

REE USA and Beyond
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- Preview of Exercise
 - Asking participants for one “aha!” moment during the conference
 - Tom’s examples
 - Jeff Timmon’s remark about two Nobel Prize winners associated with entrepreneurship in last month
 - Realizing contributions that entrepreneurship has made to management paradigm, teaching paradigm, business school
- Who is the target customer of conference?
- Mention of Entrepreneurial Thought Leaders Seminar at 4:30-5:30 in Skilling Auditorium
- Session notes archived at the REE website
- Attendee Profiles available on website; please send photo
- Future conference opportunities
 - Additional conference related to research in June
- Question #1: “Aha” Moment?
 - Sample of participant responses
 - Realization that other schools have venture creation within programs
 - Entrepreneurial educators work hard, and REE allows educators to realize the scope of their accomplishments, putting the accomplishments in context and inspiring further efforts
 - Sustainable ventures are on the rise
 - Global perspective and global connections between students
 - Seeing videoclips from the Stanford Educator’s Corner and Cornell’s eclips have provided an excellent resource for teaching
 - Practice of entrepreneurship is integral to progress in important fields solving big problems, such as energy
 - “REEaholics” are “REEinspired”
 - Realized need to take advantage of the university ecosystem—“I need to do more, and I’ve got some tools to do it”
 - Diversity of programs at other universities
 - Would like to integrate research into the curriculum
 - Spirit of the conference
- Question #2: Future of REE?
 - Campus is an ecosystem (Tina); Neighborhood is an ecosystem; Educators are an ecosystem
 - Future is:
 - High-growth enterprises, rather than lifestyle businesses
 - Use technology as a proxy within the Stanford Engineering School
 - University-wide education
 - Breadth across disciplines
 - Program development and faculty development

- Learn teaching techniques in combination with methods to develop and grow program as a whole
 - Global community and network of 4 REE conferences
 - We are executing on the idea that *The World is Flat*
 - Impacts of situation in Middle East, global warming, and entrepreneurship is part of the global solution
- Participant Feedback
 - Gary Hanson, UCSB: Stanford is a reference program for other universities, with a unique faculty performing research—how do other universities encourage faculty participation in entrepreneurship
 - Technology start-ups may have long period of zero-growth during which entrepreneurs must make lifestyle decisions
 - Biotech firms in Finland have incredibly long gestation periods; even restaurants can be high-growth without the technology base
 - Need to educate students that failure is a typical outcome; how to encourage the global vision
 - Demarcate between start-ups and corporate entrepreneurialism
 - From rural Hawaii, realize that high-tech and high-growth is less feasible; look for realistic benefits to community
 - Process is unique to high-tech and high-growth venture
 - What do we define as high-tech and high-growth?
 - Focus on start-ups that are trying to do something innovative in their field
 - Content of courses may be lagging behind
 - Difference between applied research and pure research
 - Marie, Catalonia: creation of smaller companies, program of training for small companies to experience growth; hope to present results at next REE
 - Work on creating same language across disciplines
 - Encourage cross-disciplinary participation in REE
 - We know breakthroughs come from intersections across discipline, and REE can focus on taking advantage of these opportunities.
- The most important aspect of entrepreneurship education is fostering passion, curiosity, engagement, and dreams among the students.