

Round Table on Entrepreneurship  
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A roadmap for a self-sustaining  
entrepreneurship center

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# Summary

What is an entrepreneurship center?

The functions of an entrepreneurship center

The tools of an entrepreneurship center

A strategy for setting up an entrepreneurship center

Execution - phase 1: no resources

Execution - phase 2: few resources

Execution - phase 3: heaven

# What is an entrepreneurship center?

What is entrepreneurship?

Entrepreneurship is daring to do something that, though legal, is not the normal everyday behavior, in order to create wealth, either for the entrepreneur or for someone else.

# The entrepreneurship center:

It is the place, usually inside a university, that urges its members to take calculated risks, generally of a business nature.

It is the place where new models for the university are being fostered

# The university according to the principles of entrepreneurship:

research means to discover new opportunities to develop in the information economy;

teaching means to transmit the skills needed to explore those opportunities;

outreach means to exert social influence by creating new start-ups and consequently new jobs.

# The EC scares the university community

too bold

too straightforward

too fast

too wary of bureaucracy

# The functions of an EC:

- 1: to save the entrepreneurial 5% from suffocation
- 2: to exert influence on the behavior of the university community by providing opportunities and courses that foster the entrepreneurial spirit, either by individuals or by corporations
- 3: to create resources in order to survive

# The tools of the entrepreneurship center

instigating tools (active processes)  
competitions, marathons,  
entrepreneurship happenings,  
leadership and team-building outdoor  
classes, executive programs, MBA  
programs

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incubators, alumni clubs, angel clubs, student clubs

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visibility tools (active processes)

newsletter, web site, recruiting programs, good-neighborhood programs with the industry

# A strategy for setting up an entrepreneurship center

- 1: select a strategist for the EC, who will be the architect through the first five to ten years

# A strategy for setting up an entrepreneurship center

2: select a different person to be the institutional liaison with the powers higher up in the university

# A strategy for setting up an entrepreneurship center

3: select someone to be the connection person with the industry, which is the EC's main customer

# A strategy for setting up an entrepreneurship center

4: select someone to be the public relations person, who will take care of all institutional communication, the web site and the newsletter when the EC decides to have one

# A strategy for setting up an entrepreneurship center

5: the strategist, the institutional contact, the industry contact and the PR person must also be activity facilitators and entrepreneurship researchers

# A strategy for setting up an entrepreneurship center

6: somehow be appealing to the faculty.  
**DO NOT ALIENATE THEM!**

# A strategy for setting up an entrepreneurship center

- 7: create an environment that is open to mistakes. Actually, demand that people make mistakes. Making no mistakes means people are not taking risks.

# A strategy for setting up an entrepreneurship center

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8: keep a complete account of all the EC experiences. They are your greatest asset, even when they seem to have gone wrong.

Be the designated trespasser of regulations inside the university, but do not forget to publish!

# Execution – phase 1: no resources at all

Create perceived value before you create a budget for the EC

Use any available resource: there are always spontaneous entrepreneurial activities that need orientation, not money

## Execution – phase 2: few resources

Once the EC's existence has been acknowledged by the institution, create an MBA program to create revenue

Topics:  
everything you need to know to start a new venture

## Execution – phase 2: few resources

Create a forum for alumni and other members of the community

Create an angel club

Foster a Student Center

Remember that the new university model tends to be student-oriented

## Execution – phase 3: heaven

Prepare a long range plan for the next four to eight years

Conceptualize a solution to the need

Demonstrate a prototype

Be clear concerning the benefits of your plan and the needs that the EC will attend to

Develop a roll-out plan and get funding

# Final advice

Think big and believe in success!