



Business Administration VS. Business Creation



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What is Business Administration ?

An advanced college degree, earned by those who successfully graduate from their college or university's MBA program. As with other advanced degrees, traditionally a student will have already received a Bachelors degree in some area of study, before working towards his or her MBA. A typical MBA program deals with multiple aspects of business, including finance and management skills. Also called Masters in Business Administration or Master of Business Administration.*

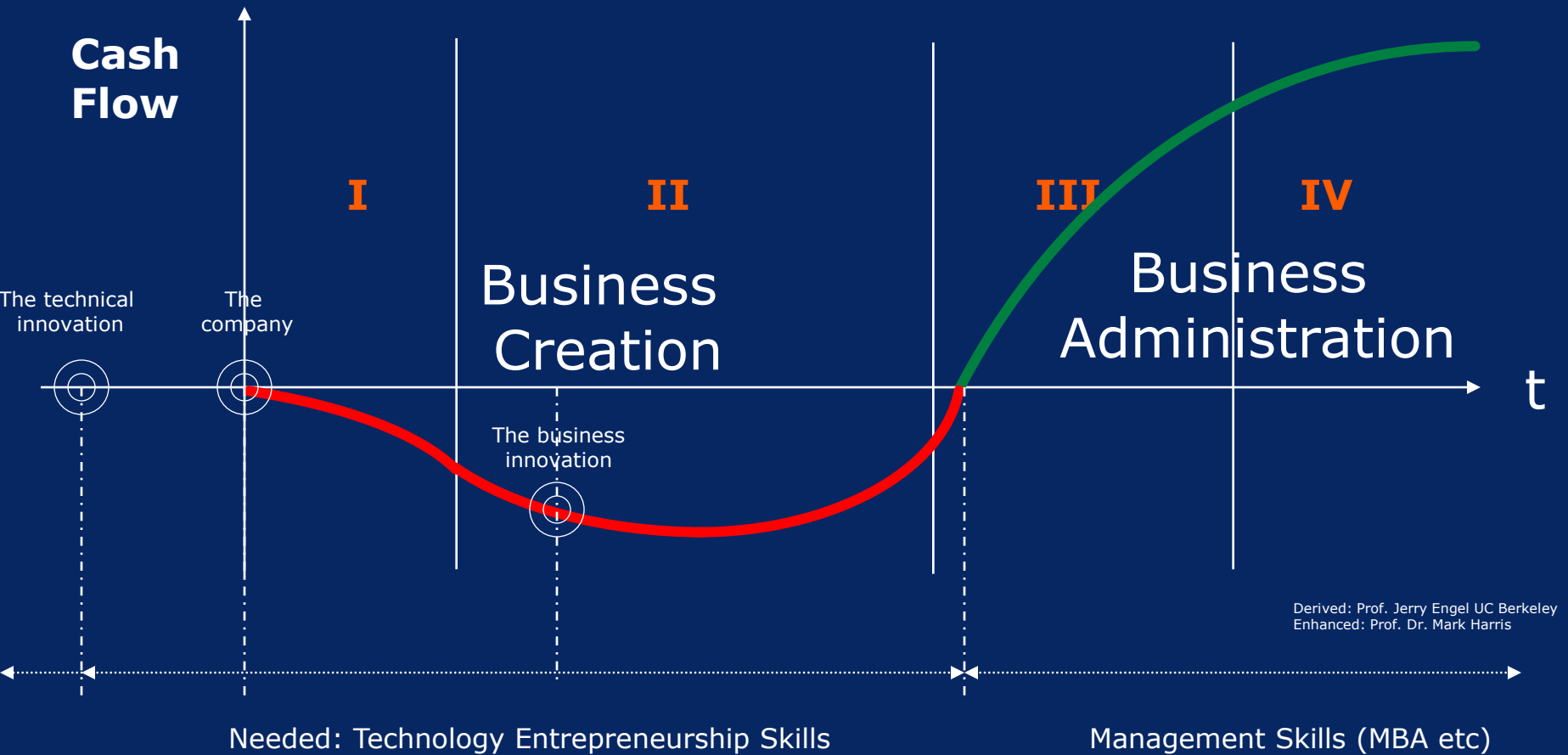
* Source: Business Directory.com

What is Entrepreneurship ?

„The pursuit of opportunity beyond the resources one currently has under control“. *

* Source: Professor Howard Stevenson

What is Technology Entrepreneurship ?





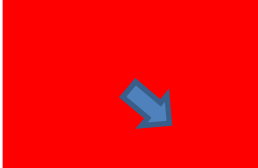





So Technology Entrepreneurship is not only „What“, but also „When“ !!

Technology Entrepreneurship

The New Way Forwards EUR

Observations:

- EU 2020 declaration highly focussed (#1 issue) on innovation and entrepreneurship.
- Invention (ideas, patents) is good, but commercialization is not.
- Very low VC activity in EU (1/5th US), huge equity GAP
- Attitude of entrepreneurship and failure not being an option a big hindering factor.
- Need to catch-up on some 20+ years of entrepreneurship education
- Need to broaden where and how entrepreneurship is taught
- Need to get EU success rates (20%) close to US (30%).

Criteria	US	Europe	Comparison	Comment
GDP (2010)	14.66 T\$	14.82 T\$		Economies in same Ballpark
Domestic Patents (2009)	82000	135000		Europe invents +65% more (actually much more because no SW patents in Europe, CII)
VC activity (H1'2010)	12.4 B\$	2.6 B\$		Europe only ~ 1/5 th the VC
% of population that consider entrepreneurship	67%	45%		US is 50% higher
% of Population that become entrepreneurs	13%	4.5%		US is 289% higher
% of population that accept possible failure in a startup	75%	54%		US 40% higher
Entrepreneurship Education since	1980's	Early 2000's		Trying to catch up 20-25years of Education and attitude
Breadth (# types)	8	1-2		Programs in HE and now starting in K12

A short excursion in Math:

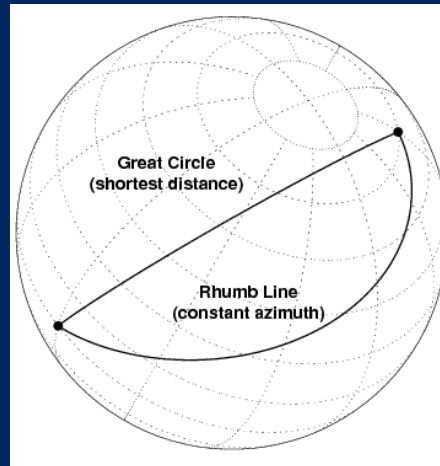
Question: What is the shortest distance between points **A** and **B** ?

Sure, a **straight line**: **A** _____ **B**

as long as we are in two dimensional space....

in three dimensional space, for example on a globe it is the

GREAT Circle (ARC)



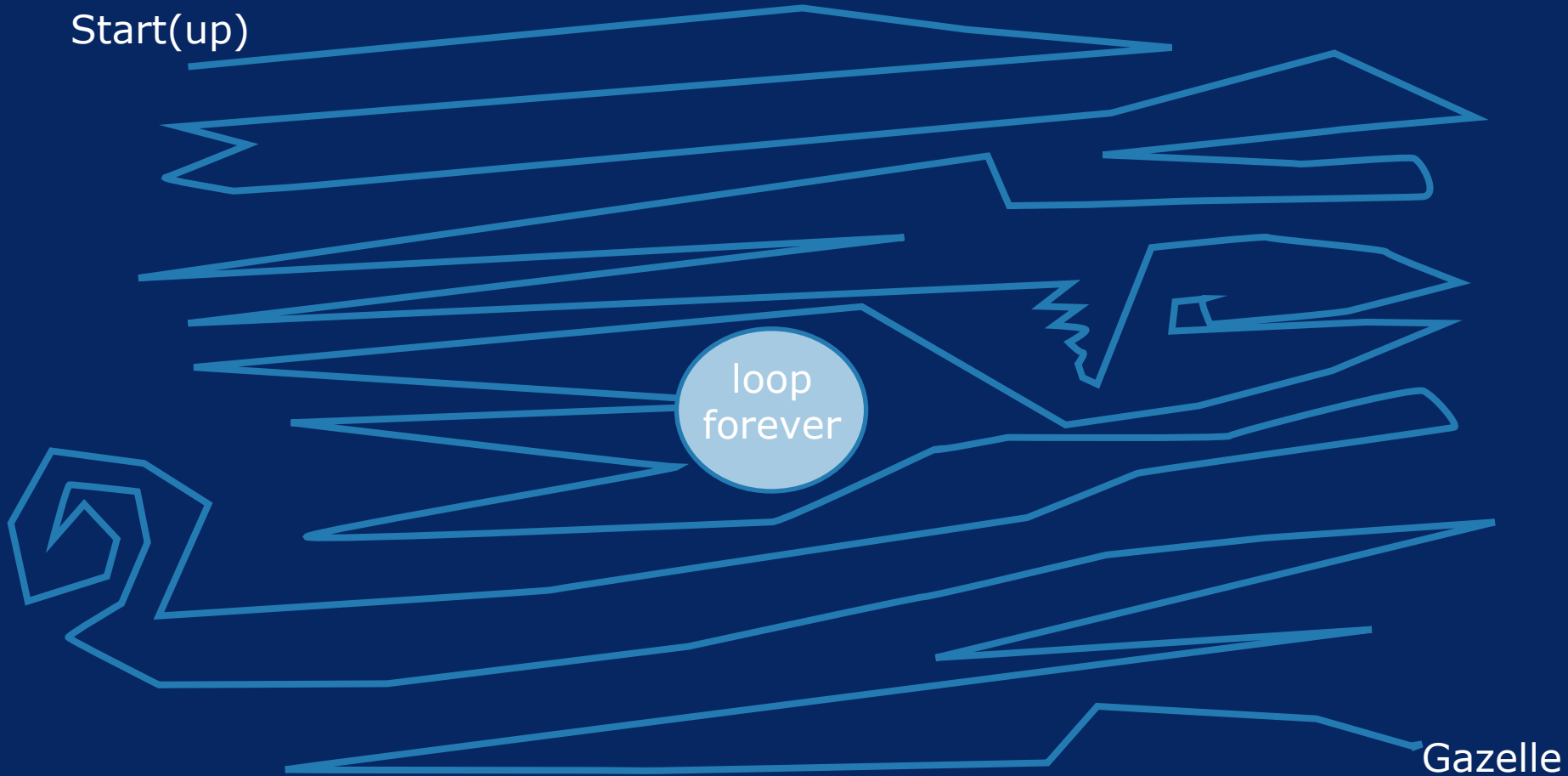
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So what is the shortest path for a new venture ?

The Path (Trail) to New Ventures

Start(up)



New Venture Creation Pipeline Model

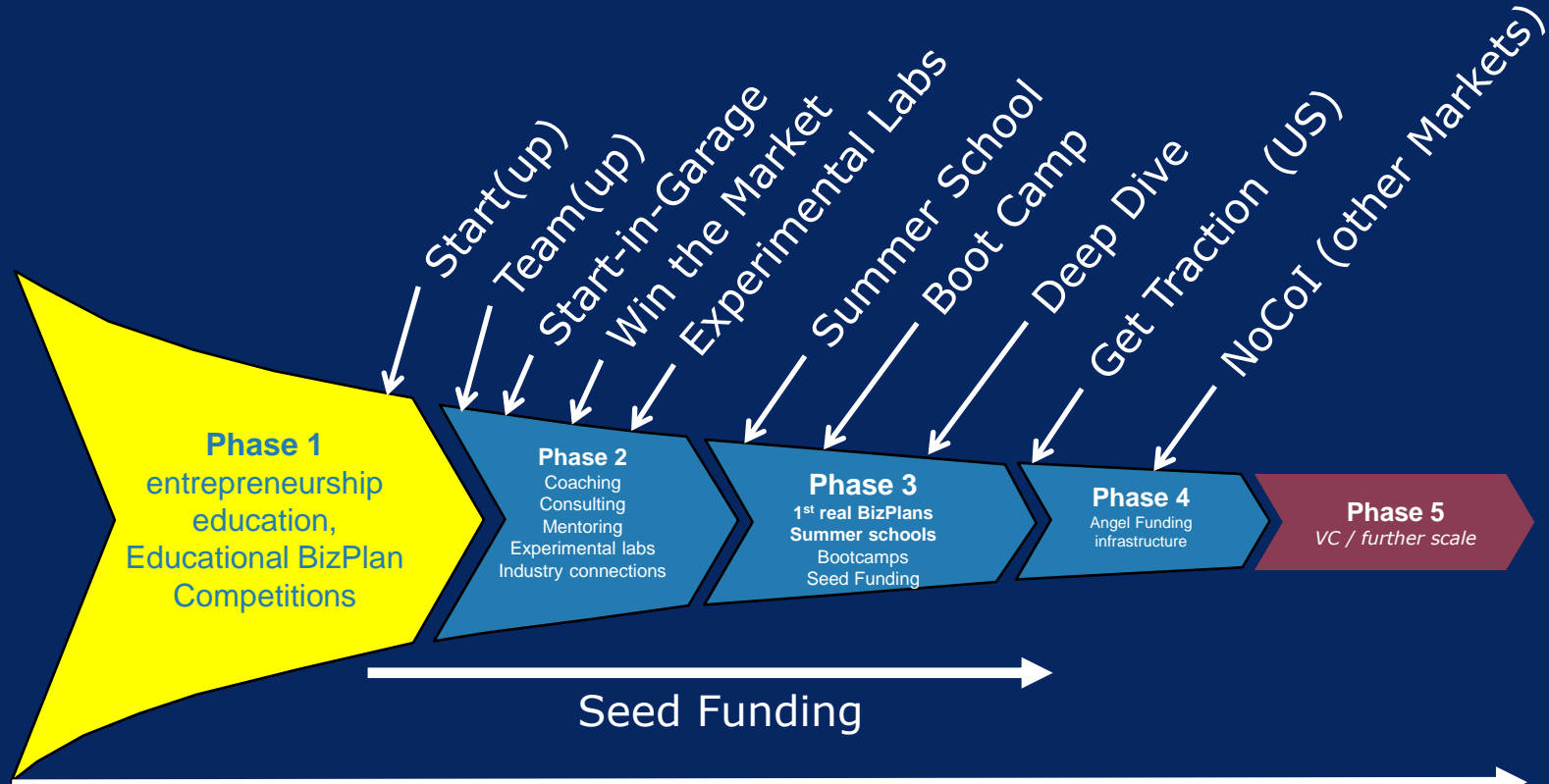



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Process**


**Real-life
practice**


**Real
companies**

Inno**a**ventures™ helps you to bridge the GAP !!



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Process**

**Real-life
practice**

**Real
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-  -in negotiation (Phase I)
-  -planned (Phase II)
-  -planned (Phase III)



Network of Global Clusters of Innovation





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