



Entrepreneurship at the FHNW

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Entrepreneurship: Definition

The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses.

In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

Read more: <http://www.businessdictionary.com/definition/entrepreneurship.html#ixzz3RtFrZYJa>

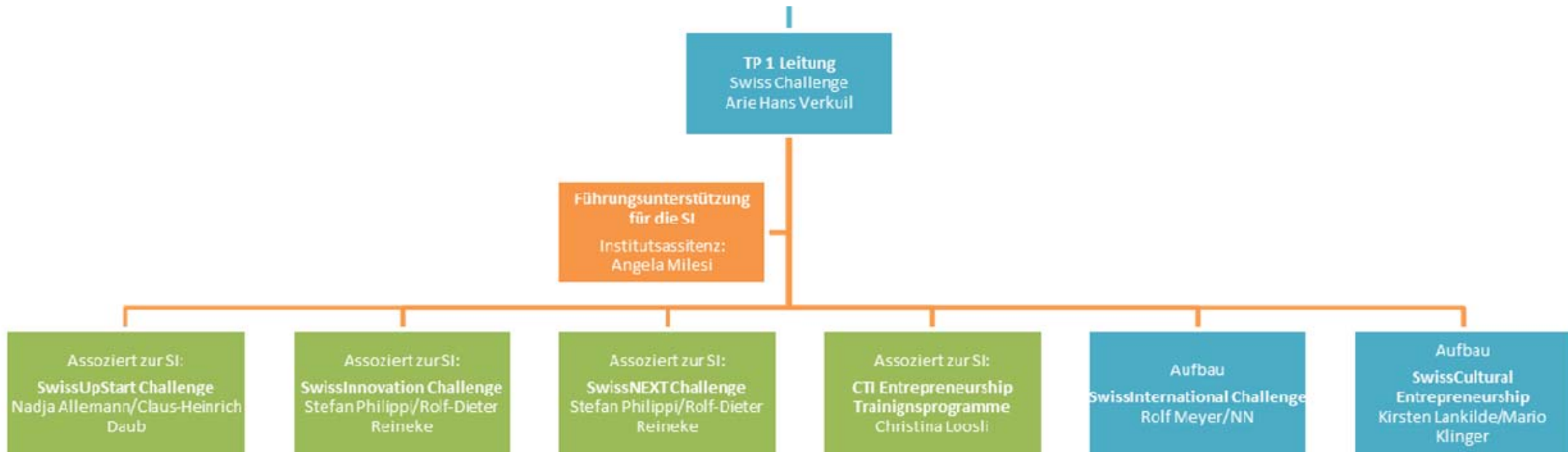
Understanding of Entrepreneurship at FHNW

Entrepreneurship is the building of capacity and willingness in order to develop, organize and manage a business *along the life cycle of the enterprise, from its foundation to its growth through innovation to its transfer and successful internationalisation.*

Agenda

Overview on the entrepreneurship activities at the FHNW based on the Strategic Initiative Entrepreneurship and the example of Sintratec, the winner of the category technology, SwissUpStart Challenge Contest, 2014.

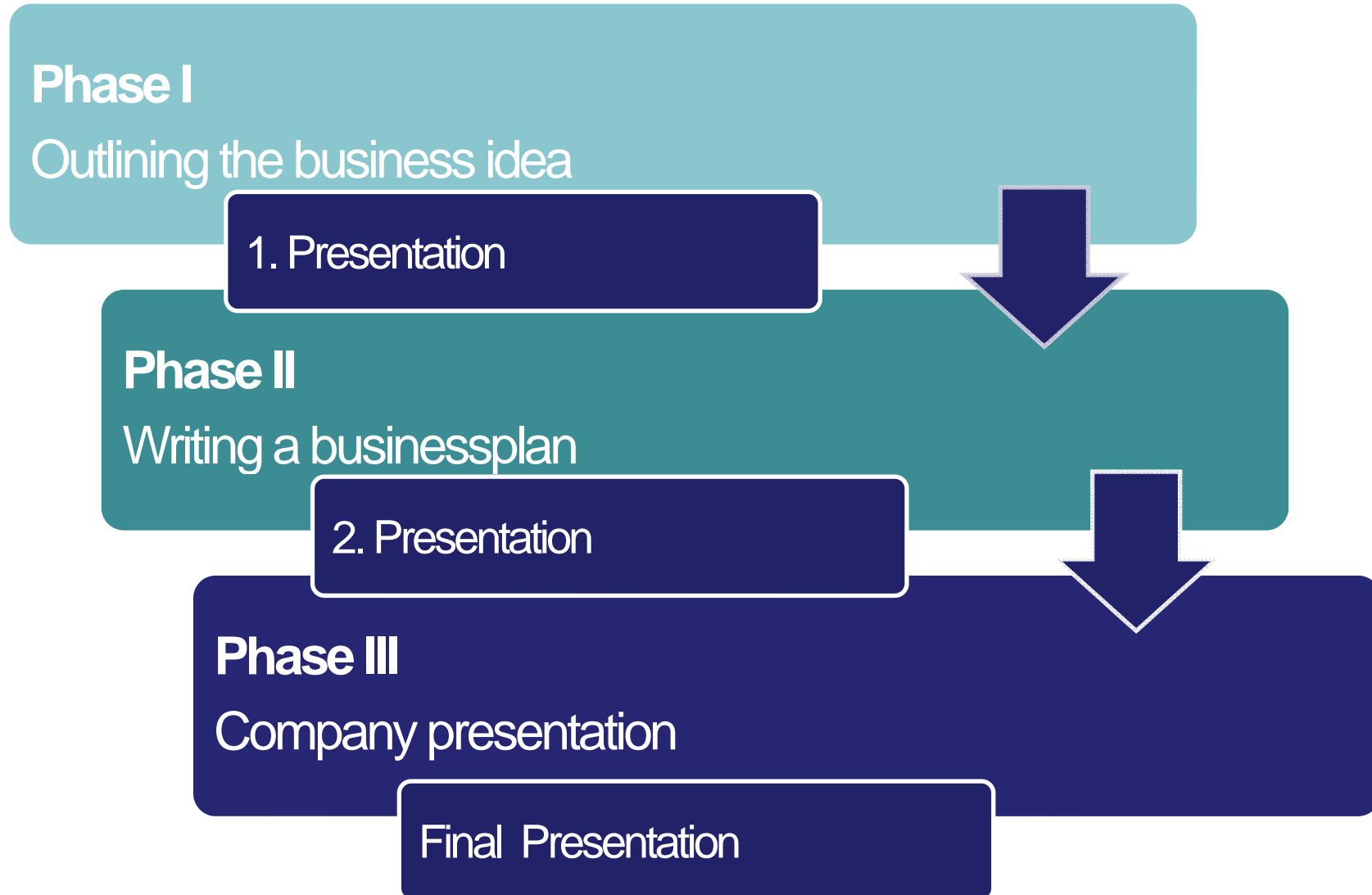
Overview on the Strategic Initiative Entrepreneurship



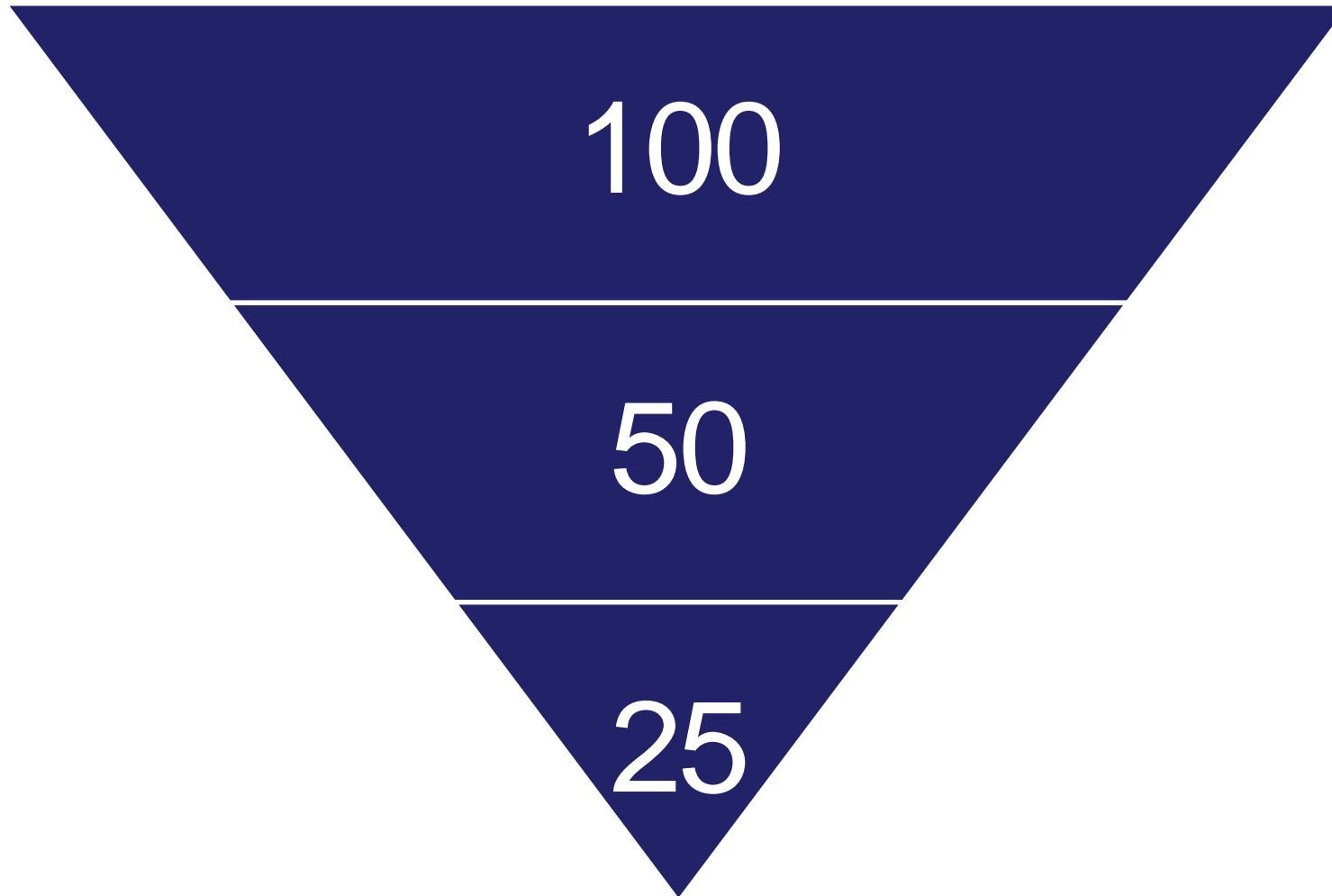
Sintratec: from the idea to the business

1. Sitratec, the winner of the category technology at the SwissUpStart Challenge: <http://upstart.swiss-challenge.org/de/preisgewinner2014>
2. The finals of SwissUpStart Challenge 2014: <http://upstart.swiss-challenge.org/de/impressionen>
3. A key milestone for Sintratec: Swiss Federal Commission of Technology and Innovation (CTI) Entrepreneurship Training Module 3
4. Sintratec today: Technopark Aargau as incubator, crowdfunding as accelerator
5. The other programs of SwissChallenge

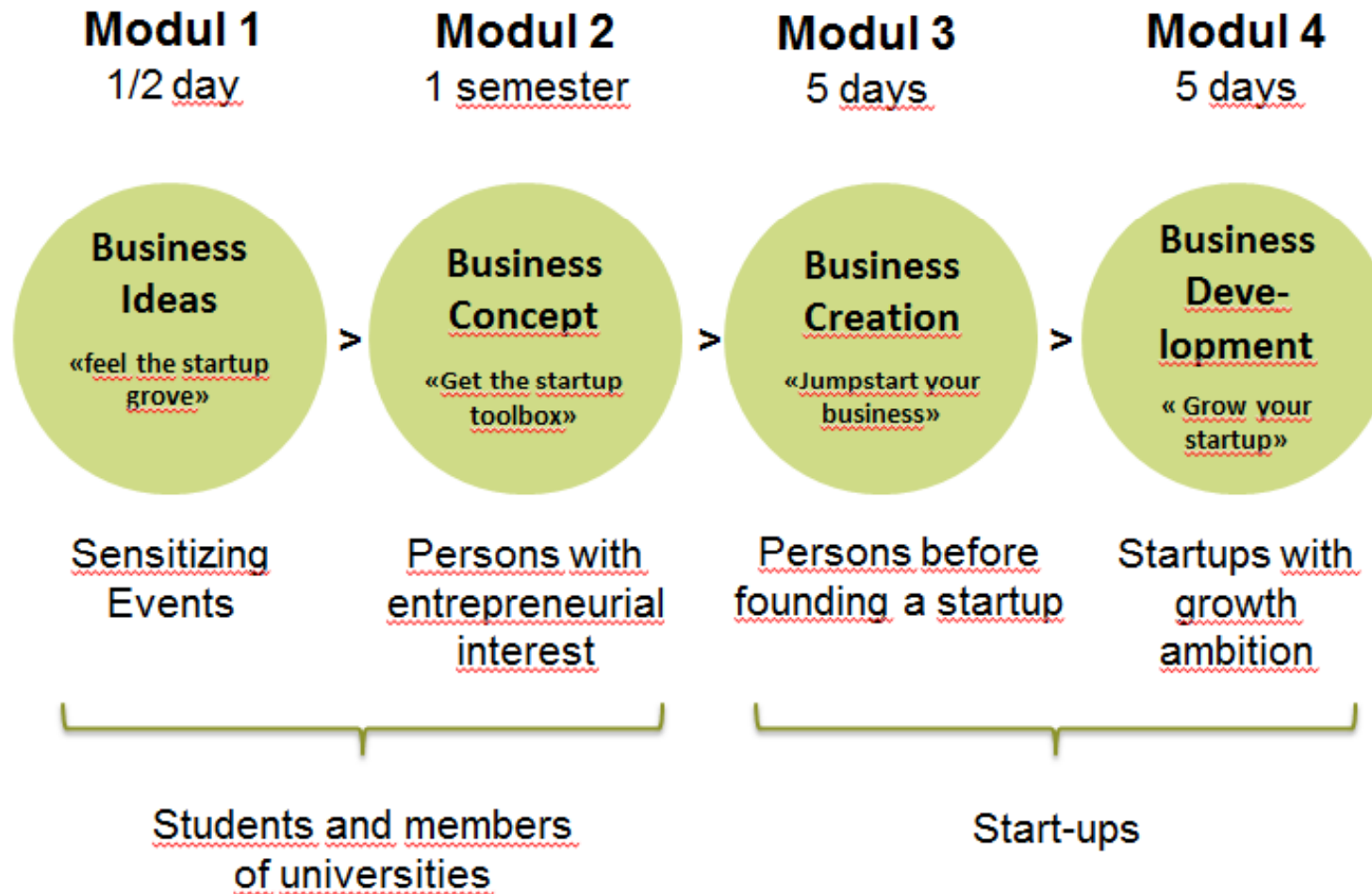
The gateway to the final presentation



The gateway to the final presentation



Swiss Federal Commission of Technology and Innovation (CTI) Entrepreneurship Training Module



Modul 2 – Business Concept

- get the startup toolbox
- practise your manner of acting and thinking like an entrepreneur
- from the idea to the business concept
- prepare in theory and practice for
 - future leadership positions in a startup or
 - founding your own future company
- 10 evening classes, 4 hours → Autumn Semester 2015/16
- needs not a concretet business concept
- limited number of participants

Modul 3 – Business Creation

- jumpstart your business
- specific responses to project and company-related questions
- support of preparation a business plan
- 5 days, 8 hours
- needs a concrete business idea
- limited number of participants

Modul 4 – Business Development

- grow your startup
- analyse the barriers, chances and markets
- evaluate the national and/ international scalability
- 5 days, 8 hours
- needs a existing company
- limited number of participants

Sintratec today: Technopark Aargau as incubator, crowd funding as accelerator

Technology Park Aargau as Business Incubator for Sintratec

Business incubators differ from research and technology parks in their dedication to startup and early-stage companies. Research and technology parks, on the other hand, tend to be large-scale projects that house everything from corporate, government or university labs to very small companies. Most research and technology parks do not offer business assistance services, which are the hallmark of a business incubation program. However, many research and technology parks house incubation programs. (http://en.wikipedia.org/wiki/Business_incubator)

Crowdfunding as accelerator for Sintratec

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet. One early-stage equity expert described it as “the practice of raising funds from two or more people over the internet towards a common Service, Project, Product, Investment, Cause, and Experience, or SPPICE.”

The crowdfunding model is fueled by three types of actors: the project initiator who proposes the idea and/or project to be funded; individuals or groups who support the idea; and a moderating organization (the "platform") that brings the parties together to launch the idea.

(<http://en.wikipedia.org/wiki/Crowdfunding>)

SwissUpStart Challenge as part of SwissChallenge

The SwissChallenge programme consists of four parts according to the logical framework of the Strategy of the Institute.

These parts are namely:

1. SwissUpStart Challenge for Start-Uppers
2. SwissInnovation Challenge for Innovators
3. SwissNext Challenge for Sellers and Buyers
4. SwissInternational Challenge for Companies willing to set up an Internationalization Strategy

Features of SwissChallenge

SwissChallenge is the first innovation promotion programme in Switzerland with an integrated competition that takes a holistic approach to realizing innovative business ideas along the lifecycle of the enterprise.

The eight-month-long competitions offer attractive awards and tailored education and mentoring programmes, as well as access to sponsors and potential business partners. The challenge is open to businesses and individuals. They can apply as an individual, a team or an enterprise or institution (e.g. a public institution or association), even if they are domiciled outside the region of Northwestern Switzerland or abroad.

The SwissChallenge Programme started in 2013 with the SwissUpStart Challenge as the first branch with 100 participants who competed in the following three categories: Business, Technology and Social Business for Non-Profit and Public organizations.

The Winner of the category technology in 2014 was Sintratec – others will follow!