Piloting a Talent Program in Innovation and Entrepreneurship

Supporting and stimulating talents for a new generation of growth-oriented entrepreneurs and intrapreneurs

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Background and objectives

BACKGROUND
• Call for proposals by the Danish Industry Foundation: Increasing the number of growth entrepreneurs
• We received 3,800,000 dkk to pilot a honors program aiming to support talents within innovation and entrepreneurship, ending June 2016

OBJECTIVES
• Increased growth and innovation in new and existing companies
• Hard skills in combination with growth-oriented and entrepreneurial mindsets
• Broadening the definition of talent and influencing other HEIs
• Equipping educators with the capacity to engage in entrepreneurial learning
• Permanent Entrepreneurship and Innovation Honors program at DTU
Project Partners

DTU Skylab
- where it begins

DTU Management Engineering
Institut for Systemer, Produktion og Ledelse

INDUSTRIENS FOND
Fremmer Dansk Konkurrenceevne
The Danish Industry Foundation

LearningLab DTU

Danmarks Tekniske Universitet

LYNGBY-TAARBEK
VIDENSBY

3 July 2015
Intensive Three Week Summer Courses

APPLY NOW! Deadline 17.05.2015
More information and how to apply: skylab.dtu.dk/Talentprogramme

WANT CREDITS FOR YOUR IDEAS?

Business model design for growth entrepreneurship
Intensive three weeks course for DTU Master students
Module 1: 42437: June 2015 (15 ECTS)
Module 2: 42438: August 2015 (15 ECTS)

Advanced technological entrepreneurship
Intensive three weeks course for DTU Bachelor students
Module 1: August 2015 or January 2016 (15 ECTS)
Focus on developing mindset and providing tools

Bachelor Course:
- “High-Tech Entrepreneurship”
- Institute for Micro- and Nanotechnology
- Electable in August 2015 and January 2016

Content:
- Analyse and process innovation potential in companies
- Develop ideas and visions with background in engineering
- Meet and collaborate in groups with other like-minded students in a cross-disciplinary environment.

Learning Objectives
- Work in an innovative environment
- Describe and facilitate a transformation from Natural Science to innovation
- Communicate ideas concepts and use feedback to create better solutions

Focus on developing mindset and giving tools

Master’s Course

- “Business model design for growth entrepreneurship” Module 1&2
- DTU Management Engineering
- Electable in June and August 2015

Content:

- Customer and key stakeholder identification - Designing business experiments
- Customer Relationship
- Distribution Channels
- Resource leveraging
- Assessing revenue streams
- Co-curricular activities

Learning Objectives

- Design appropriate experiments to test assumptions
- Formulate new assumptions using findings
- Assemble and manage team activities to realize goals at each stage
Develop online tools that can be used by both teachers and students

• (Prototype version of model)
Concept for identifying talents within innovation and entrepreneurship

- We want to be able to identify students with a special talent for innovation and entrepreneurship
- Attract Students who don’t see themselves as entrepreneurs
- Create a lighthouse for talented and motivated students

Network of spotters

- Cooperation with secondary schools to create a talent pipeline downstream
- Internal spotters: Educators, Stardust, Innovation responsible at institutes, Skylab etc.
- External spotters: Venture Cup, CSE, Accelerators etc.
Dissemination to other higher education institutions

- Advisory board with companies, HEIs, student organisations etc.

- Network meetings throughout the project period where all universities and university colleges will be invited – also for them to share their experiences

- Two sets of guidelines will be prepared:
  - Pedagogical guidelines for educators
  - Administrative guidelines for university administrators

- Peer-learning seminars at five other universities or university colleges
Designing and piloting the actual talent programmes

- Two separate programmes: Bachelor and Masters – students from all DTU departments to be involved to foster multidisciplinarity

- Try out new innovative and entrepreneurial learning methods as well as assessment methods:
  - extensive use of role models and mentors,
  - web-based learning tools and teaching material,
  - hands-on company projects,
  - multi-disciplinary approaches

- Proof-of-concept: Two pilot runs in 2015

- Focused attention on bridging to the regional and national eco-system for entrepreneurship and innovation
How do we find talents in entrepreneurship and innovation?

Who are the talents?

• Nudging or Barriers?

• Genes or Environment

• Divas or Fighters

• Grades or Actions

• Challanges or Scouts
Possible selection tool: Cases

- Case = Real problem
  - With a problem owner in a company
  - Nicely written
  - Multidisciplinary

- Case Battle = Fun & Big learning experience
  - 2-4 hours to solve problem
  - Present before a jury (with problem owner and some others)
  - Something to win

- Also very appropriate for entrepreneurial problems!
Skills to be learned with cases

• (among others...)
  - Learn to link theory with practice
  - Analytical skills
  - Presentation skills
  - Working effectively in multidisciplinary teams

• Very relevant skills for entrepreneurs (or indeed for proactive employees)

• Student 1: “I have learned more in two days than in the previous 3 months”
• Student 2: “The battle was fun! And I learned from my fellow students”
FOCUS KEESSIE

1. Case Battle 2015-2017
   - Goal: Battles in curriculum → Impact

2. Case Development 2017-2019
   - Goal: New knowledge & skills in the classroom

3. Case-Based-Teaching 2020-2022
   - Goal: Integration in education

Train the trainer

Case Training I
- Problem → solution

Case Training II
- Company → problem

Case Training III
- Solution → knowledge

Case Training IV
- Knowledge → education
How do we work with the talents?

• Creating the environment

• The power of the example

• The power of trying

• The power of failing

• The power of building something on your own

• Mindset – Toolset – Skillset – Jetset?
Talent Development in Entrepreneurship at DTU

• "All DTU students are talents"

• A program for the few...

• Going from extra curricular activities to ECTS

• Create a light house supporting entrepreneurial talents at the university

• Technical students meet Entrepreneurship

• Teacher networks and supporting systems
Practical Learnings from Creating Honours in Entrepreneurship

• Set them free!

• Identifying who they are

• identify and work with barriers and laws

• The objectives of the education institution

• What will the future bring for the talents?

• How do we measure success?
My most important experiences and learnings?
Questions

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