



Entrepreneurship Awakening

A two-day executive programme for EUR & EMC professionals

Brought to you by



Driving innovation & entrepreneurship

Erasmus Enterprise, Erasmus MC, Erasmus Research & Business Support and Erasmus Centre for Entrepreneurship join forces to support EUR professionals in developing the capabilities to improve and sustain innovation for society.

At universities, many novel ideas and innovations to improve society are explored. Some are interesting enough to develop for practical application, or even for independent (startup) initiatives. But how?

Understanding what drives entrepreneurship and having an entrepreneurial spirit are critical success factors. *Entrepreneurship Awakening* will help you to understand and explore entrepreneurship in such a way that, whenever you have invented something, you do not start from scratch. Even if you do not see yourself as an entrepreneur, an entrepreneurial attitude will prove beneficial in an academic setting.

Learning objectives

- ✓ Work on your entrepreneurial awakening: what is entrepreneurship? We not only focus on the individual, but also on your role in the team. What skills and activities does this require? How can we foster entrepreneurial behavior in the organisation?
- ✓ Learn about business modeling: how do entrepreneurs create and capture value? Good ideas are Desirable, Feasible and Viable.
- ✓ Analyze healthcare innovations from different perspectives: not only Technology & Investor Readiness, but also Community Readiness. Who are the stakeholders, what are their interests, how to involve them in the innovation process and how to create value in an ecosystem?



Driving innovation & entrepreneurship

Programme overview



Day 1 morning

Capturing questions and expectations
&
Business model search and investment readiness
&
Application to own projects



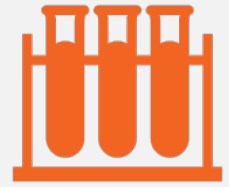
Day 1 afternoon

Emphasize with entrepreneurs
&
Entrepreneurial competences and careers
&
Entrepreneurial teams



Day 2 morning

Entrepreneurial cultures
&
Driving entrepreneurship excellence



Day 2 afternoon

Develop validation experiments
&
Develop experiments to increase entrepreneurial competences and behaviour
&
Reflection and feedback

For who?

- ✓ Staff members who work on (medical) innovations and who wish to strengthen their entrepreneurial spirit & capabilities
- ✓ Staff members who support research in making innovations ready for the market



Location

Entrepreneurial (online) learning environment

Under normal circumstances we would be delighted to welcome you at the Erasmus Centre for Entrepreneurship Campus, which is located in the Rotterdam Innovation District. Close to the public transport stop Marconiplein and the A20 you will find us in the Rotterdam Science Tower. In the Rotterdam Science Tower, our campus covers seven floors and 10.000m², housing over 100 innovative startups and companies.

Our educational programmes normally take place in one of our learning spaces amidst a network of entrepreneurs, academics and creatives. Combine it with the best view on the harbor and the city of Rotterdam and you have the perfect entrepreneurial learning environment to spark entrepreneurship in your role!

Due to the ongoing COVID-19 measures, this edition of the Entrepreneurship Awakening Programme will take place completely **online**. We will, however, adjust the format and set up of the programme to ensure a great entrepreneurial learning experience.

This includes, among others, that we will maintain sessions from 09:00-14:30 with a proper lunch- and screen break. Furthermore, we work with break out rooms and aim to maintain a high level of interaction throughout the sessions.

Finally, we will organize a 'come back day' on Tuesday 25 May 13:00-17:00 during which we will hopefully be able to safely welcome you at our campus!



Driving healthcare, innovation & entrepreneurship

Your facilitator



Ferdinand Jaspers is the Programme Director at Erasmus Centre for Entrepreneurship. He teaches executive education courses and facilitates master-classes and workshops on innovation excellence, corporate entrepreneurship, new business development, and entrepreneurial startup and growth. Through this, his purpose is to empower so-called innovation drivers: those corporate (informal) leaders who aim to bring the entrepreneurial talent, processes, and culture of their organizations to the next level of innovation excellence. Ferdinand adopts an integral perspective on entrepreneurship. He helps you to integrate and move beyond approaches such as discovery-driven planning, disruptive innovation, customer development & lean startup, value-based leadership, business modeling, effectuation, portfolio management, design thinking, and open innovation. He holds a Ph.D. in technology and innovation management from Rotterdam School of Management.

Practicalities

Dates

14, 15 April 2021
25 May 2021 (come back day)

Format

14, 15 April online from 09:00 to 14:30
25 May from 13:00-17:00

Language

Dutch

Fee

This edition is sponsored by Erasmus Enterprise and Erasmus MC.

Number of participants

A minimum of 10 and maximum of 20 persons can participate in this edition.

Sign up

You can sign up for this programme by sending an e-mail to Annique de Greef (contact details below).

- ✓ Annique de Greef
- ✓ degreef@ece.nl
- ✓ 010-7402337

