

REE USA 2006

Raising Awareness for Your Entrepreneurship Center Theresa Lina Stevens, Lina Group

“Seven Shortcuts to Mindshare”

Why are participants here?

Challenges

Frustrations

Where to start

Desire to start ent center, but what is model and how to sell?

How do you get buy-in from faculty and admin, and how do you tailor the message to each audience?

Why is ent imp't to those who don't desire to start a company?

How do you gain mindshare, credibility?

How to get engineering students into ent programs? How do you engage students (esp undergrads) effectively?

How do you measure success?

How allocate marketing budget/resources?

Set yourself up as the “go to” – be focused!

Seven Shortcuts to Mindshare:

1) See greatness

You want something big and grand. “Have a grand vision for yourself – something extraordinary that people will want to be a part of”. E.g., put a man on the moon

2) Zoom in

Start out with a “Beach head” Make it very clear who your target is and what problem you're focused on. Broaden only as you gain mindshare

3) Be unique

“Be the go-to, not a me-too”.

Have a unique point of view about the problem

Have a unique solution to the problem

Boil it down – express it in a couple of words

“We are the go-to among ____ (target) for ____ (market need)”

4) Have a message that matters

Talk about them, not you

Answer: “Why should I care?”

Be provocative
Use Apollo method Why/What/How framework
 Why they have a problem
 What they need to do about it
 How you've solved the problem
Example: salesforce.com

5) Declare ownership
 State your "ownership" of the problem
 What will prove you are the best at what you do?
 What makes you more effective than alternatives?
Example: Stanford fundraising campaign
Example: Kauffman's ownership of entrepreneurship

6) Pound of the problem
 Have a stump speech
Example: Al Gore on global warming

7) Convert key influencers
 Communities
 Student
 Administration
 Faculty
 Other
 Groups/Associations
 Events
 Partners
 Publications
 Online vehicles
 Sponsors/Thought leaders

What are the three key ones?

Exercise – Identify Key Influencers in Each Area

Communities ("Unofficial")
 Faculty research seminars
 Technology licensing
 Fraternities and sororities – "Greek life"
 Alumni groups
 Student senate
 Department chairs

Online Vehicles

- Web site development
- Bloggers
- Facebooks
- “Black board”
- Web CT
- MySpace
- YouTube
- Email lists
- Spam
- Linked-In and other networking services
- Email list of “real” students and alumni addresses
- Podcasts
- Virtual meetings

Partners

- Local entrepreneurs
- Entrepreneurial organizations
- International universities
- Public relations offices
- Local networks with similar interests
- Local and state government
- Networks of business angels
- Other universities
- Student clubs
- Investment community
- Venture capital
- Law firms
- Banks
- Other colleges
- Corporate/industry
- Other departments
- Alumni
- Journalists
- Freelance business writers
- Any help!

** *Other*

- Local and national politics
- Business press/publishing
- Board of Trustees
- TV news
- Not-for-profit/social entrepreneurship
- Venture capital
- Alumni

Sponsors/Thought Leaders

- Corporations
- Foundations
- Community leaders
- Local entrepreneurs
- Alumni
- University administrators
- Radio personalities
- Visiting faculty
- Federal government agencies
- Local government
- Experts in field
- Alumni companies
- Public figure
- Faculty councils
- Student organizations
- High school teachers

Groups/Associations

Internal:

- Board of Trustees/Regents
- “E” clubs
- IEEE
- Faculty senate
- Student government
- President’s Councils
- Dean’s Councils

External:

- Alumni (“E”)
- VC/Private Equity/Angels
- Service providers
- Foundation
- Professional affinity groups
- “E” advisory boards
- “E” practitioners
- Media/press

Events

- Ribbon cuttings/donor/upper admin
- Entrepreneurship USA 2007 (Feb/Mar)
- Start academic year/student events
- Business plan contest
- Seminar (thought leaders)
- NAC meetings
- Targeted donor events