winner, Large Companies category



X.Y mEUR
Fixed and Variable
cost optimisations

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a Dream is becoming reality

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Camera as a Sensor

Turning video into operational data to support process optimisation, efficiency and sustainability.

An intrapreneurial idea taking shape.

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What's behind

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OT

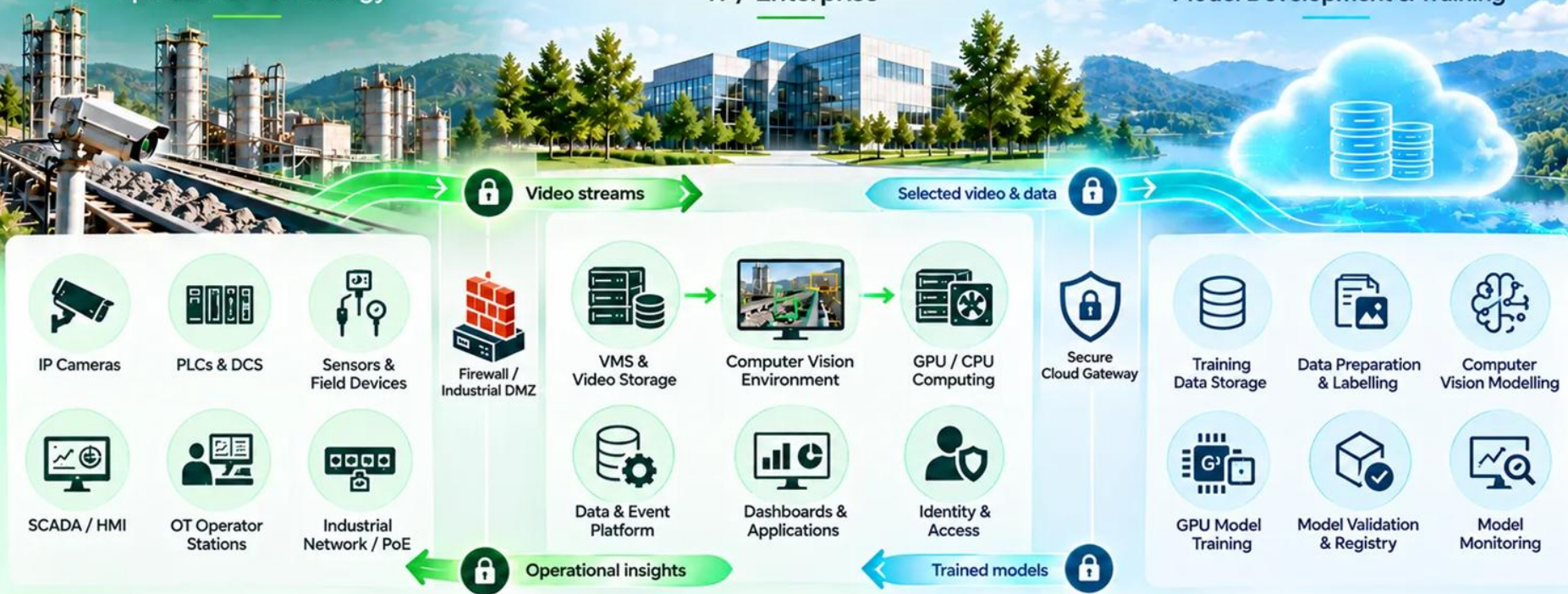
Operational Technology

Business

IT / Enterprise

Cloud

Model Development & Training



Call for Re-Branding - Intrapreneurship

By BRANDING you BEND reality

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Policy Makers and Education LISTEN at YOU. Ask for BOTH, do not go sideways

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Quick Wins

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... it's never been

**MONDAY
MORNING**



Gather your
Leadership Team.

1. IDENTIFY



Who are your
intrapreneurs?
Who already pushes
boundaries and
makes things happen?

2. ASK



"What do you
dream of changing
in this company?"

3. LISTEN



Really listen.
Remove barriers.
Give them space.

**4. EMPOWER
& PROMOTE**



Give them
ownership,
visibility, resources
— and recognition.

**5. BY
CHRISTMAS!**



Then look
at the results.

**You don't need to hire intrapreneurs.
You probably already employ them.**

Call for Re-Branding - Intrapreneurship

Secure YOUR Future

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... it's never too late!



GO TO SCHOOL

Bring real people from industry.



TELL THEM

Share real stories and challenges.



INSPIRE THEM

Show they can create, transform and lead from within.



STAY WITH THEM

Do it sustainably.
Be present.
Stay in the classroom.



BUILD INTRAPRENEURS

Give them the skills, mindset and role models for the future.

**If we want intrapreneurs in our companies tomorrow,
we need to start building them in our schools today.**

Not one visit.
Not one LinkedIn photo.
Stay in the classroom.

$$SI = AI \times Talent$$

Stanislav Fotev



**“By asking,
you can even reach
Constantinople”**

Bulgarian Proverb

