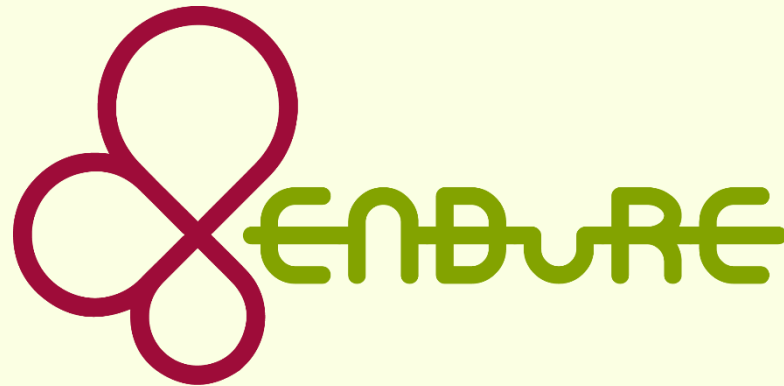




WELCOME TO
1° workshop
Cortex, 29° of April 2016



Co-funded by the
Erasmus+ Programme
of the European Union

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FRIDAY's PROGRAM (changes may occur):

- | | |
|-------|---|
| 12.00 | Welcome and introduction to the project, the program and the participants |
| 13.30 | Planning vs effectuation + a small exercise |
| 14.30 | Break |
| 14.45 | Guest speaker, entrepreneur and cofounder of Sensohive
Casper Harlev http://sensohive.com/ |
| 15.45 | Entrepreneurial personality and awesome teams |
| 17.45 | Wrap up, and a sandwich |
| 18.00 | The Bar is open... |

INTRODUCTION TO THE PROJECT INTRODUCTION TO THE PROGRAM

WHO ARE WE?
WHO ARE YOU?

ABOUT THE PROJECT

The ENDuRE Knowledge Alliance is an innovative approach to **educating and supporting new entrepreneurs**, aimed at increasing the resilience and competitiveness of European start-ups. The project will design and develop a **holistic framework** to transform ideas into technically and economically viable businesses

PARTNERS IN THE PROGRAM

Academic Partners:

- University of Pisa
- University of Surrey
- University of Southern Denmark, IDEA

Incubators/Business Partners:

- Polo Navacchio, Tuscany
- Iverdis, London (now renamed Synoptica)
- Blue Ocean Robotics, Odense

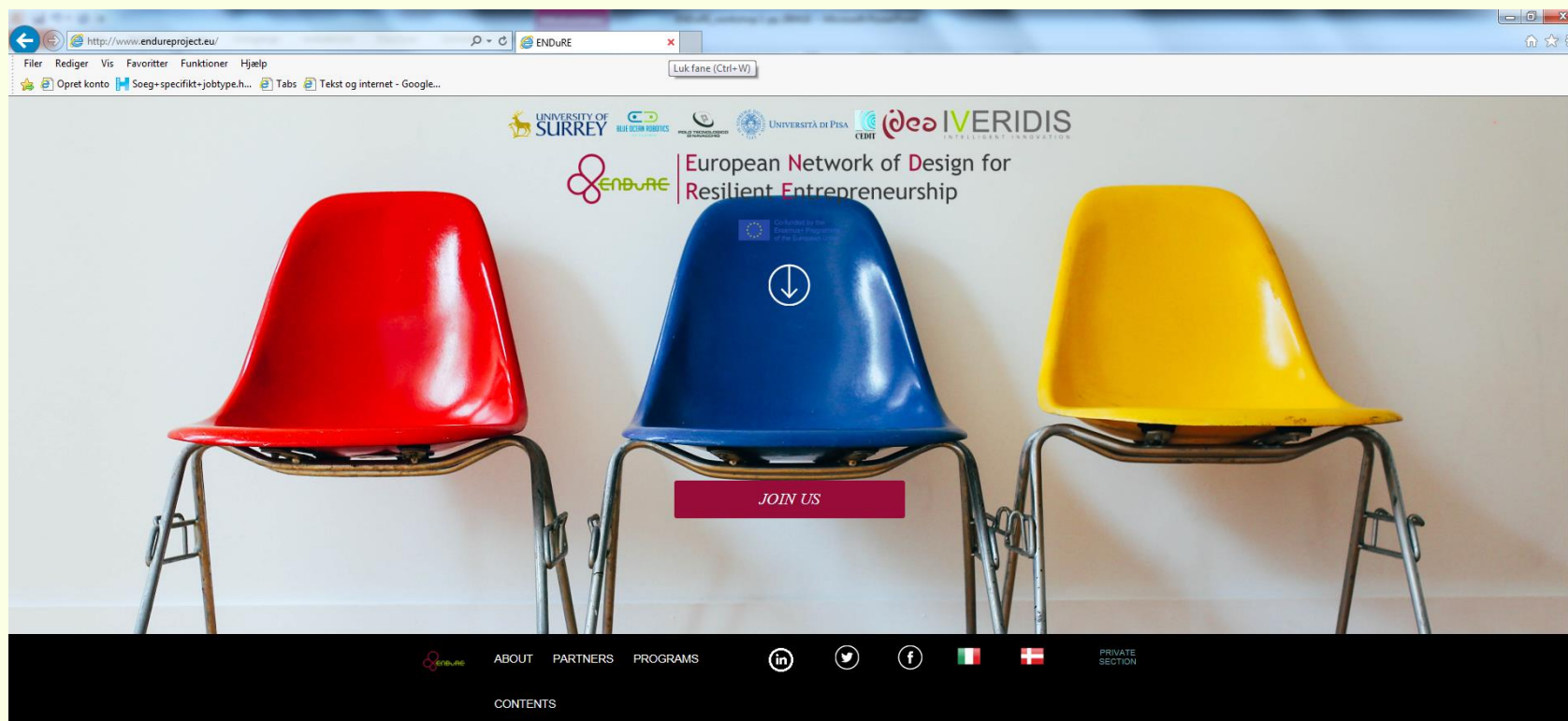
See more on <http://www.endureproject.eu/partners>



European Network of Design for Resilient Entrepreneurship



Erasmus+ Project Funded by the European Union



ABOUT

The ENDuRE Knowledge Alliance is an innovative approach to educating and supporting

ABOUT THE PROJECT

PARTNERS IN THE PROJECT



European Network of Design for
Resilient Entrepreneurship



UNIVERSITY OF
SURREY



BLUE OCEAN ROBOTICS
- for humans



POLO TECNOLOGICO
GINAVACCHIO



UNIVERSITÀ DI PISA



CEDIT



IDEA



IVERIDIS
INTELLIGENT INNOVATION



Erasmus+

Project Funded by
the European Union



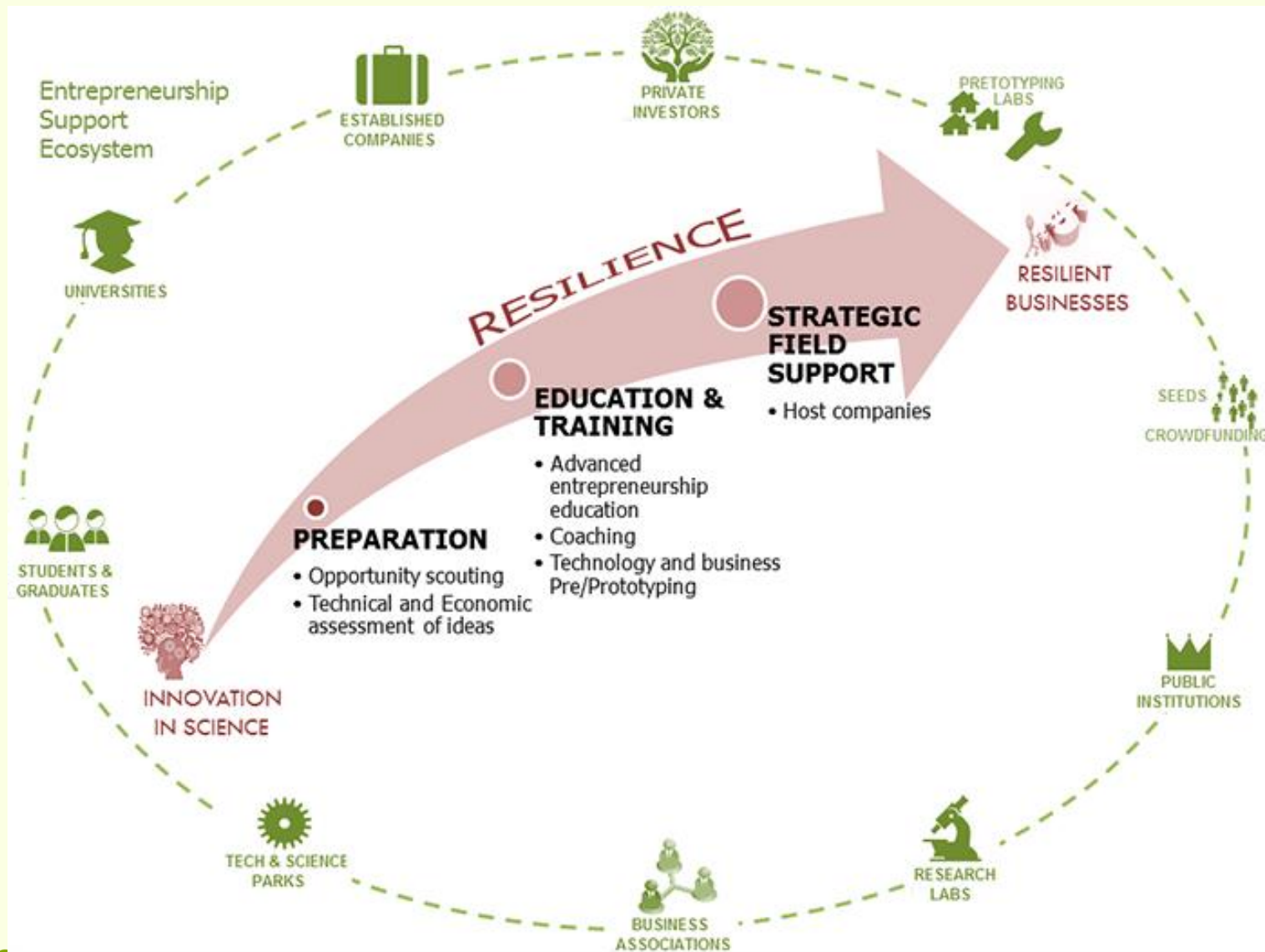
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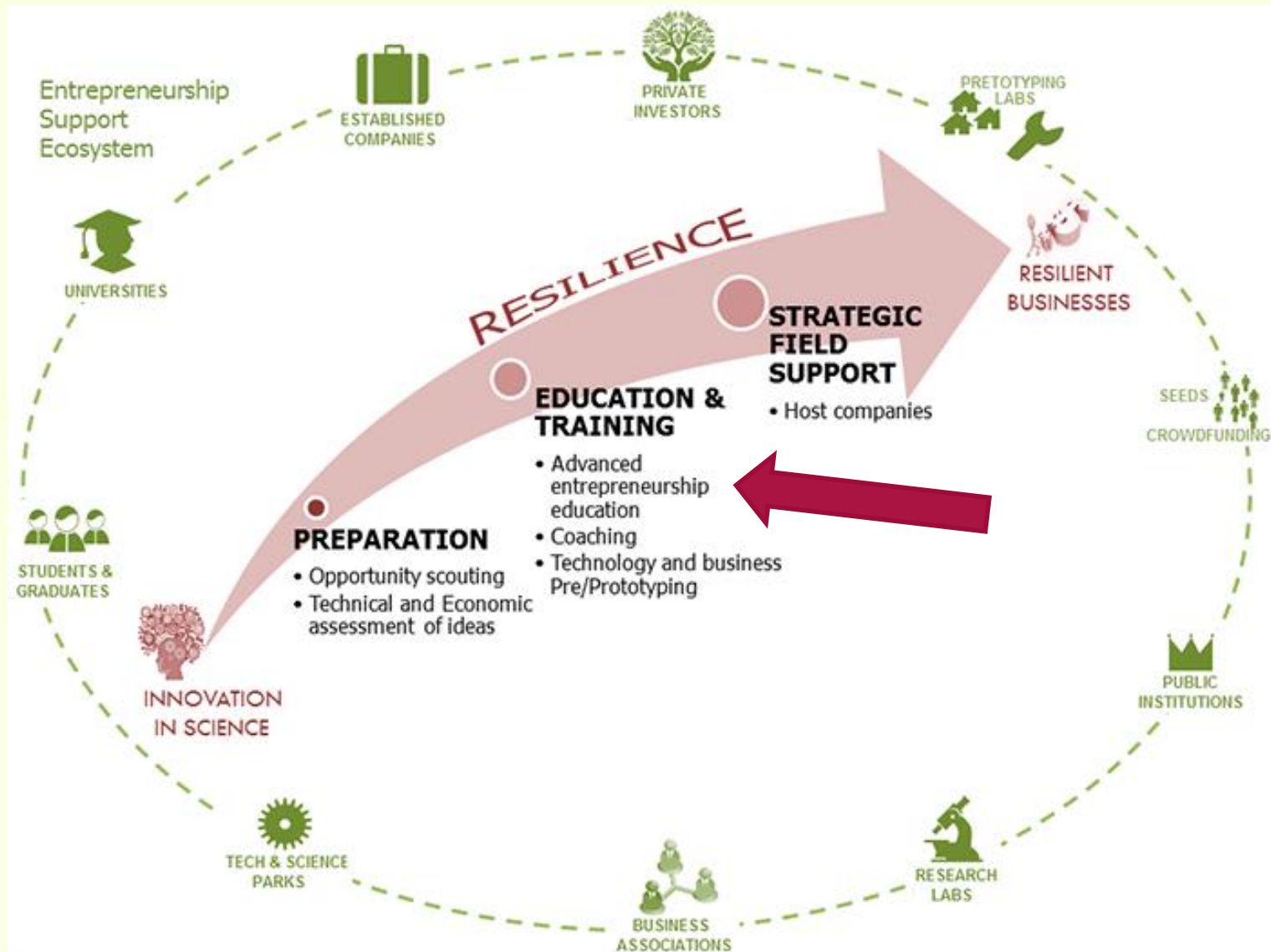
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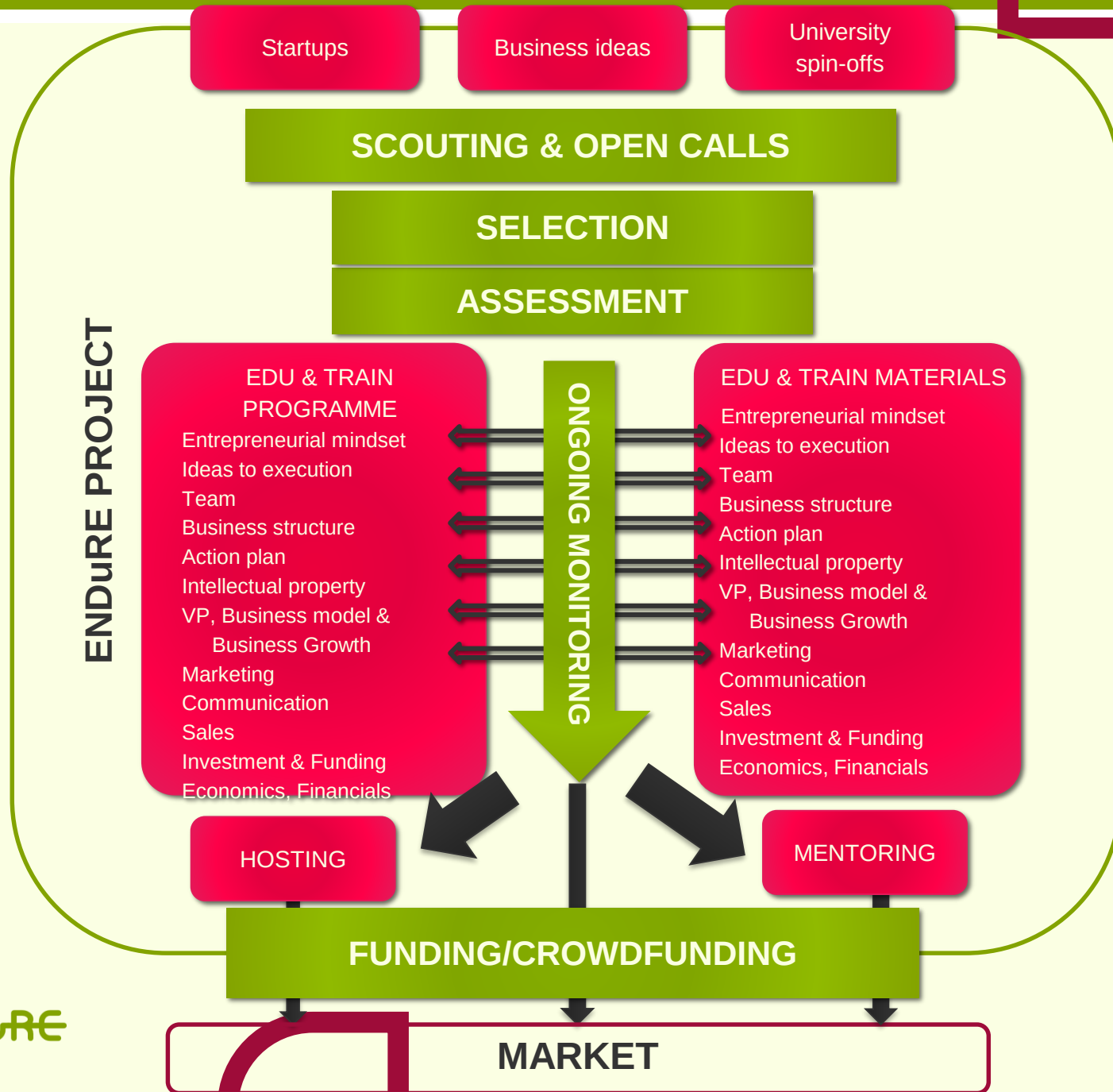


Nice 😊 but it gives us a little bit of paper work...:

- Signatures for every workshop
- Sandwiches only this time (and Saturday)
- Coffee every time 😊
- Please let us know if you are not able to attend (Mads)
- Photos









ABOUT THE PROGRAM

THE PROGRAM IN ODENSE



WORKSHOP 1
Who are you,
your team
and Idea?

WORKSHOP 2
Structure &
Action plan

WORKSHOP 3
Intellectual
Property

WORKSHOP 4
Business
Model

WORKSHOP 5
Go to market

WORKSHOP 6
Investments,
Economy &
Final Pitch



29/4:12-18
30/4:9-15

3/5:
12-18

10/5:
14-18

12/5:
10-18

25/5:
14-18

10/6:
14-18

Martin & Lone

Ken Thomsen

Søren Jensen

Ken Thomsen

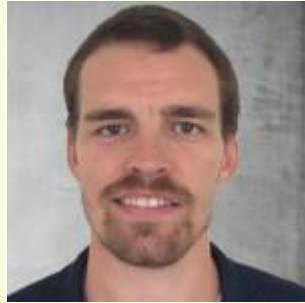
Ivan Tyrsted
& Tina Holler

Ivan Tyrsted
& Lone Toftild

THE TOPICS

1. Entrepreneurial mindset
2. Ideas to execution
3. Team
4. Business structure
5. Action plan
6. Intellectual property
7. VP, Business model & Business Growth
8. Marketing
9. Communication
10. Sales
11. Investment & Funding
12. Economics, Financials & Pitch

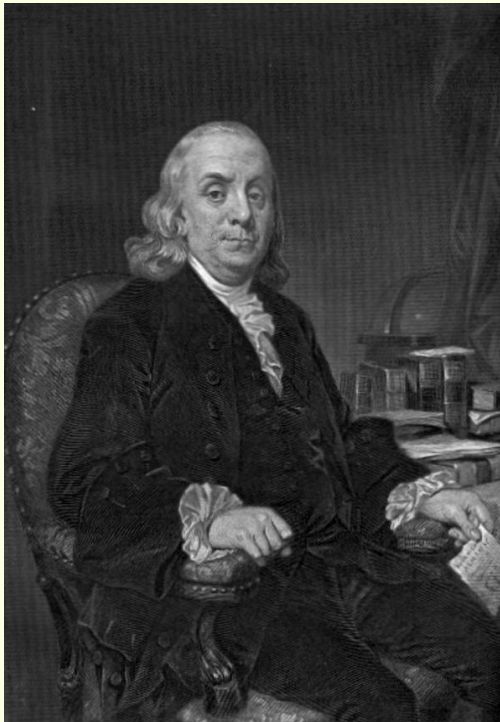
THE PEOPLE YOU WILL MEET



Mads Himstedt
mahi@sdu.dk



DIALOGUE AND INVOLVEMENT



*"Tell me and I forget
Teach me and I remember
Involve me and I learn"*

Benjamin Franklin, American journalist, scientist and politician (1706-1790).

DIALOGUE AND INVOLVEMENT

All workshops will be a mixture of:

- Presentations/introductions
- Apply it on you own idea/business // group work
- Guest speakers

WHO ARE WE?



Lone Toftild

Education:

Master of Business Administration
certified coach

Carrier:

- The furniture industry – Denmark and Spain
- Center for Small Business Research
- IDEA





Martin Senderovitz

Education:

M.Sc. IB,
PhD in Entrepreneurship and firm growth,,
Assoc. professor, mse@sdu.dk

Research areas: Entrepreneurship, entrepreneurial management, firm growth, gazelles, strategic management, organization and global marketing

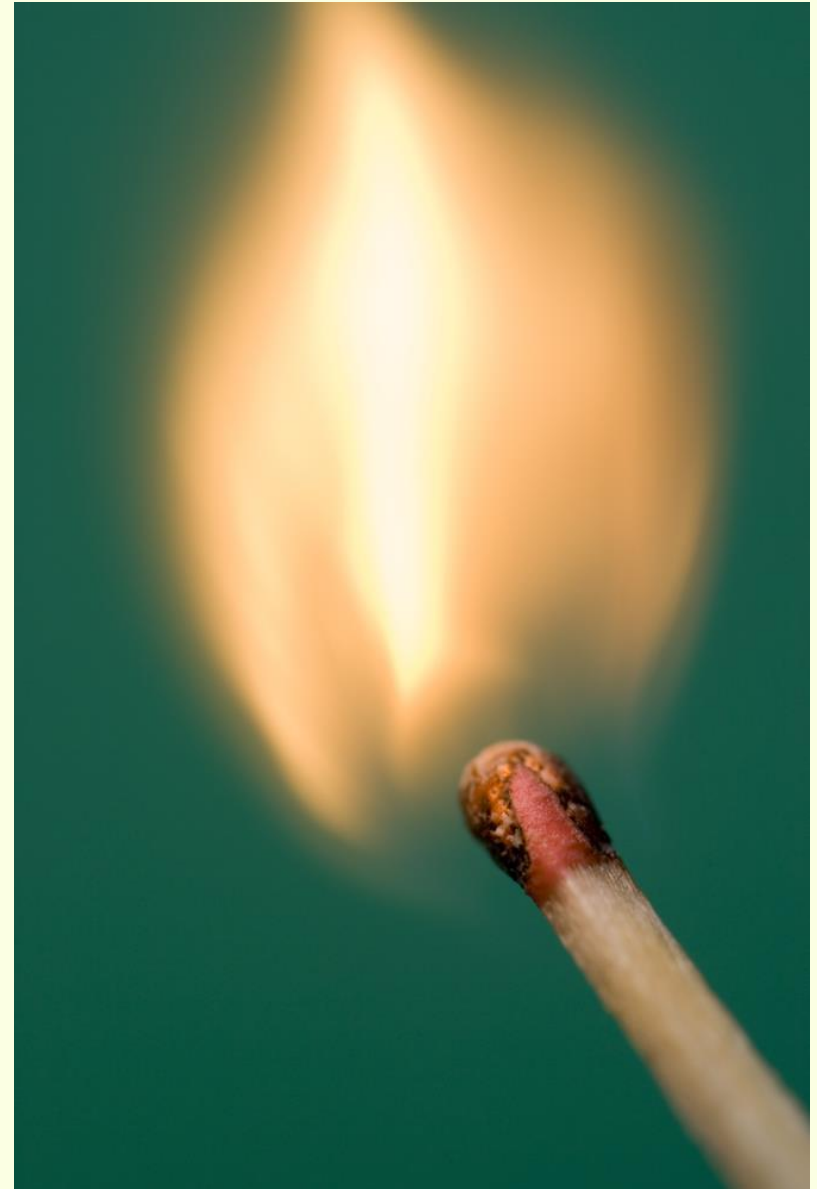
Carrier:

Consultant

WHAT IS IDEA?



WHO ARE YOU?



EXPECTATION FOR PROGRAM



PLANNING VS EFFECTUATION

& A SMALL EXERCISE

Icebreaker



Martin, vil du fylde ind her??

BREAK

GUEST SPEAKER, ENTREPRENEUR
AND COFOUNDER OF SENSOHIVE

CASPER HARLEV

[HTTP://SENSOHIVE.COM/](http://sensohive.com/)

ENTREPRENEURIAL PERSONALITY AND AWESOME TEAMS

BORN OR MADE VIEWS

- Scott Shane: Your genes influences the odds that you become an entrepreneur . This statement is true whether entrepreneurship means being self-employed, owning and operating a business, founding a company, or participating in the business start-up process (2010)
- William B. Gartner: The trait approaches have been unfruitful...look at what the entrepreneur does, not who the entrepreneur is...the entrepreneur is not a fixed state of existence (1988)
- Peter Drucker: The entrepreneurial mystique? It's not magic. It's not mysterious, and it has nothing to do with the genes. It is a discipline. (1985)

GENE FACTORS

- Activity level
- Intelligence
- Personality factors (extroversion, ADHD, dyslectic)

Controlling for age, gender, income, education, marital status..

Gene factors more important for women than for men! (in most studies)

Shane (2010): Born entrepreneurs, Born Leaders, Oxford Univ. Press

A SMALL EXERCISE:

- Write your first name with your left hand
- ...and then with the right



BEHAVIOUR

- about doing something... or not doing something...

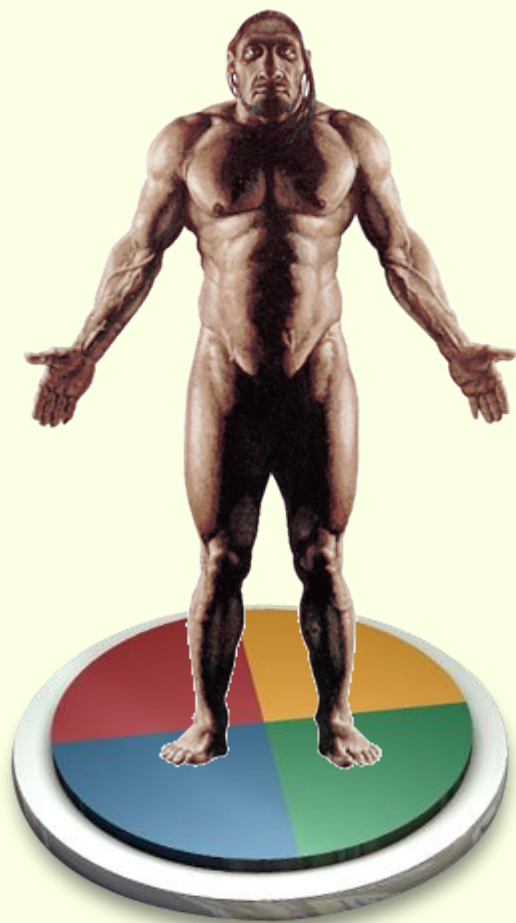
<http://www.youtube.com/watch?v=oRBchZLkQR0>

THE THEORY BEHIND PERSONAL BEHAVIOURAL STYLE

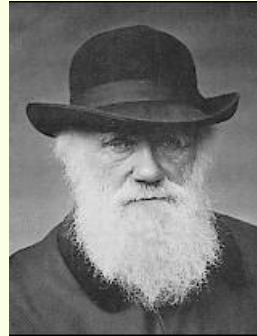
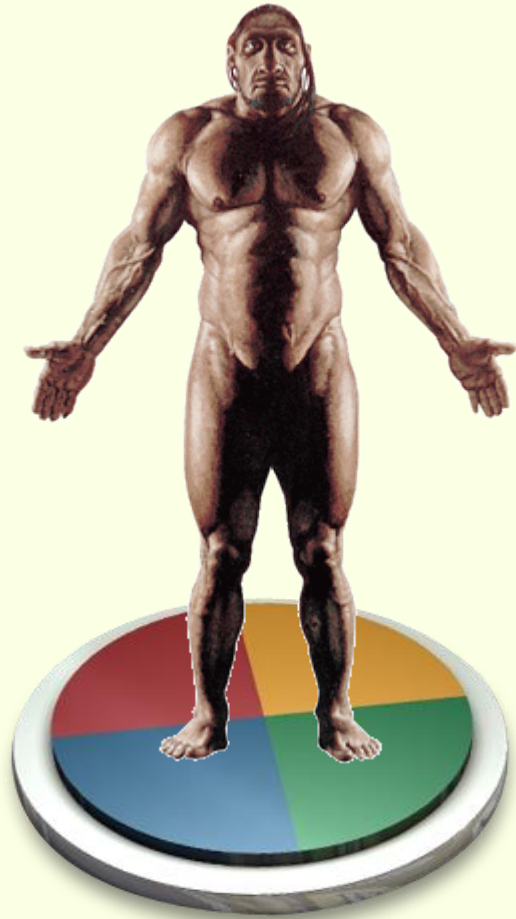


WHAT CAN WE USE IT FOR?

- To get to know yourself better
- To find your role in the team and to know when you need help
- To understand costumer and partners
- To get insights ad respects for those who thinks and acts differently



Why are we different?



Survival of the fittest

Sexual selection

Adaptive to change

EVOLUTION & PSYCHOLOGY

Personal behavior that is crucial for success:

- drive, energy
- persistence
- cooperation
- security

EVOLUTION & PSYCHOLOGY

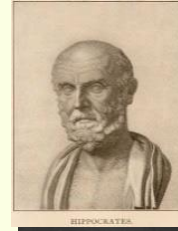
Tensions:

me	> <	the group
dominate	> <	fit in
status quo	> <	find new solutions
withdraw for the unknown	> <	being curious

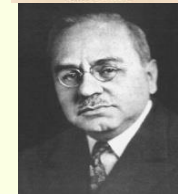
You will find these dilemmas all over; in psychology, sociology, organizational theory, ect.

BASED ON THEORIES OF...

Hippokrates (400 bc)



Adler



Jung



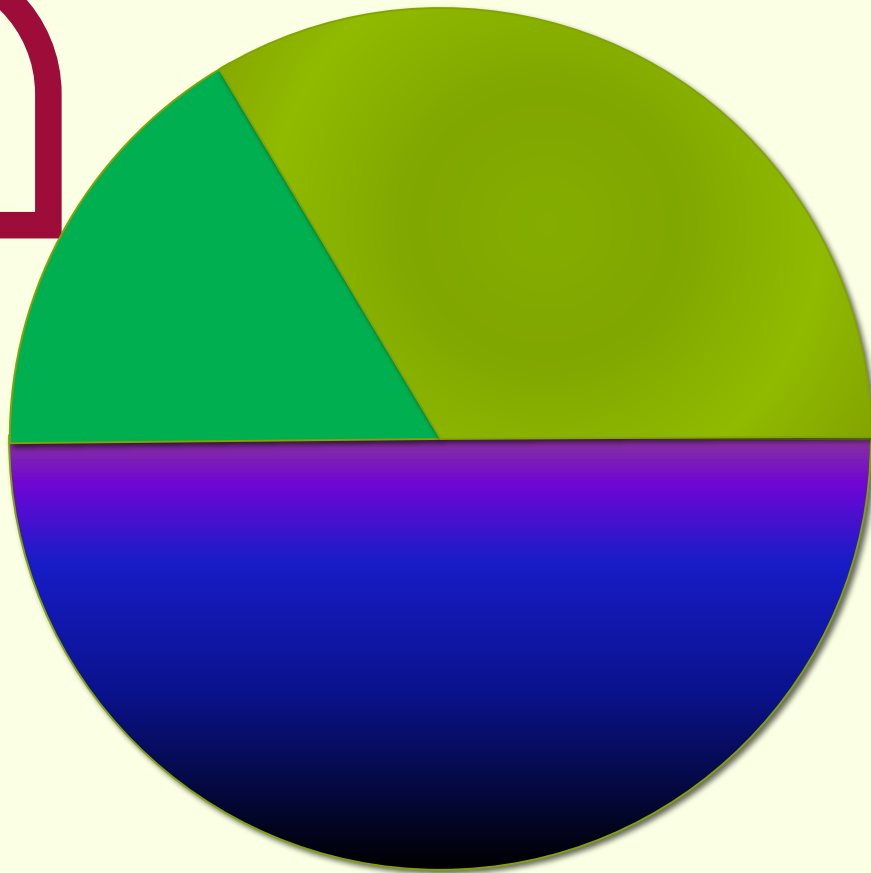
Eysenck



Poul R. Lawrence



HEREDITY & ENVIRONMENT



Ca. 50% is environmental

- App. 30% in childhood
- App. 20% after the teenage-years

App. 50% is genetically determined

This test can predict **30%** of a person's behavioral style.

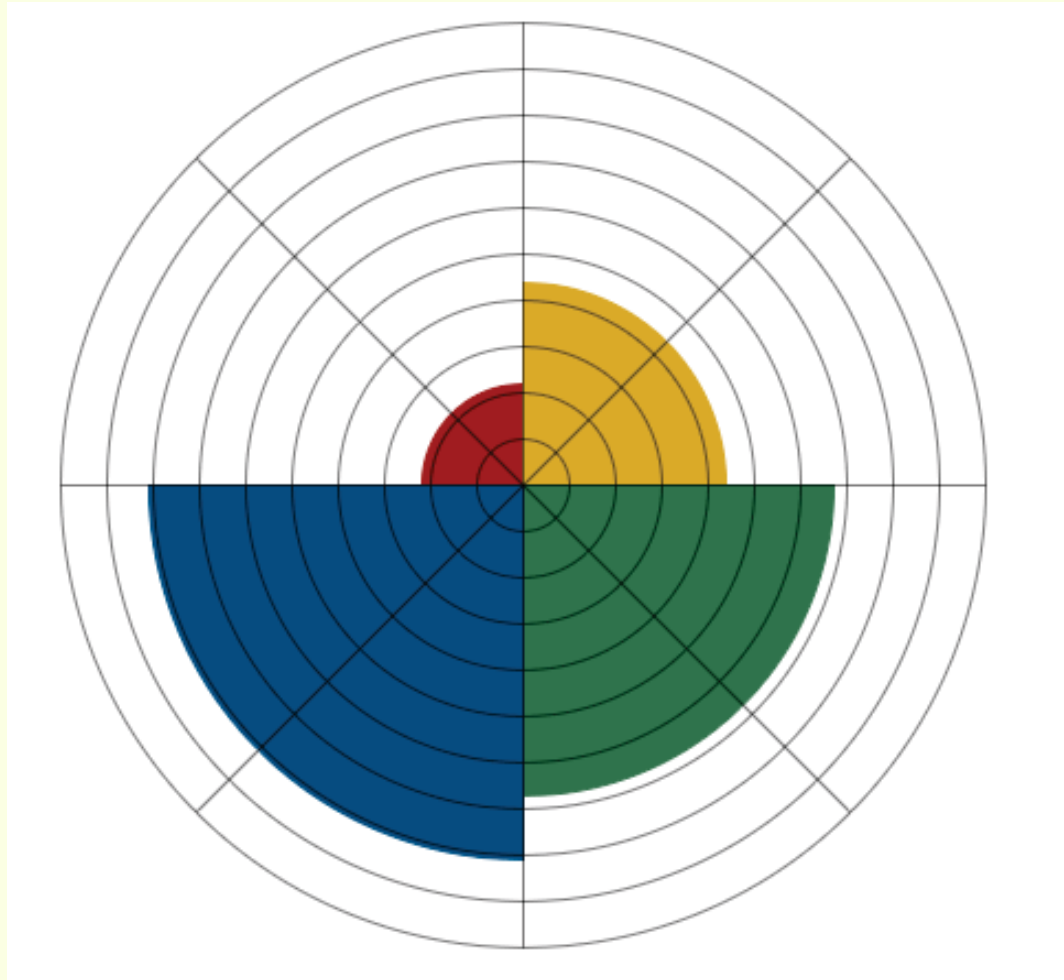
The **70%** is due to other factors such as the situation and environment

THE TECHNOLOGY BEHIND IS COMPLICATED...

- You give an answer to 24 statements - each has 4 response options
- It takes app. 15 min.
- The system creates a report



It could look like this...



Characteristics



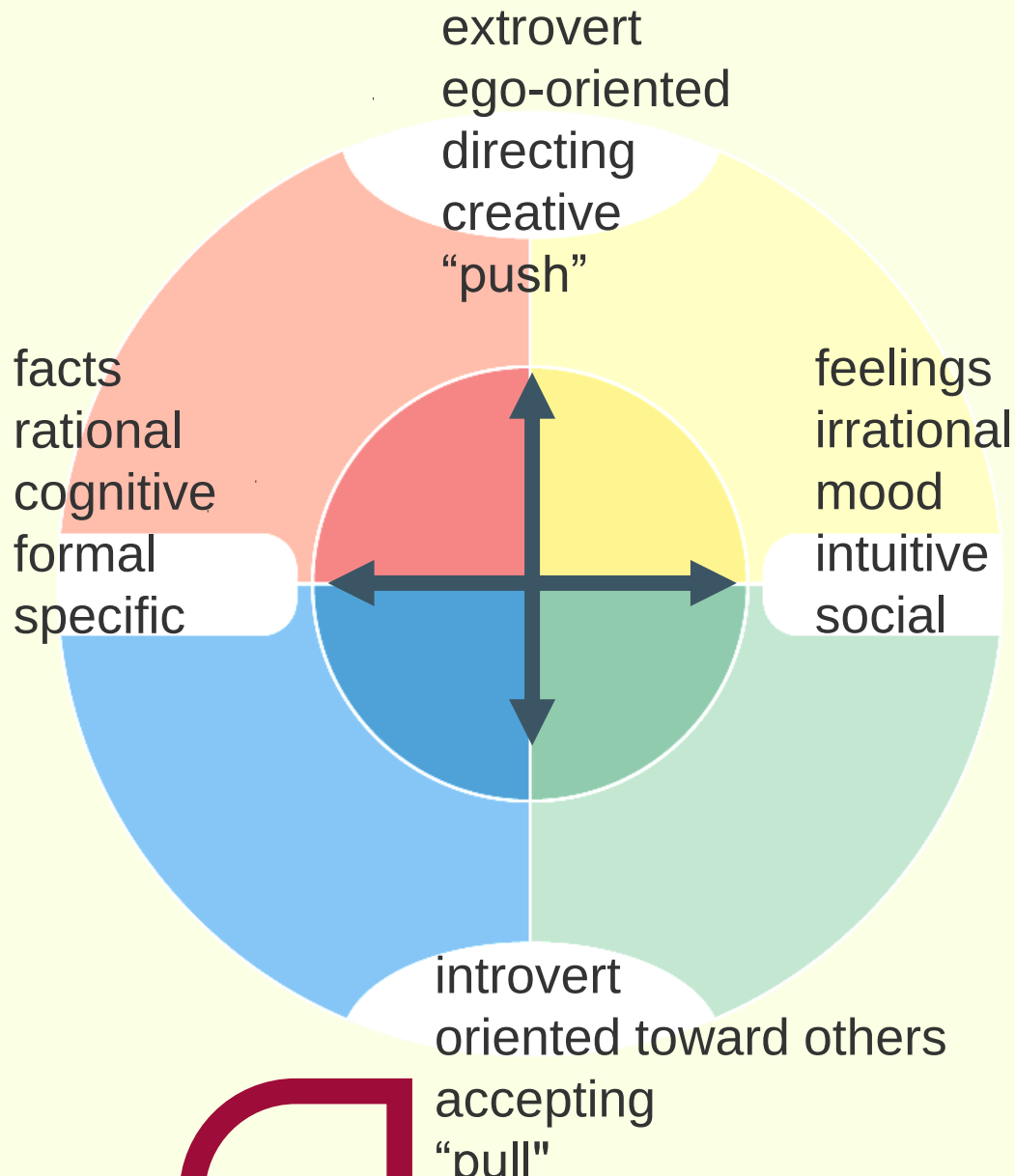
Motivated by



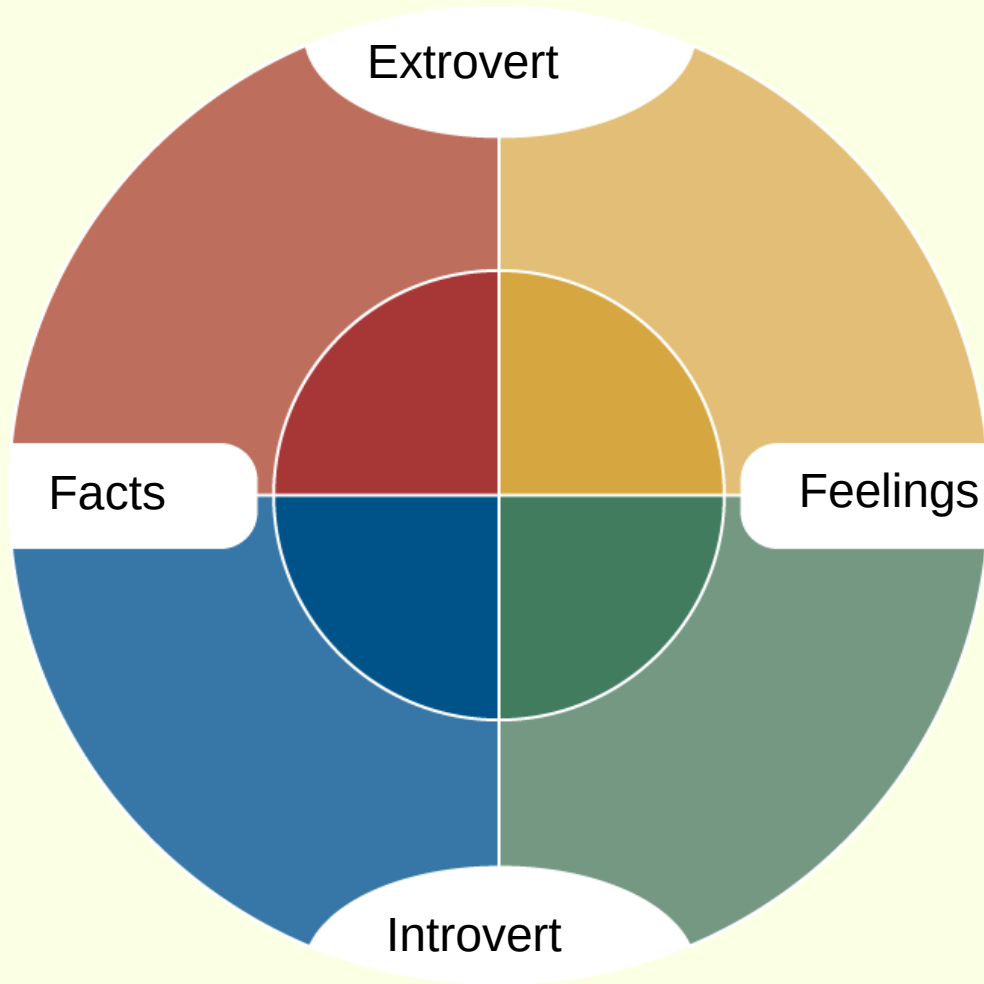
Focus



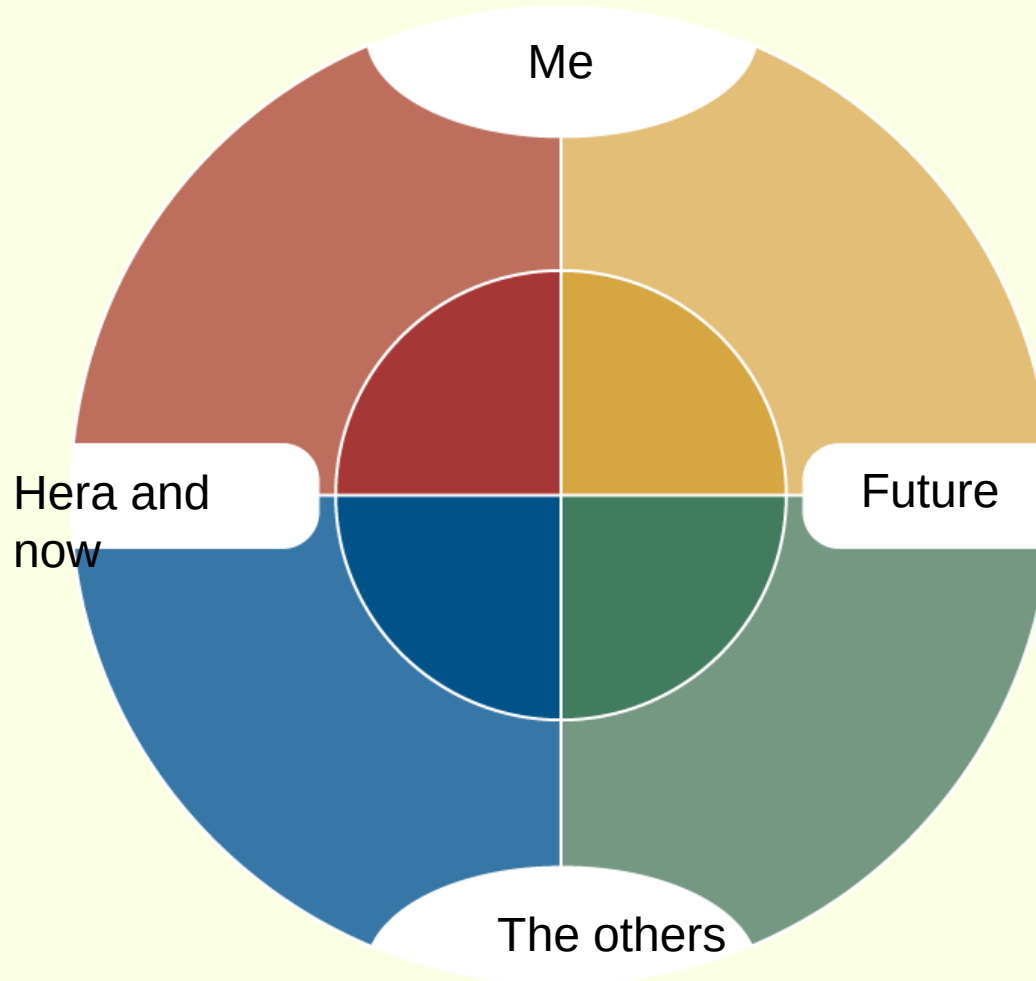
What do they have in common?



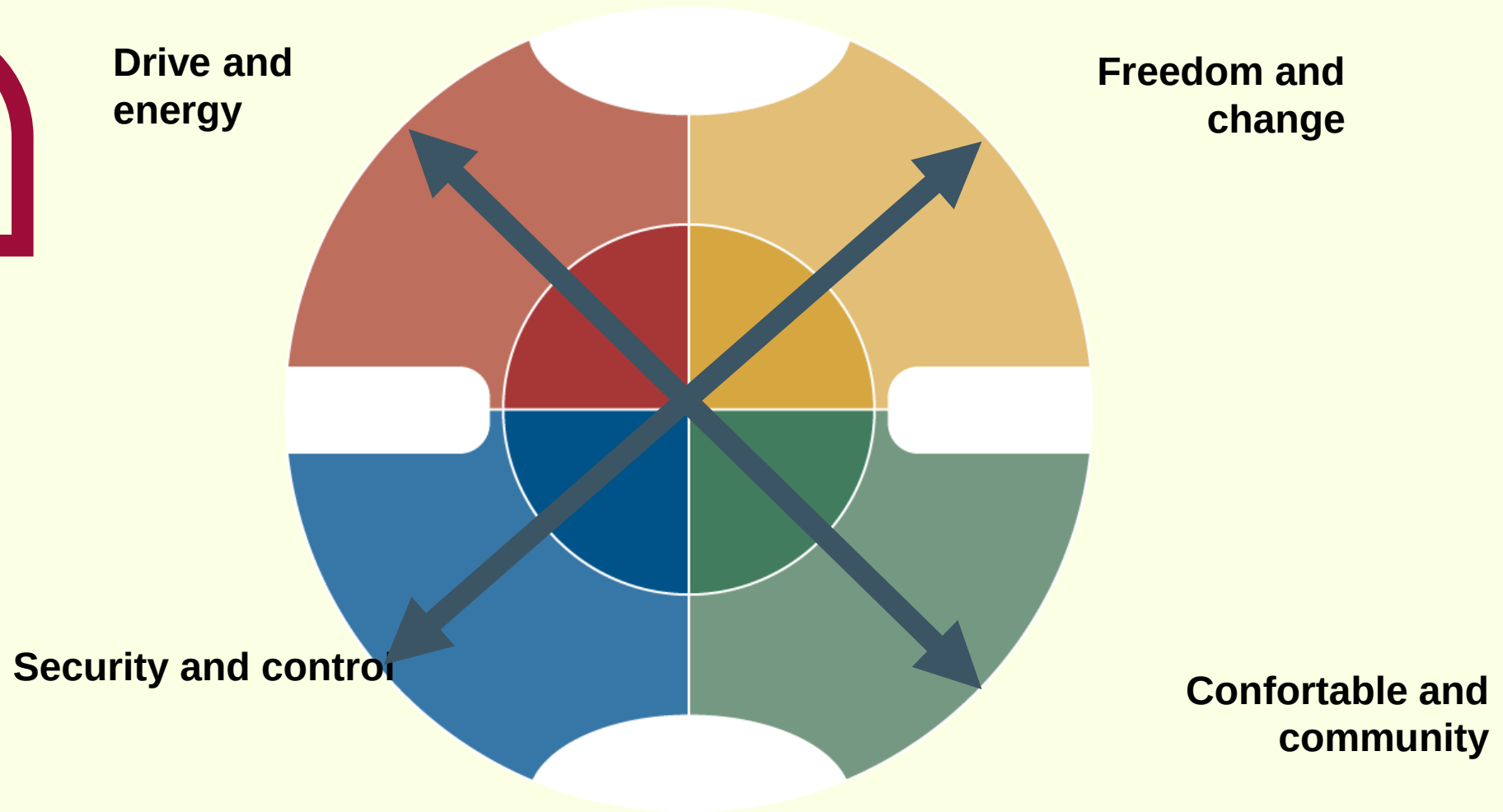
What do they have in common?



What do they have in common?



Two important contradictions



THE 4 TYPES



Goal oriented
Assertive
Independent
Risk
Energetic
Direct
Bold
Decisive
Competing
Likes to be in control





Spontaneous
Impulsive
Energetic
Visible
Unconcerned
Irrational
Seeking contact
Seeking “applause”
Talkative
Charismatic
Inspirational
Curious





Tolerant
Nurturing
Accepting
Stable
Supportive
Sincere
Warm
Pending
Caution
Emotional
Gracious
Quiet





Accurate
Perfectionist
Detail-oriented
Systematic
Logical
Reluctant
Quiet
Precise





A good day

determined
focused
demanding
dynamic
result oriented

A bad day

hard
arrogant
dominant
hurried
impatient

A good day

Full of idea
Spontaneous
enthusiastic
seeking contact
visible and talkative

A bad day

hectic
frivolous
superficial
unstructured
unrestrained

A good day

exact
methodical
systematic
disciplined
detail oriented

A bad day

skeptical
unwavering
slow
distanced
'unfriendly'

A good day

loyal
harmonious
understanding
considerate
human-oriented

A bad day

defeatist
hesitant
elusive
naive
touchy

JOGGING



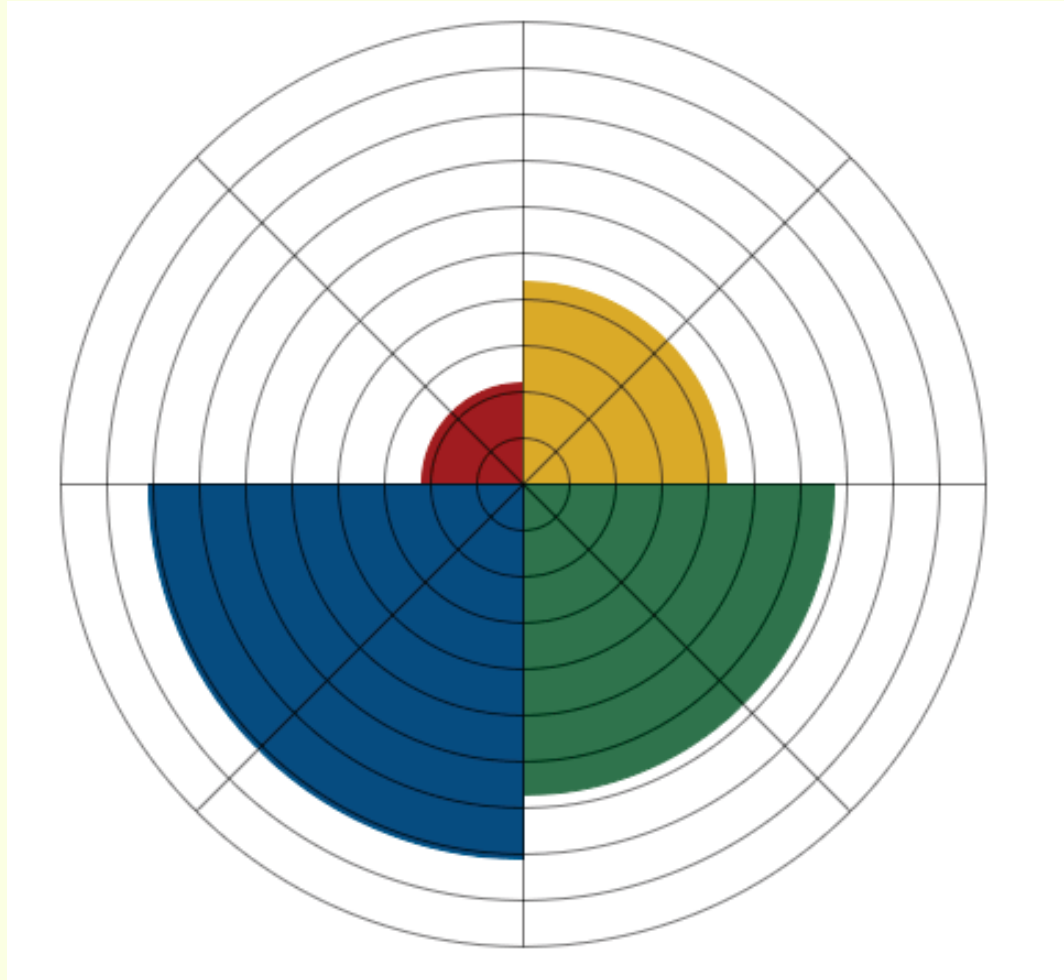
CARS



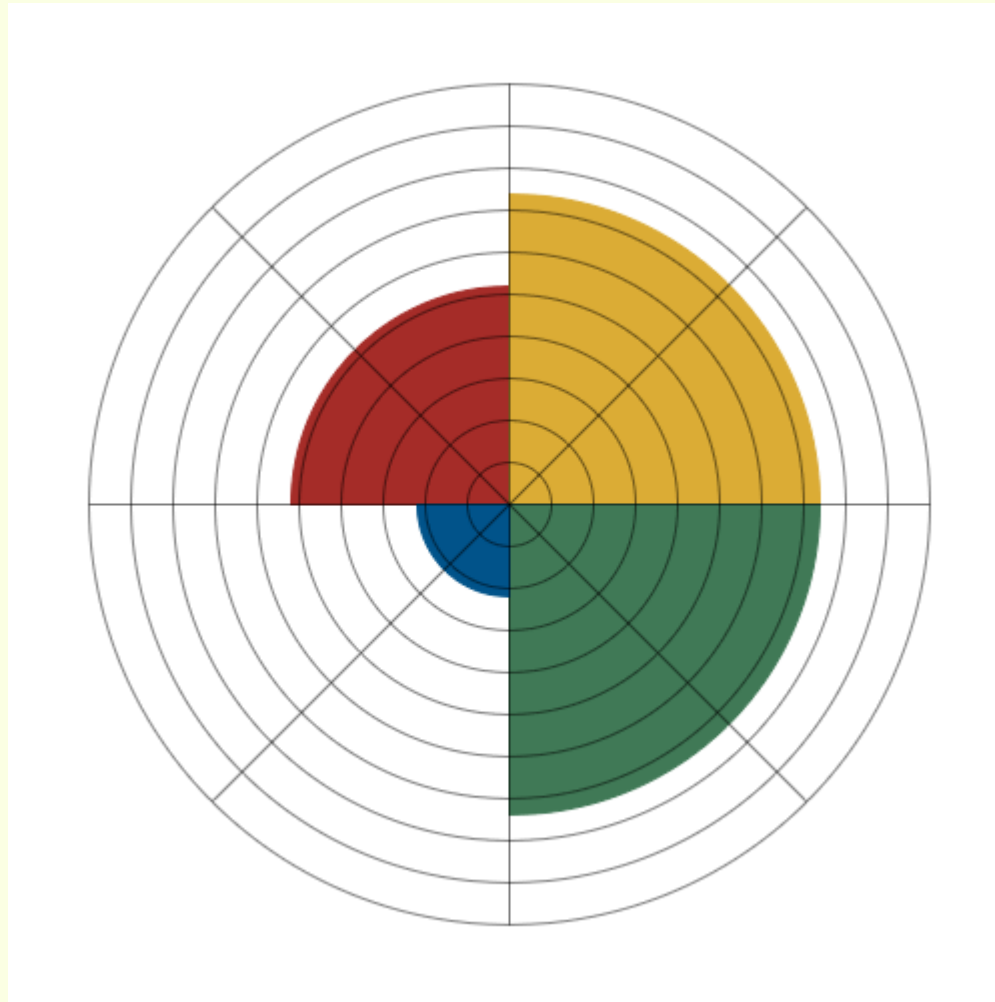
THE PRINTER



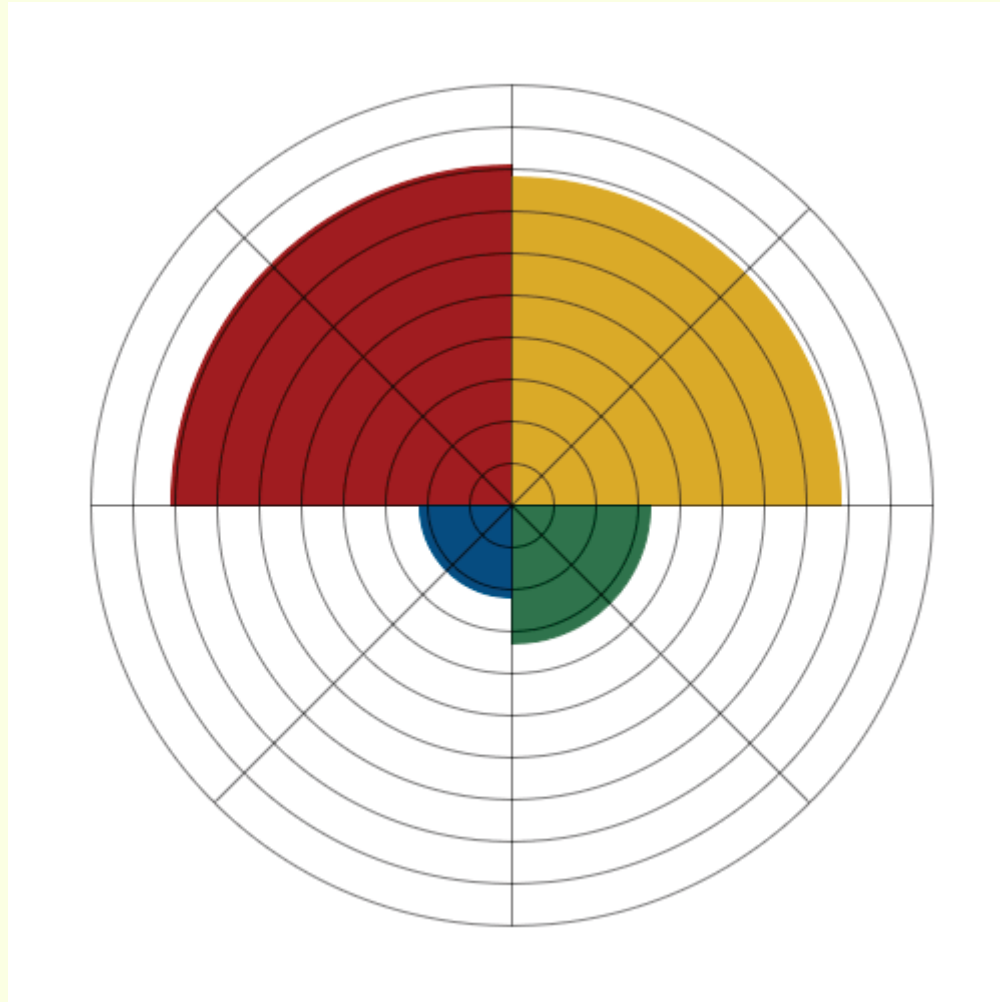
What can we say about him/her?



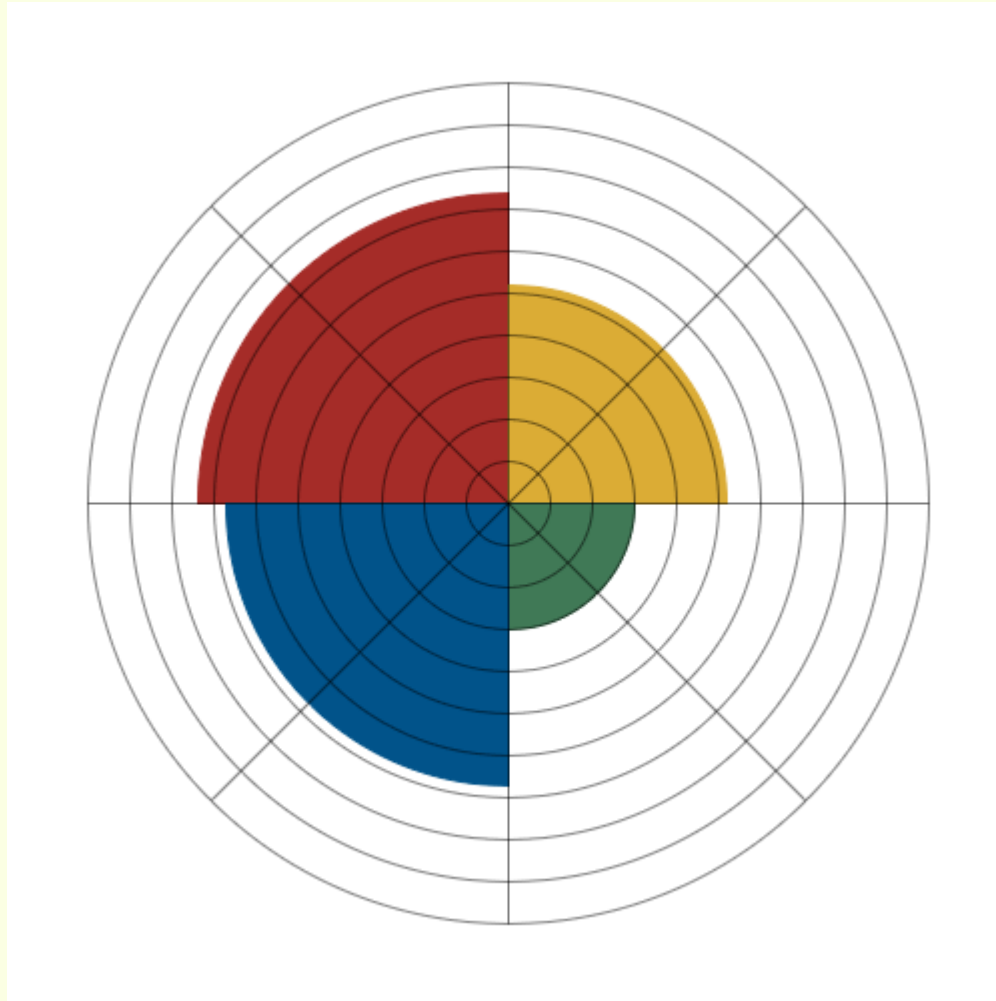
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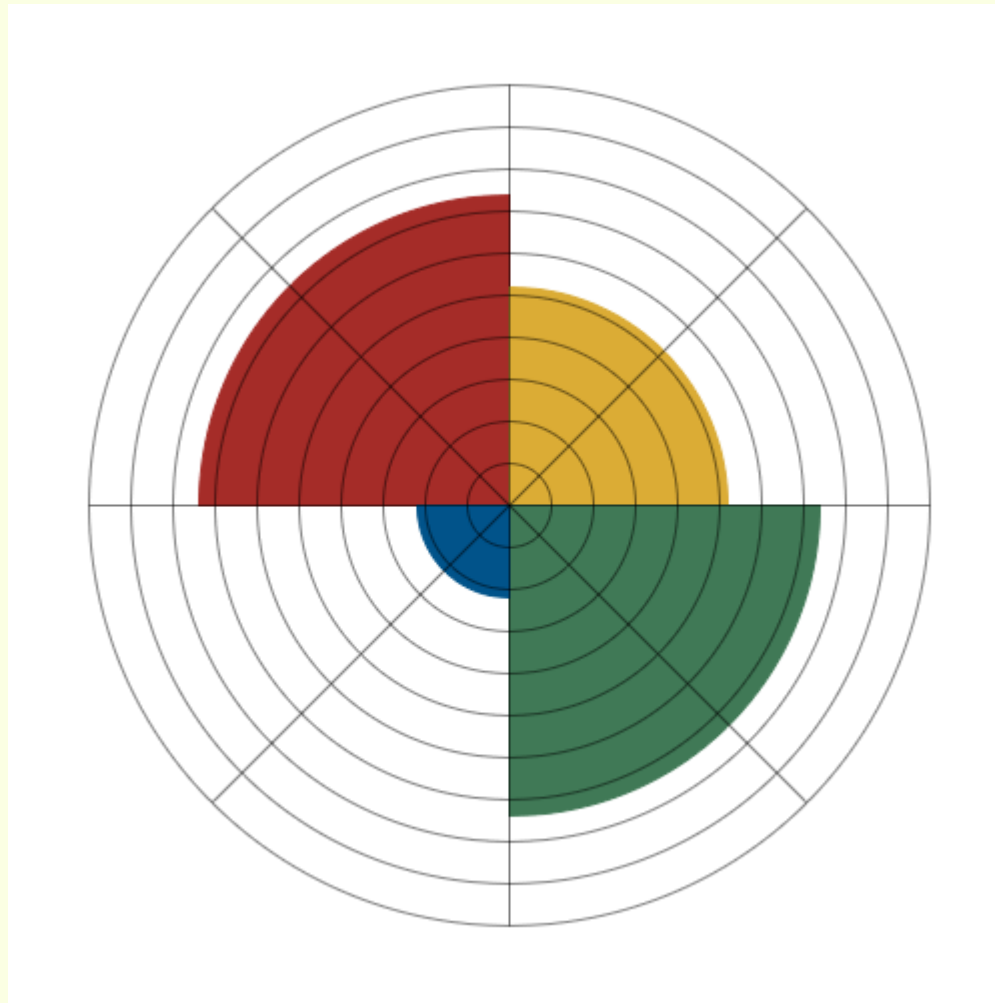
What can we say about him/her?



What can we say about him/her?



What can we say about him/her?



What happens in an organization / a team where there is:

- "Too much" red?
- "Too little" red?



What happens in an organization / a team where there is:

- "Too much" yellow?
- "Too little" yellow?



What happens in an organization / a team where there is:

- "Too much" green?
- "Too little" green?



What happens in an organization / a team where there is:

- "Too much" blue?
- "Too little" blue?



From what you have seen and heard...

- What do you think you look like?
- Go together in pairs and discuss it

How do I look?

Name:

Date:



AWESOME TEAMS

AWESOME TEAMS

<http://www.youtube.com/watch?v=LbFf3GmD3Io>



Fra torbens pp

• Noget mere om
teams.....

Discussion



WRAP UP

- Thoughts /feedback for today
- ...
- ...



THANK YOU!

See you tomorrow at 9 😊
(in the same room)