Optimising entrepreneurship ecosystem regional and crossregional

Tanja Varabei

(Bergische Universitat Wuppertal)

Darco Jansen (EADTU)

CBVI (1)

- Cross Border Virtual Incubator (CBVI) flexibly reaches out to workers and learners to promote entrepreneurship and enterprise creation. It has the objective to demonstrate experiments with social and learner-centric entrepreneurship environments for the acceleration of new starters and cross border knowledge exchange.

CBVI (2)

Focus CBVI

- Stimulating entrepreneurship
- Focus on incubation process
- Higher education in cooperation with business
- Use of virtual environments
- Cross border

CBVI-methodology (1)

1. Cross-analysis of entrepreneurship and incubator models

2. Organisation of learner-centric entrepreneurship environment

3. First pilots series: networked virtual business planning

4. Second pilot series: versatile field coaching of new entrepreneurs

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CBVI-methodology (2)

5. Optimising the entrepreneurship ecosystem regional and cross-regional

All previous steps (1-4) contribute to step 5

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Research method

a) Current research status and based approaches

b) Diversity of pilots in steps 3 and 4 (including data, recommendations and conclusions)

c) Extra data by exploratory study, data collection with the help of questionnaires and expert interviews

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Main research focus

- Research on **entrepreneurial ecosystems** or in particular on **university-based entrepreneurial ecosystems** (because of their heterogeneity)

- Main question: How should Entrepreneurship be supported by ICT technologies with the maximum gain?

Research questions

- What is the status of university-based entrepreneurial ecosystem development in the surveyed regions?

- How is the process of entrepreneurial support operationally organized within the entrepreneurial ecosystems?

- What is the status of ICT usage during this process?

Research questions

- What are the possibilities of ICT usage to enhance the process of entrepreneurial support?

- What are the possibilities of ICT usage to enhance the development of an university-based entrepreneurial ecosystem?

Current research

1. Entrepreneurial ecosystem
2. University-based entrepreneurial ecosystems
3. Building an university-based entrepreneurial ecosystem
4. Operational view: entrepreneurial value chain (operational entrepreneurship support)
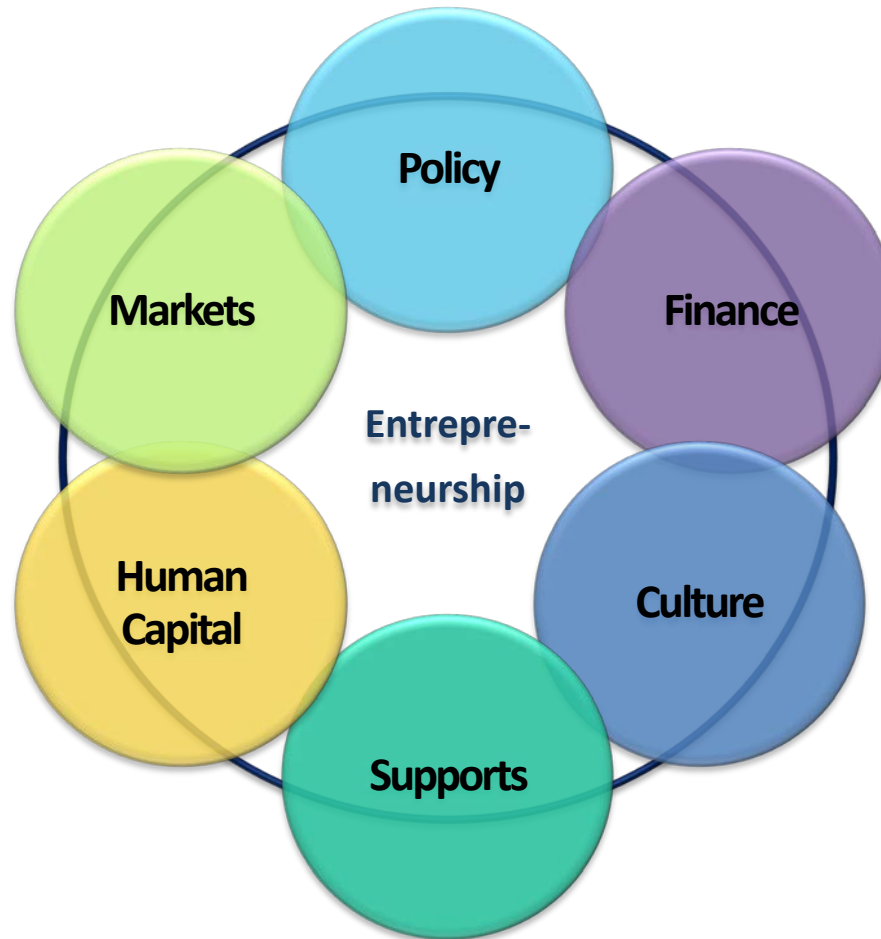
1. Entrepreneurial Ecosystem

- **Entrepreneurial Ecosystems**
  - nurture and sustain entrepreneurship
  - support entrepreneurship development
  - determine the entrepreneurial performance
  - play a role in the development of entrepreneurship
  - facilitate and constrain entrepreneurship

1. Entrepreneurial Ecosystem

- **Summary**: Entrepreneurial ecosystems approach deals with factors which influence entrepreneurship in one way or another

- **Characteristics**: spatial proximity of resources, sustainability, comprehensiveness

Entrepreneurial Ecosystem: the whole view

Entrepreneurial Ecosystem: the whole view

Early Customers
- Early adopters for proof-of-concept
- Expertise in productizing
- Reference customer
- First reviews
- Distribution channels

Networks
- Entrepreneur's networks
- Diaspora networks
- Multinational corporations

Labor
- Skilled and unskilled
- Serial entrepreneurs
- Later generation family

Educational Institutions
- General degrees (professional and academic)
- Specific entrepreneurship training

Leadership
- Unequivocal support
- Social legitimacy
- Open door for advocate
- Entrepreneurship strategy
- Urgency, crisis and challenge

Government
- Institutions
  e.g. Investment, support
- Financial support
  e.g. for R&D, jump start funds
- Regulatory framework Incentives
  e.g. Tax benefits
- Research institutes
- Venture-friendly legislation
- e.g. Bankruptcy, contract enforcement, property rights, and labor
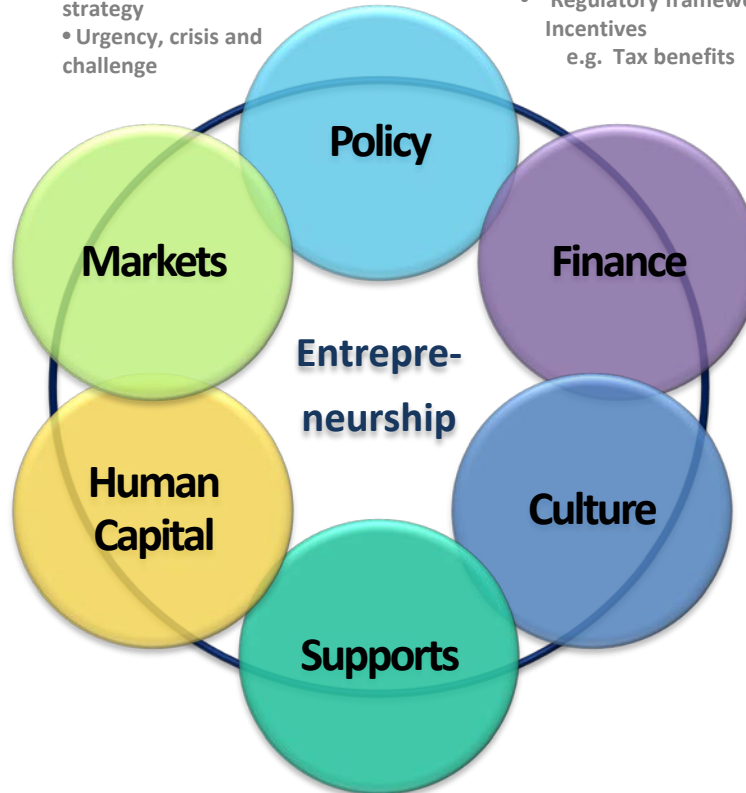
Financial Capital
- Micro-loans
- Angel investors, friends and family
- Zero-stage venture capital
- Venture capital funds
- Private equity
- Public capital markets
- Debt

Success Stories
- Visible successes
- Wealth generation for founders
- International reputation

Societal norms
- Tolerance of risk, mistakes, failure
- Innovation, creativity, experimentation
- Social status of entrepreneur
- Wealth creation
- Ambition, drive, hunger

Infrastructure
- Telecommunications
- Transportation & logistics
- Energy
- Zones, incubation centers, clusters

Support professions
- Legal
- Accounting
- Investment bankers
- Technical experts, advisors

Non-Government Institutions
- Entrepreneurship promotion in non-profits
- Business plan contests
- Conferences
- Entrepreneur-friendly associations

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2. University-based entrepreneurial ecosystems

- The <u>university-based entrepreneurial ecosystems</u> […] are multidimensional enterprises that support entrepreneurship development through a variety of initiatives related to teaching, research and outreach. *(Greene et al. 2010)*

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2. University-based entrepreneurial ecosystems

- The nucleus of a university-based entrepreneurial ecosystem is a university or college where entrepreneurship is emphasized in a special way, for example:
  - consideration in the profile / mission statement of the university,
  - the acknowledgement of entrepreneurship as an academic discipline of its own,
  - the establishment of an Entrepreneurship chair,
  - a comprehensive range of entrepreneurship classes and
  - the creation and development of a network with the regional business community and other relevant stakeholders.

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2. List of Success Indicators

- Senior leadership sponsorship for Entrepreneurship,
- Entrepreneurship strategic vision,
- Entrepreneurship academic division,
- Entrepreneurship course,
- Entrepreneurship practicum,
- Entrepreneurship concentration or minor,
- Entrepreneurship courses for non-business majors,
- Ongoing curriculum innovation,

- Entrepreneurship research program or center,
- Entrepreneurship center,
- Networking events,
- Entrepreneurship students club(s),
- Business plan competition(s),
- Student venture investment fund,
- Links to angel and venture funds,
- Incubator,
- Entrepreneurship endowed chair(s),
- Center or program endowment

(Rice et al. 2010)

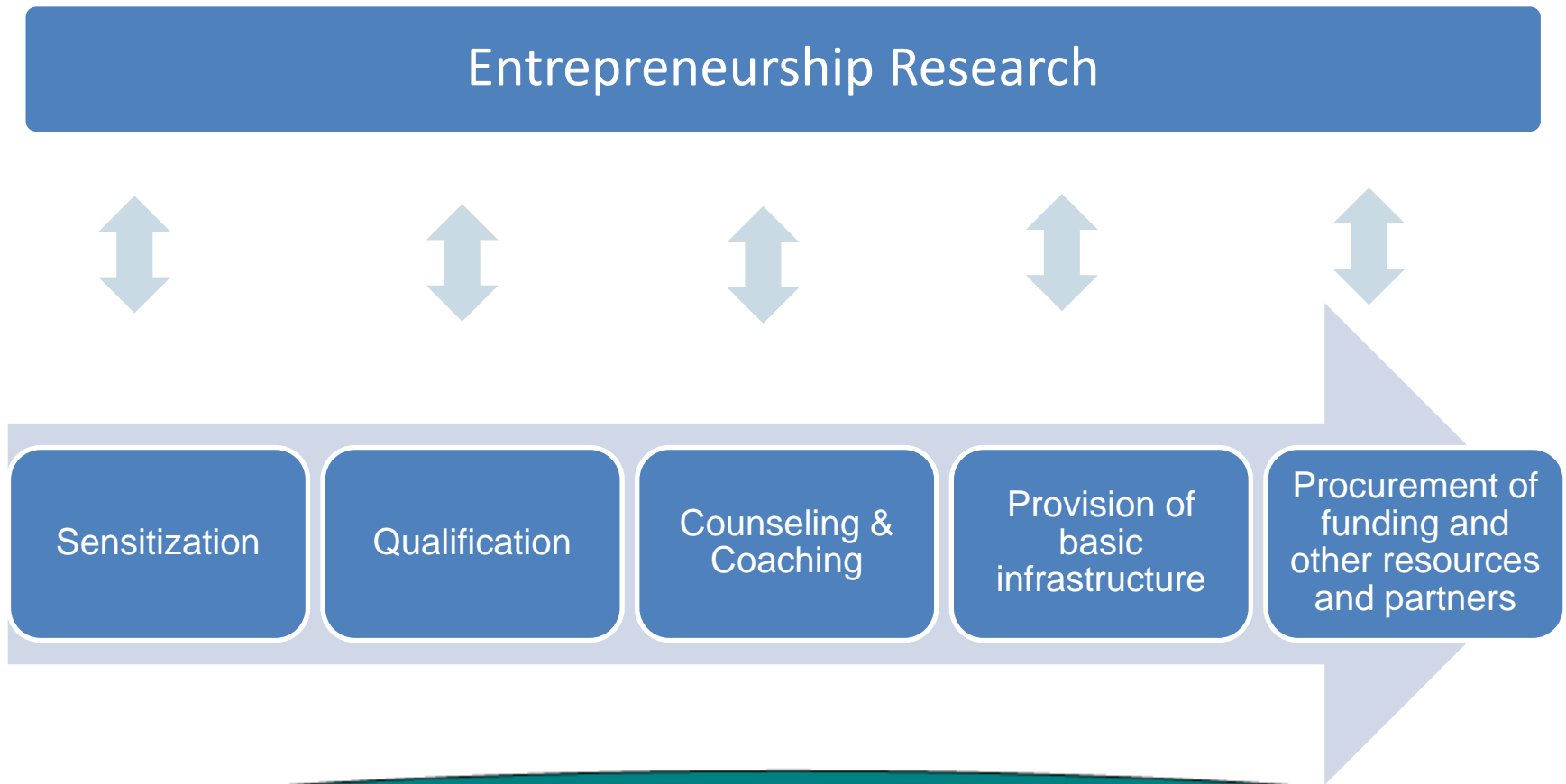EUROPEAN ASSOCIATION OF DISTANCE TEACHING UNIVERSITIES

3. Building entrepreneurial ecosystem

1. The university management acknowledges the importance of entrepreneurship, embraces it as a part of the university´s corporate vision and acts accordingly to promote its establishment and promotion.

2. There are strong, visionary leading figures within the administration of entrepreneurial programs, centers, projects and initiatives as well as in the respective university departments who support the establishment of entrepreneurship in a determined way.

3. The commitment of the university management and other leading personalities to entrepreneurship is sustained and permanent.
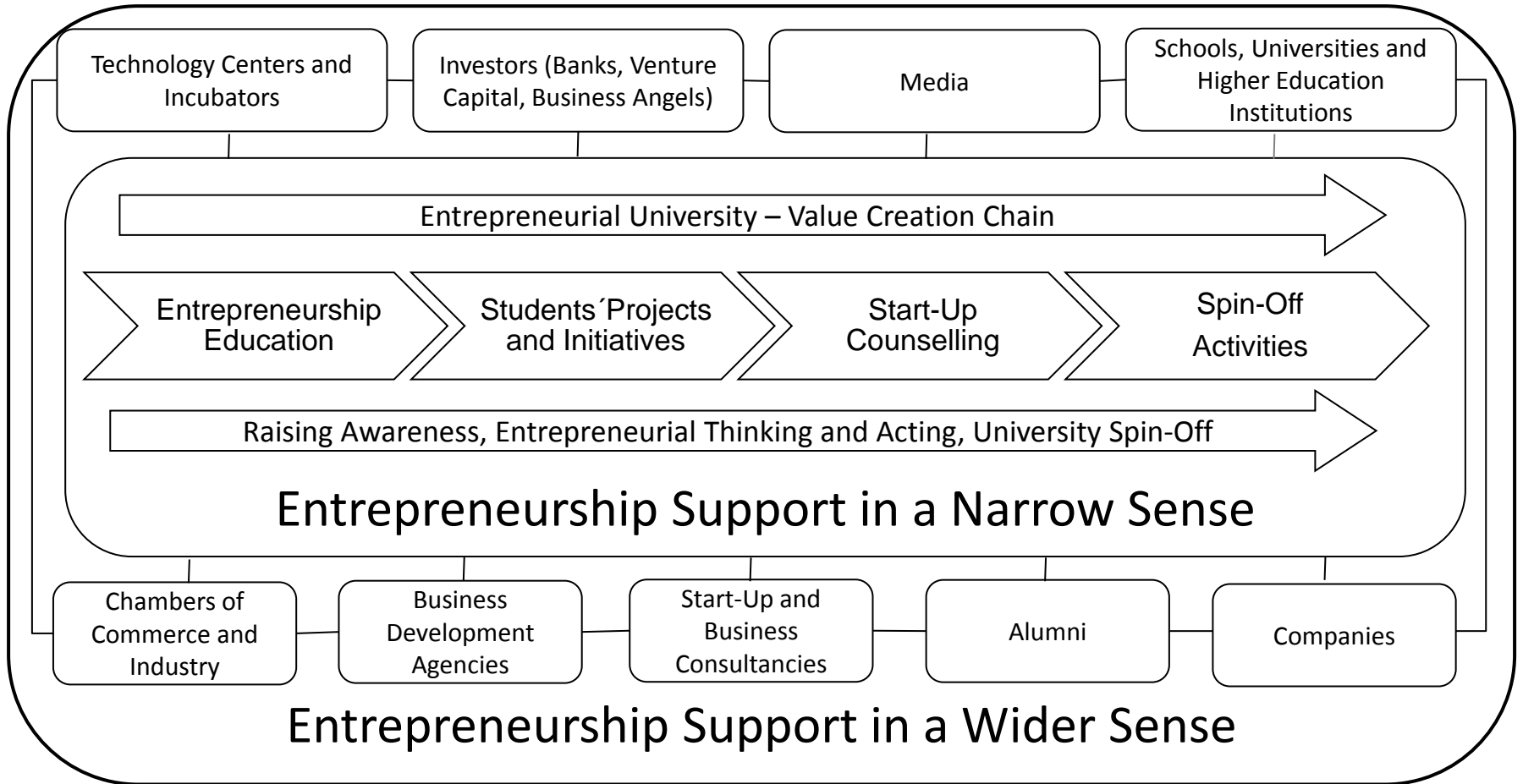
3. Building entrepreneurial ecosystem

4. There is sufficient funding for the establishment and promotion of entrepreneurship-friendly structures.

5. Curricula, teaching programs and teaching methods are regularly adjusted to the latest findings.

6. An appropriate organizational structure is provided.

7. The networking with other entrepreneurship-relevant agents within and outside the university is pursued with great commitment in order to reach the critical mass which is necessary for sustainability (cf. Rice et al. 2010).

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4. Operational view

Entrepreneurship Research

Sensitization

Qualification

Counseling & Coaching

Provision of basic infrastructure

Procurement of funding and other resources and partners

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… Connecting approaches: actors view …

(Volkmann 2011)

Extra data collection

- Exploratory study, data collection with the help of questionnaires and expert interviews

- Expert interviews:

    1. Open University (Heerlen, the Netherlands)

    2. Öresund Science Region (Sweden, City Conversity)

    3. Timisoara Software Business Incubator (Timisoara, Romania)

    4. Technical University of Košice (Košice, Slovakia)

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Extra data collection

- Universities surveyed:
  - Graz region (Austria, Technische Universität Graz)
  - Tallinn region (Estonia, Tallinn University)
  - Wuppertal region (Germany, University of Wuppertal)
  - Lublin region (Poland, Maria Curie Sklodowska University)

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Implications (general)

- Own strengths should be identified and exploited for the development of an own entrepreneurial ecosystem (do not make only a blind copy of successful approaches)

- The commitment of the organization management and other leading personalities to entrepreneurship should be sustained and permanent

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Implications (general)

- Integrated approach: beginning with motivation and sensitization for entrepreneurship (most incubators concentrate only on consulting or networking services or providing infrastructure).
-> New (=potential) entrepreneurs and important stakeholders should be activated

Implications (general)

- Do "technology scouting" – active promotion of entrepreneurship among researcher and inventors (or engineers, chemists, physicist students and so on), not only among business students

- Do public relation work for entrepreneurship: make success visible, improve the image of entrepreneurs, attract relevant stakeholder for entrepreneurship

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Implications (general)

- Integrate real entrepreneurs as a guest lecturers in entrepreneurship courses (role models)

- Curricula, teaching/couching programs and teaching/couching methods should be regularly adjusted to the latest findings

- Incubation services for startups with social value (**social entrepreneurship**) should be adjusted in order to ensure their sustainability for the time after the incubation

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Implications (ICT)

- Good contents, strong partners, technical support by competent partners and an appealing graphic design

- Follow the "less is more" principle – clarity and transparency of the information are decisive;

- Avoid unnecessary technical features – in most cases **standard solutions** are sufficient which in addition reduce dependency on external providers;

Implications (ICT)

- Create transparent structures through specific contents;

- Draw up a time and money budget for the creation and administration of the platform (do not count on voluntary commitment which may not be sustained);

- Clarify and define areas of responsibility;

- Budget resources in order to be able to react to improvement suggestions;

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Implications (ICT)

- Draw up a realistic and differentiated list of duties if an external provider is needed for the technical realization – it may be very helpful to involve the internal IT department;

- Offer incentives for active use – the added value of using the platform should be immediately recognizable for the target group;

- Cooperate with other similar platforms and exploit synergies;

- Use existing established social networks as Facebook, LinkedIn, Google+

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Findings of ICT Usage

(by Jasińska, M., Wodecki, A., Maria Curie Sklodowska University, Poland)

- Simple tools as e-mails and web pages (more formal communication) are mostly used.
- Big differentiation of using other, more sophisticated, custom or even open solution.
- High level of no ICT support in match-making with investors (one of the main incubators function).
- High position of useing Intranet in internal communication in incubators.
- ICT is almost not used in training or consulting services provided for start-ups.
- Taking into geographical localization (country) of incubators the differences in using of particular ICT tools could be observed.

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Entrepreneurship Research

Exchange and transfer of knowledge

Literature data bases	*ResearchGate*	*DropBox*
Conference data bases	*MindMapping Tools*	*SlideShare*

Sensitization	Qualification	Counseling	Coaching	Provision of basic infrastructure	Procurement of funding and other resources and partners
Motivation for entrepreneurship Clarification of special features of entrepreneurship Public relations	Promotion Entrepreneurship Education Transfer of contents Administrative work	Promotion Counseling Search for advisors Transfer of contents Administrative work	Promotion Coaching Search for coaches Transfer of contents Administrative work	Promotion support Support of operational start	Promotion support Support of operational start
Social networks *YouTube* *Blogs* *Press releases* *Twitter*	*Social networks* *YouTube* *eLearning Tools* *Literature data bases* *Legal and tax information* *SlideShare* *DropBox* *Wiki's* *Calendar of events* *Tools for scheduling and registration* *Skype*	*Advisor data bases* *Calendar of events* *Tools for scheduling and registration* *SlideShare* *DropBox* *Skype* *Wiki's*	*Coach data bases* *Tools for scheduling and registration* *Social networks* *DropBox* *Twitter* *Skype*	*Literature data bases* *Legal and tax information* *Provision of web space* *Recruiting* *Search for partners* *Social networks*	*Data bases (suppliers, business partners)* *Matching platforms* *Crowdfunding* *Social networks*