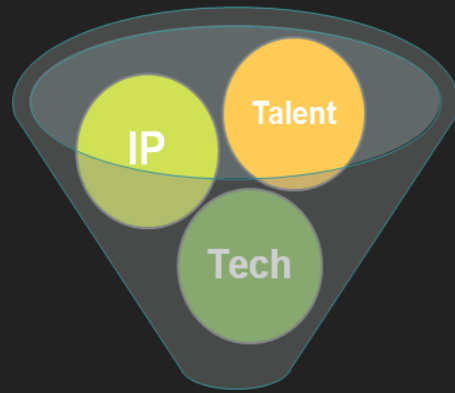


START LOCAL. GO GLOBAL

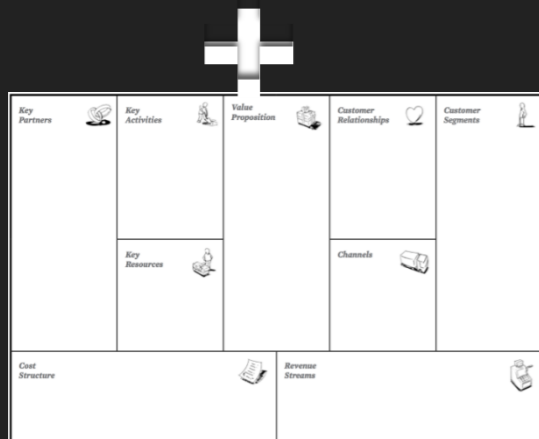
HOW TO BUILD YOUR OWN
MICRO INNOVATION
ECOSYSTEM

BY: DR. SHERYL SATORRE

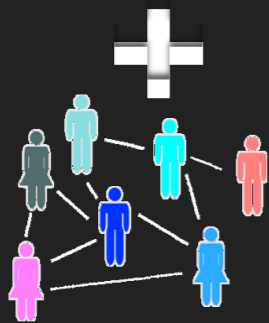
ENTREPRENEURSHIP ECOSYSTEM



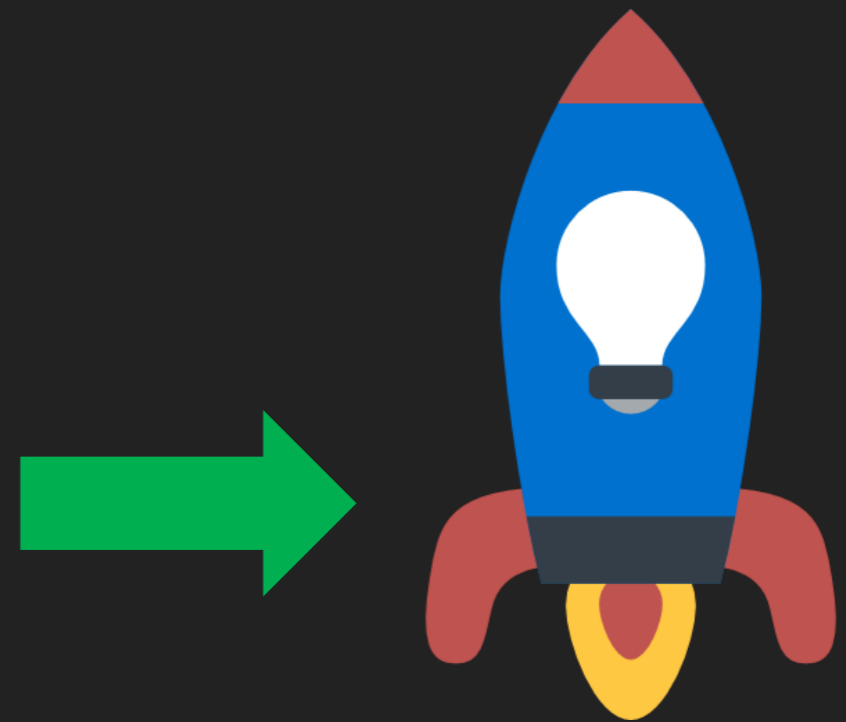
University Innovation Inputs



Business Model & Lean Startup Frameworks

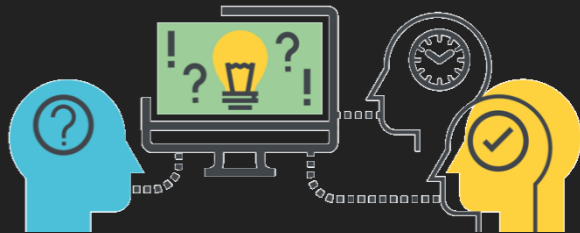
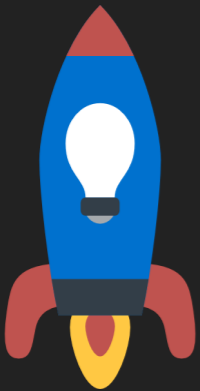


Business Formation and Support Networks



**Early-stage Startups
w/ Growth Potential**

INNOVATION ECOSYSTEM

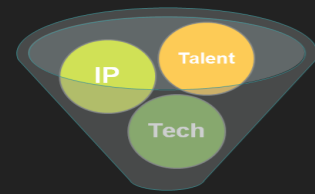


**Early-stage
Startups w/
Growth
Potential**

**Technology &
Innovation Mgt.
Frameworks**

**Technology & Innovation
Mgt. Team**

Entrepreneurship Ecosystem



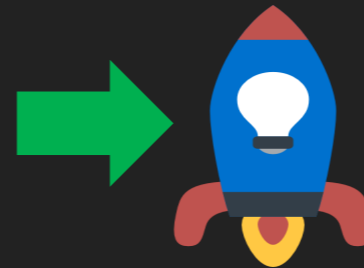
University
Innovation Inputs



Business Model &
Lean Startup
Frameworks



Business
Formation and
Support
Networks



Early-stage
Startups w/
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Potential

Innovation Ecosystem

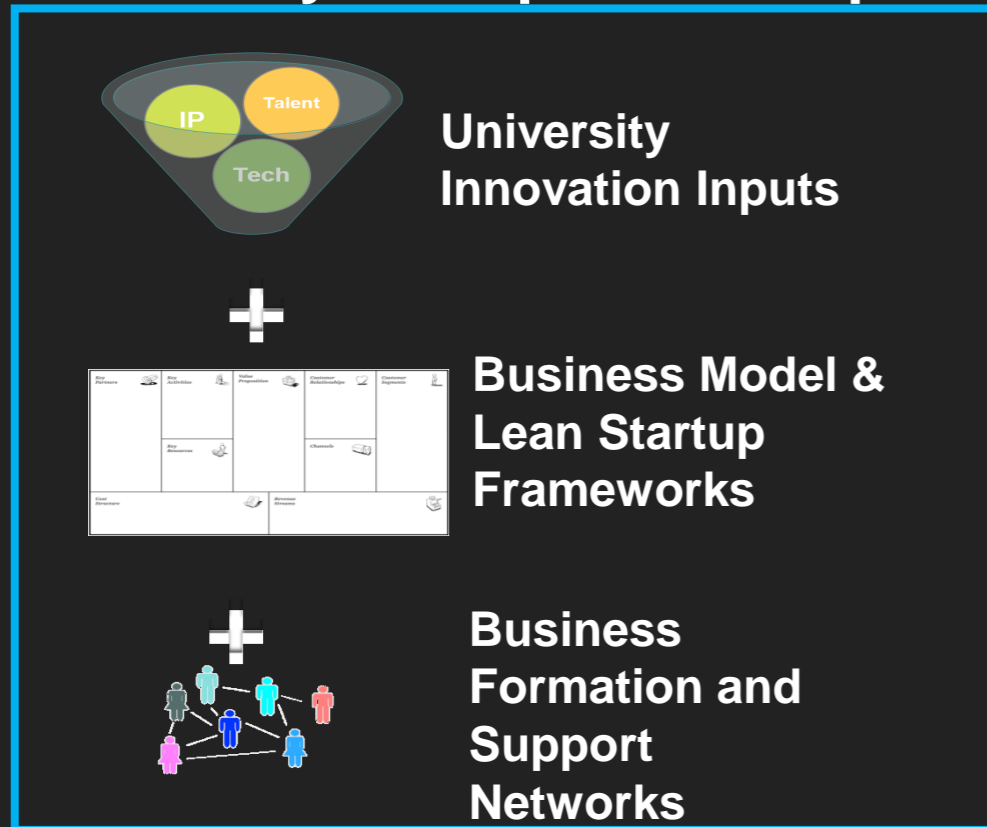


Technology &
Innovation Mgt.
Frameworks

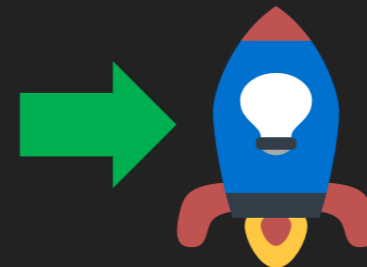
Technology &
Innovation
Mgt. Team

UNIVERSITY-BASED TECHNOLOGY BUSINESS INCUBATOR INNOVATION ECOSYSTEM MODEL

University Entrepreneurship Ecosystem



Innovation Ecosystem



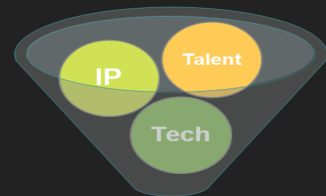
Early-stage Startups w/ Growth Potential



**Mature startups,
Higher rates of
innovation,
More growth**

UNIVERSITY-BASED TECHNOLOGY BUSINESS INCUBATOR INNOVATION ECOSYSTEM MODEL

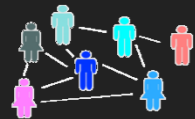
Entrepreneurship Ecosystem



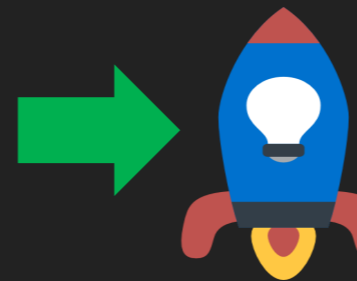
**University
Innovation Inputs**



**Business Model &
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Frameworks**



**Business
Formation and
Support
Networks**



**Early-stage
Startups w/
Growth
Potential**



HOW CAN YOU BUILD AN
INNOVATION ECOSYSTEM
WITHIN YOUR UNIVERSITY?

HELP THE UNIVERSITY
BECOME
ENTREPRENEURIAL

CHALLENGES

- ▶ Attracting young incubatees
- ▶ Creating more R&D-based startups
- ▶ Changing the mindset of the university students and graduates
- ▶ Marketing awareness about startups

BEEHIVE PROJECT



Building Entrepreneurial Ecosystems to Enhance Higher Education Value-Added for Better Graduate Employability

An Erasmus+ Programme on Capacity Building for Higher Education

BEEHIVE PARTNERS

EU Universities



ID & PH Universities



Incubators & Accelerators



Tips & Tricks

GET THE RIGHT PEOPLE INVOLVED

- ▶ **University top managers**
- ▶ **Academic Heads (CAD, Deans, Principals, Program Head)**
- ▶ **R & D Directors**
- ▶ **Faculty members**

ENTREPRENEURSHIP FOR ALL

- ▶ **University policy on offering Entrepreneurship as a course across all curricula**
- ▶ **Introduce Entrepreneurship to Basic Ed, Junior and Senior High School levels**
- ▶ **Train the faculty members to teach Entrepreneurship**
- ▶ **Come up with a Team Teaching Strategy in Entrepreneurship class: 1 Entrepreneur + 1 Professor**

R&D PROJECTS WITH COMMERCIAL VALUE

- ▶ **University Research Agenda**

PROMOTE DIVERSITY

- ▶ **MOA between Colleges and Departments**
- ▶ **Allow a mixed of students in a research or thesis group**

EVENTS GALORE

- ▶ **Networking events and meet ups**
- ▶ **Idea Hackathon**
- ▶ **Pitching events**
- ▶ **Cohort-based University Startup Challenge**
- ▶ **Startup Workshops & Conferences**
- ▶ **Others!**

CULTIVATE THE NETWORK

- ▶ **Hold regular meetings, events and talks where the people from the university and startup community can get together and share their experience**

“For good ideas
and true
innovation, you
need human
interaction,
conflict, argument
and debate.”

-Margaret Heffernan



THANK YOU.