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European Network of
Design for Resilient
Entrepreneurship



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Entrepreneurship



UNIVERSITY OF
SURREY



UNIVERSITÀ DI PISA



IVERIDIS
INTELLIGENT INNOVATION

ENDURE TECHNICAL SPECIFICATIONS

WP Number 1 - Result R1.3

Partners: UNIFI

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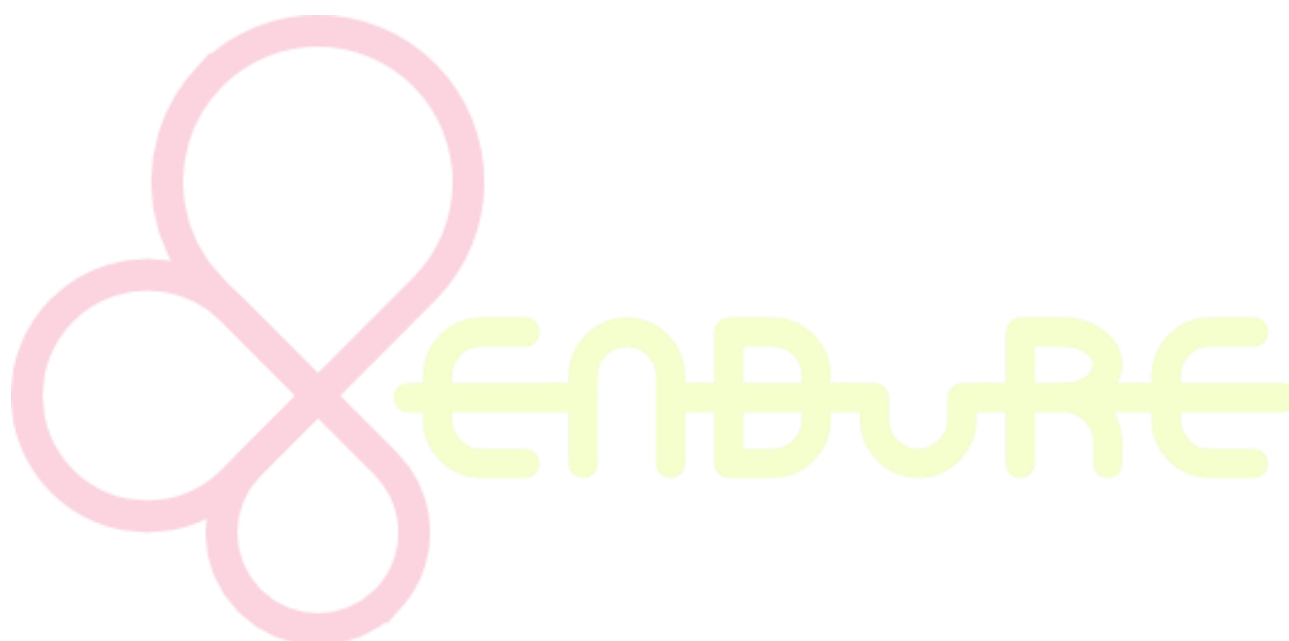


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Document History

Version	Date	Author (Partner)	Remarks
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V.02	29/09/2015	UNIPi	Final



1 Scope

According with the data collected through the investigation and the information shared by partners during the project meetings, this document details the specifications for the design of a structured program for entrepreneurship education and support. It includes a detailed set of requirements based on the entrepreneurship ecosystem needs as well as on the technical expertise of the partners.

2 ENDuRE Framework

The ENDuRE partners have been involved for many years in educational programs aimed at supporting spin-offs and innovative successful startups in their countries. However such programs focus mainly on problems typical of early stages of the startup creation (i.e. IP protection), leaving unsolved a lot of issues, which characterize the later phases of the company growth. Within this landscape, learning activities are crucial to create the proper mindset, to take and manage risks, to take decisions in high uncertainty, to adapt the business to dynamic environments, to raise the spirit of initiative and team working.

The ENDuRE programme will be designed in order to: promote ambition (think big); stimulate market globalization and resource glocalisation (think global and act local); support fast growing and resilience to overcome the so-called “Valley of Death” of business development; grow continuously instead of surviving, and reinforce entrepreneurship support ecosystem networks at European level.

To reach these goals, it is necessary to propose education/training approaches that meet the new challenges of business development and that increase the resilience and competitiveness of new firms. Then the ENDuRE programme to be designed will be based on two basic pathways to follow in order to generate resilient businesses. As in figure 1, on one side the ENDuRE programme focuses on technological aspects (red arrows), on the other side the market and business model are the main issues to be deepened (green arrows).

The ENDuRE programme foresees both educational and practical actions. Academies and companies will work together in an holistic approach that changes the paradigms of startups support, with a direct involvement of existing companies in the process of technical and economic reinforcement of the startups initiatives. Hence, a major involvement of enterprises becomes essential to ensure training in a real entrepreneurial environment, and provide new entrepreneurs with the right technical and managerial support for accessing the market and surviving into it.

Overall, the core of the ENDuRE programme is implemented in traditional classes in combination with cutting edge methodologies and tools. In this way, on one hand frontal teaching all participants to have a real interaction with teachers and experts to deepening some particular aspects, on the other hand a greater audience to benefit by using innovative and customized tools.

Furthermore, all the actors of the entrepreneurial ecosystem could considerably support the entrepreneurship programme and sustain the development of startups by providing facilities, funds, and services that can ease the growth of these new entrepreneurial initiatives.

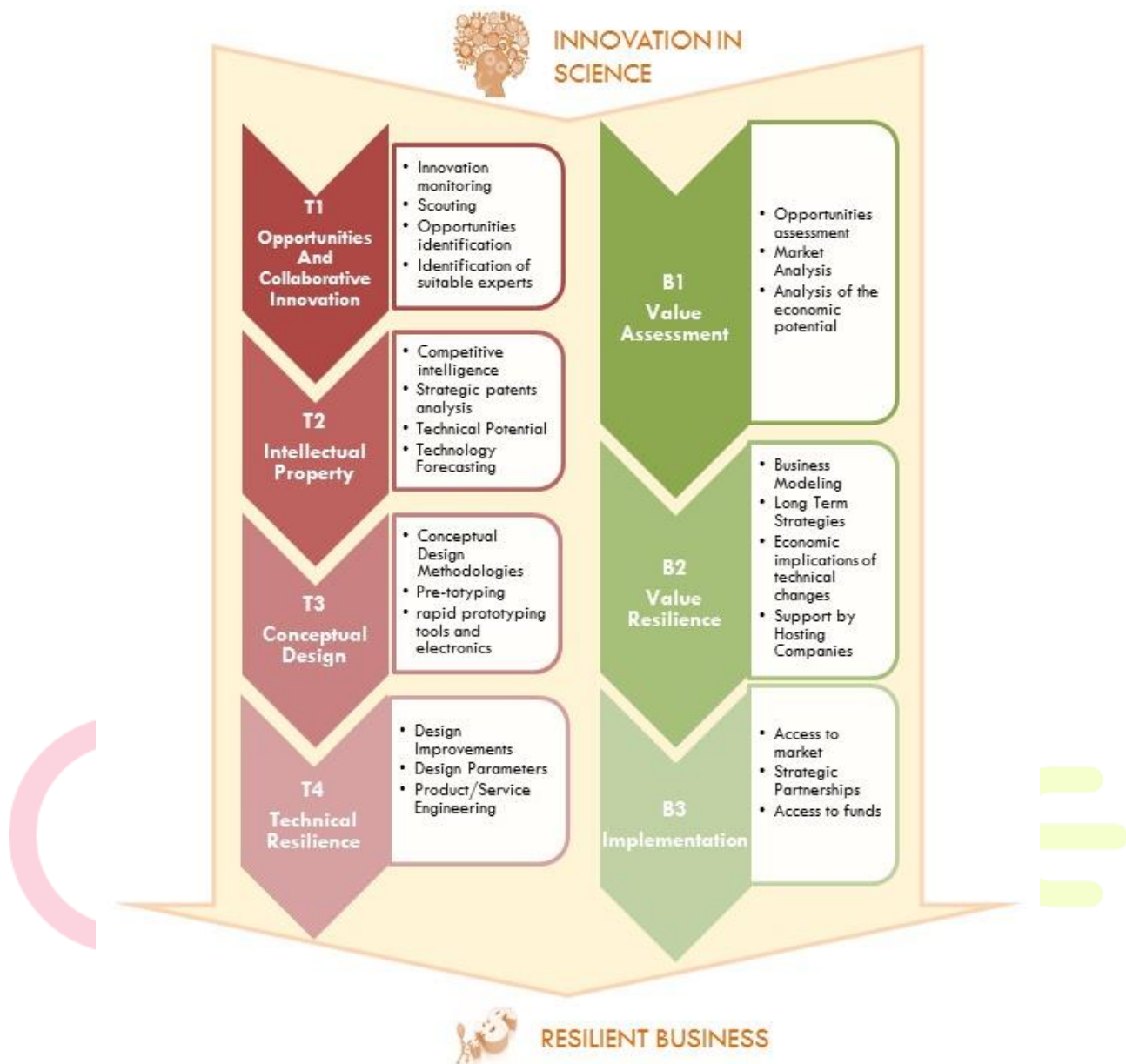


Figure 1 - ENDuRE programme conceptual framework

3 Technical Specifications

The ENDuRE programme reflects the expertise of the partners involved in the ENDuRE project, the analysis of partners' methodologies and the needs emerged from the ecosystem investigation.

Partners expertise

Each participant, with its own specific mission, has several strategic objectives which fit the ENDuRE project. The consortium itself represents a comprehensive ecosystem that aims at fostering innovation and new business development and reinforcing the entrepreneurship support ecosystem networks at European level.

Academic institutions across Europe have broadened their traditional missions of teaching and research including third mission activities to stimulate and direct the application and exploitation of knowledge to the benefit of social, cultural and economic development of society.

The Universities here represented set this as a strategic objective to pursue through the ENDuRE programme. The University of Pisa considers the process of innovation and technology transfer one of the key points of its mission. It has 37 spin-offs and is strongly committed to promoting entrepreneurship training activities to develop an entrepreneurial mindset among students and academics, such as the “PhD plus Program”. The main objective of IDEA Entrepreneurship Centre is to transform the University of Southern Denmark into an entrepreneurial university: the ENDuRE programme will help to reinforce the link with external entrepreneurs, business leaders, advisers and investors. The University of Surrey has an international reputation for its cutting edge thinking and a track record for realising the practical application of its research. The ENDuRE project will help to increase this education, training and support process, at a local (Surrey Research Park) and European level.

Among the project companies, ENDuRE correctly fits in the objectives of CEDIT, which aims at disseminating a new modern and entrepreneurial culture in supporting business development at a regional and international level. Polo Navacchio is an accelerator and Incubator hosting over 50 SMEs for which the creation of resilient startups is a primary objective. Since 1999, Polo has set up a network of relationships with companies, investors, international incubators and research centers, which has allowed a continuous exchange of ideas and best practices over the years. Polo also manages the ICT and Robotics Innovation Pole with a network of over 600 companies in various sectors. Blue Ocean Robotics (“positioned right in the center of the technological valley of death”) identifies the development of the ENDuRE project as a strategic step to pursue its mission to bridge ICT and Robotics from the academic-based research and development environment into the business and market world. Finally, startups training and support is one of the key missions of iVeridis, that operates to support leading innovative companies and incubators to access to both in-market and pre-market innovations.

Investigation results

The entrepreneurial ecosystem investigation has highlighted several very important aspects to be faced when designing the structure of the ENDuRE programme. The analysis of the needs and requirements of target groups took into account the entrepreneurial education initiatives in which target groups are involved, the collaborations among entrepreneurial ecosystem actors, and the typology of support they provide to foster the creation and the development of new businesses.

Entrepreneurial Education

Typology	- Curricular - Extra-curricular - Seminar
Audience	- Startupper - Students - Entrepreneurs - Job seekers - Managers

	- Administrative officers
Main benefits	- Networking - Acquiring entrepreneurial and managerial skills
Main topics	- Intellectual property - Business development - Marketing & Communication - Entrepreneurial mindset - Networking

Collaborations

Extent of collaborations	Collaborations among entrepreneurship ecosystem actors to be strengthened according with the role of each actor of the entrepreneurial ecosystem.
Collaborations between companies and startups	- Early stage - Benefit for companies - o New products development - o R&D - o New process development - o Commercial agreements - Benefit for startups - o Acquiring entrepreneurial skills - o Business development - o Commercial collaborations - o Technical collaborations - o New products development

New Business Creation

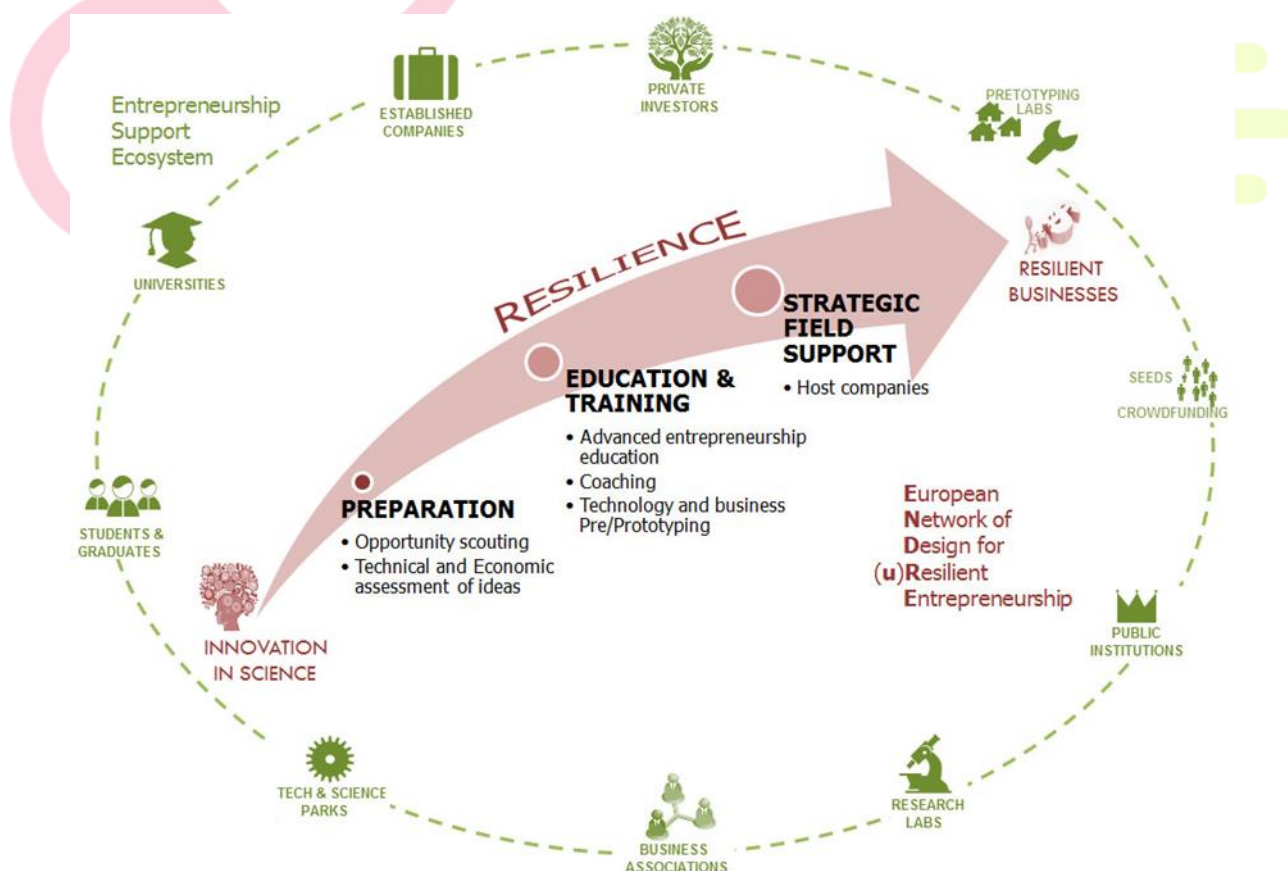
Facilitators	- Entrepreneurial training - Coaching/Mentoring - Networking - Business planning support - Access to finance - Access to labs and research centres - Partnership between companies and startups - Greater cooperation among actors of the entrepreneurial ecosystem - University regulation for startups - Advisory services - Support for patenting - Call for funding
Problems	- Lack of entrepreneurial skills - Access to credit - Bureaucracy - Finding skilled workers
Scouting of new business ideas	- Events, seminars, workshops - Periodic meetings - Business plan competitions - Evaluation tools - o Business plan - o Business model - o Attitudinal interview

The analysis of the methodologies that partners use to organize and to structure initiatives devoted to new venture creation and entrepreneurial education represented a crucial stage to better define how the ENDuRE program should be designed to reinforce startups by exploiting the competencies and the knowledge of each partner in the best way.

The following table summarizes the results of the analysis of methodologies undertaken in the previous stages of the project. Each item within the six categories could be part of the ENDuRE program according with the features and the benefits provided by each methodology to the whole programme to be designed.

Type	n.
A. <i>Comprehensive Framework or Ecosystem</i>	14
B. <i>Methodology</i>	22
C. <i>Teaching tool</i>	18
D. <i>Learning/practical tool for practitioners</i>	26
E. <i>Collaboration/ Support Platform</i>	15
F. <i>Other (Specify)</i>	2

The methodologies taken into consideration (see R2.1_Analysis of Methodologies) fit the needs and the requirements occurring at all the stages within the ENDuRE programme and they support startupper to better develop their business idea.



PREPARATION	
Opportunity scouting	UNIPI - PhDplus scouting approach UNIPI - AS IS Analysis for business ideas Polo Navacchio - Scouting activity BootCampMe
Technical and Economic assessment of ideas	IDEA BMC (IDEA) IDEA Tool training Tool (IDEA) Business Plan camp Innovation camp First Mile - Mini Business Plan Business Model Canvas Value Proposition Canvas UNIPI - Parametric Business Plan Designing for Behavior Change Project Canvas Lean Canvas The Value Proposition Canvas Javeling Experiment Board Polo Navacchio - Il business plan in tre mosse Oshin Matrix IDEA - VIQ
EDUCATION & TRAINING	
Advanced entrepreneurship education	Camp Guiden (IDEA) Toolbox (IDEA) Designiværk Summer school UNIPI - PhDPlus Programme SIVI Academy Polo Navacchio - CrearSi project Dr. Start-upper MBA Action Case Study MOOCs Polo Navacchio - Pitch for investors-training Polo Navacchio - Specific Training Course on legal & administrative aspects for startup Startup Secrets Steve Blank's list of books for Startups
Coaching	PRO-Programmet (IDEA)
Technology and business Pre/Prototyping	UNIPI - LILIT UNIPI - Design Heuristics Pretotype it! Hack4Pisa! Corso IRHSI - Tuscan Startup Academy
STRATEGIC FIELD SUPPORT	
Host companies	Spin-in (AU) Business Angel Mentoring Scheme UNIPI - Competitive Intelligence Techniques
NETWORKING	
Entrepreneurial ecosystem	University knowledge transfer Trade & Investment - Government body Accelerators Incubators Surrey Research Park Crowdfunding platform Incubator of Navacchio Techno Park

	Gust.com Value Blue Print Navacchio - ICT and Robotics Innovation Pole Rewards-based Crowdfunding platforms
Innovation and matchmaking	Included.co Iveridis VET School 5G Matchmaking Pisa Polo Navacchio - Che idea, l'impresa IT cup IDEA Thursday
OTHER TOOLS AND PUBLICATIONS	
Personal Branding Canvas Lead To Win	

