

## GLOBAL BUSINESS CREATION GAMES CO-CREATION OF ENTERPRISE FOR PROBLEMS WORTH SOLVING

DECEMBER 14-15, 2011  
Aalto University, Espoo, Finland

### WHAT IS *YOUR* GAME?

SEND, BY **SEPTEMBER 30**, A 1-3 PAGE ABSTRACT, AND GAIN:

- A *PLAYER'S SEAT* when redefining what it takes to co-create great global enterprises in our time
- *OPPORTUNITY* to join *Global Faculty Partners for Problems Worth Solving LP* as founding partner
- Up to 3 peer-reviewed *PUBLICATIONS* (abstract book, proceedings, edited business creation book)
- *KEYNOTE INSIGHTS* on the "Art vs. Science of the Game" from invited top-notch players (some tbc)!

**CHRISTIAN ASPEGREN**  
Global Player, Founding  
Managing Partner, GFP

**DHRUBES BISWAS**  
Global Venture Lab Co-  
Founder, IIT Professor

**WILL CARDWELL**  
Former VC, Quarterback  
of Enterprise at Aalto

**PAUL DINE**  
Cross-Cultural Guru and  
an NJIT Top Talent Dean

**JOSE MANUEL LECETA**  
Booster of Innovation in  
Europe, Director of EIT

**REIJO LUOSTARINEN**  
Born Globals Missionary  
Vice Rector Emeritus

**ALF REHN**  
A Top Global Business  
Thinker, Abo Professor

**TANELI TIKKA**  
Serial Entrepreneur and  
Opinion Leader in ICT

### The ART vs. SCIENCE of Business Creation

There is research that produces new materials, devices and drugs, even symphonies. Business studies have traditionally produced less concrete outcomes. In Science of Business Administration, enterprises are typically investigated from the outside, via interviews, surveys, statistical analyses. In Art of Business Creation, coined by GVL Finland, enterprises are investigated from within, by doing. Aimed at co-creation of globally scalable products, global enterprises, and entire enabling ecosystems, the Art supplements the Science, and the classic quest for generalization and repeatability.

### For Problems Worth Solving

The call for higher impact of business research and education is underscored by the Big Problems. Climate change and related concerns for energy, food and water, topped with inequality and poverty, all constitute for Problems Worth Solving. Co-creation of global enterprises dedicated to such problems requires a new breed of entrepreneurs, academicians, and policy makers. Enabling all this is a new demanding, exciting, and worthwhile, global game.

### Let's Play the New Global Game!

Accepted abstract contributors will be teamed up for ecosystem level impact. Utilizing GVL Finland's rewarded Runway-to-Growth method the knowledge teams will each meet one of six real life "ecosystem teams", comprising entrepreneurs, executives and policy makers. The exercise will be aimed at synergistic co-creation of research, ventures and policies. With inspiration from the accepted abstracts, the "ecosystem teams" will be composed around the grand topics of Capital, Education, Energy, Health, ICT and Wellbeing.

***Send an abstract by September 30 and join us at EBRF 2011 as a PLAYER!***

**AT EBRF 2011, YOU  
ARE INVITED TO JOIN  
GLOBAL FACULTY  
PARTNERS FOR  
PROBLEMS WORTH  
SOLVING LP (GFP) AS  
FOUNDING PARTNER**

GFP invites academicians, across all borders, with curiosity and passion to solving Big Problems via co-creation of Great Global Enterprises, as founding partners. Besides individual faculty members, GFP welcomes their trusted entrepreneurs, executives and advisors as co-founders.

GFP pools growth resources globally to distribute them locally. Together with leading enterprise solution providers, GFP produces instruments, platforms, vehicles and mechanisms that enable rapid global growth. Each partner can provide and receive global resources to local ventures.

## KEYWORDS TO BUILD ABSTRACTS

EBRF 2011 proposes the following KEYWORDS (or TAGS) as “pieces of puzzle” and inspiration towards maximally global, insightful and unique Business Creation abstracts.

***Born Globals, Bottom of the Pyramid, Brand, Business Model, Co-Creativity, Courage, Commercialization, Customer, Energy, Enterprise Education, Growth, Intelligence, Knowledge Capital, Open Data, Ownership, Relationships, Sales, Scaling, Slack Resources, Social Entrepreneurship, Service, Social Media, Strategy, Sustainable, User Driven, Value Creation, Venture Capital***

By definition, the keywords intersect with each other and, needless to say, the list is incomplete. When constructing an abstract please clearly articulate “your game”: The problem your academic work is solving, your method, and expected contribution to “Co-Creation of Enterprises for Problems Worth Solving”, and the enabling thereof. When submitting your abstract, please choose both the scholarly keywords and the ecosystem topics that are the closest match to “your game”. We’ll do a final matching – going across the keywords – to comprise maximally synergistic teams. We encourage you to surprise us!

## TOPICS OF THE ECOSYSTEM LEVEL RUNWAY-TO-GROWTH EXERCISE

**CAPITAL: “Innovative Growth Resourcing”.** Business creation and VC require spicing up. In CAPITAL, we work to turn knowledge (capability, capacity, competence, compassion and contacts) of individuals and slack resources of institutions into investable capital.

**ENERGY: “The Treasure in Waste”.** Co-creation of research, ventures and policies is required around the smartest energy solutions. In ENERGY, we discuss scaling of waste to energy related technologies, production and delivery models as an ecosystem level exercise.

**EDUCATION: “Energizing Environment”.** Education of global business creation requires a globally scalable platform, but also inspiring environments, locally. In EDUCATION, we design the ideal space around Aalto’s new Otaniemi Campus where anything is possible.

**HEALTH: “For the Bottom of the Pyramid”.** Health delivery models differ from society to society and segment to segment. In HEALTH, we focus on ecosystem level modeling of processes and organizations in the context of the Rural India Health Kiosk venture.

**ICT: “Enabling Solutions”.** Business creation across all borders and barriers is possible thanks to ICT enabled solutions, such as Social Media. In ICT, a virtual Great Enabler mechanism of global business creation, connecting stakeholders into action, is addressed.

**WELLBEING: “Maximizing Happiness”.** There is a huge potential in healthy, sporty and happy people to co-creation of Great Global Enterprises. In WELLBEING, transformation of communities (from families to professional organizations) into Enabling Ones is pursued.

## PROGRAM IN BRIEF

### *Tuesday, December 13*

18-21 Early Bird Party (optional)

### *Wednesday, December 14*

09-11 Opening keynotes

11-15 Presentations and teaming of abstract contributors

15-18 Knowledge teams meet ecosystem teams on Runway to Growth

19-23 Conference Dinner

### *Thursday, December 15*

09-12 Runway to Growth continues:  
Ecosystem level score board  
constructing

13-15 Global Business Creation Game:  
“Le Grande Finale”

15-17 Closing keynotes & victory ceremony  
of Global Academic Cup 2011

17-20 Reception hosted by  
*Global Faculty Partners*  
*for Problems Worth Solving LP*

## INVITED KEYNOTE PLAYERS OF THE GLOBAL BUSINESS CREATION GAMES (SOME TBC)



**Christian ASPEGREN** is Founding Managing Partner of Global Faculty Partners for Problems Worth Solving LP, a born global to be launched at EBRF 2011 Global Business Creation Games. Christian has almost 40 yrs of experience of developing and launching market leader products and services as Product Manager, CEO, Management Consultant and Entrepreneur. In 2009, he joined GVL Finland, as Co-Creator, and candidate for PhD on Global Venture Creation.



**Dhruves BISWAS** is Professor of Electronics and Head of Rajendra Mishra School of Engineering Entrepreneurship at Indian Institute of Technology (IIT) Kharagpur. He has co-founded several technology ventures in America, Asia and Europe, is a Co-Founder of Global Venture Lab (GVL) and the Founding Father of the Rural India Health Kiosk, an ambitious, scalable, social entrepreneurship based venture and platform for simultaneous ecosystem level business creation.



**Will CARDWELL** is Head of Aalto Center for Entrepreneurship (ACE). This born American, former venture capitalist, growth venture CEO and managing director of Technopolis Ventures is well groomed for his role as the quarterback of enterprise in Finland's new innovation university. He also has important early work experience from the world of university researchers from his service at the Helsinki School of Economics (HSE), today part of Aalto University.



**Paul DINE** is Founding Partner of Global Leadership Alliance and Assistant Dean of Top Talent Study Programs at New Jersey Institute of Technology (NJIT). The makings of this cross-cultural guru include service as Professor of Theology at Pontificio Collegio Beda, in Rome, a career as a Siemens Executive with global responsibilities related to cross-cultural group education & training, and another career as Management Professor teaching, cross-culturally, around the world.



**Jose Manuel LECETA** is the newly appointed Director of the European Institute of Innovation and Technology (EIT). Before, he served as International Director of CDTI, the Spanish Innovation Agency, for six years. A specialist in international innovation economics, he is a strong believer in the game-change capacity of pan-European partnerships towards delivering impact in the field of entrepreneurship education and the creation of new business in Europe.



**Reijo LUOSTARINEN** is Founder and Professor Emeritus of International Business (IB) programme and the Centre for International Business Research at Aalto University. He has served as President of European International Business Academy (EIBA) and has a vast global experience via visiting professorships, board memberships and consulting. Today, he chairs a number of Born Globals and devotes time & energy to advancing the art of global business creation.



**Alf REHN** is a globally renowned Business Thinker, writer and speaker, and Professor of Management and Organization at Abo Akademi University. He also serves as Chairman of Finland's fastest growing advertising agency, Satumaa. The Times has labeled him a "star of the future" and Thinkers 50 ranked him #13, in their Guru Radar, among the world's top business thinkers. His most recent book, Dangerous Ideas, presents an alternative take on creativity and business.



**Taneli TIKKA** is a Serial Entrepreneur and Play Maker known from Internet based ventures such as IRC-Galleria, Dopplr, Muxlim, StarDoll, RunToShop, and Vakuutuskone.com. This Aalto University School of Economics graduate currently serves as CEO of Soprano Brain Alliance and assists the TEKES funded accelerator program Vigo as member of the steering board. Looking back at 2010, the FIPA nominated him as Finland's Opinion Leader in ICT.

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## ABSTRACT SUBMISSION – SEPTEMBER 30

Please submit a max 3-page research paper abstract for a double blind review process through the conference website at [www.ebrf.fi](http://www.ebrf.fi). At the website, you will find further instructions and an abstract template. The abstracts will be subject to a constructive review process by an international group of senior scholars representing cutting-edge knowledge on the themes at hand.

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## THE EBRF PUBLICATION PROCESS

Commitment to present an accepted abstract leads to a publication in the Book of Abstracts and a right for a full paper publication in the conference proceedings. In the EBRF process, presenters will have a few months after the conference to digest feedback and finalize their papers. The conference proceedings in the form of a CD-ROM publication will be included in the conference fee and sent to the participants once published. The conference fees will be categorized between 200 and 500 euros per player, depending upon the nature of the chose stake. After EBRF 2011, an edited book on BUSINESS CREATION comprising invited articles and the best conference papers will be published. Needless to say, the quality and nature of the final papers will play a significant role in the ways and forms of the book process.

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## GLOBAL ACADEMIC CUP AT EBRF 2011

Three abstracts, submitted by September 30, will be chosen as finalists for the Global Academic Cup. We seek for the highest impact proposals related to disclosing the GREATEST ENABLERS of the new global business creation game: The co-creation of enterprise for problems worth solving. The winner will be chosen based on the presentation, in the EBRF 2011 format, involving interaction between “knowledge teams” and “ecosystem teams”. More details on the format will be provided closer to the conference.

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## ORGANIZERS OF THE CONFERENCE

*EBRF 2011 Global Business Creation Games: Co-Creation of Enterprise for Problems Worth Solving* is organized by Global Venture Lab Finland (GVL Finland), a consortium founded by University Alliance Finland, i.e., Tampere University of Technology (TUT), University of Jyväskylä (JYU) and University of Tampere (UTA), in 2008, and joined by Aalto University, Abo Akademi University, Lappeenranta University of Technology and University of Oulu, in 2010. GVL Finland is a founding member of the GVL Network coordinated by University of California Berkeley. The EBRF conference was launched, in 2001, by GVL Finland’s predecessor organization, eBRC: The TUT-UTA joint venture established for limited life (2001-2005) as part of eTampere, an acknowledged local pilot of the eEurope program.

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## IMPORTANT DATES

Abstract submission deadline	<b>September 30</b>
Notification of acceptance	<b>by October 30</b>
Registration (Presenting Scholars)	<b>November 15</b>
Registration (Regular)	<b>November 30</b>
Conference (in Helsinki, Finland)	<b>December 14-15</b>
Full paper submission	<b>January 31, 2012</b>
Publication of conference proceedings	<b>April 30, 2012</b>

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## ADDITIONAL INFORMATION

Please see: [www.ebrf.fi](http://www.ebrf.fi)

Or contact:

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Coordinator of EBRF 2011  
Event Manager of GVL Finland  
PhD student and Project Manager at  
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*The conference website always  
has the most up-to-date information!*

Prof. Marko Seppä  
Chair of the EBRF board  
Founding Chair of GVL Finland  
Professor of Growth Venture Creation at  
JSBE, University of Jyväskylä (2007-2011)  
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