Lean Innovation Educators Summit

February 3, 2022

Breakout Room Highlights

Phil Weilerstein

ROLE OF THE UNIVERSITY IN NEW VENTURE CREATION

- The emergence of entrepreneurship within engineering in the form of pathways has changed the game; Pathways to Innovation was a game changer
- Primary mission of training and entrepreneurial endeavors is educational - everyone leaves with educational benefits and some make it to the end of the funnel and launch; We count the ventures, we need better ways to measure and document the educational benefit and learning
- Should universities create ventures or educate?
    - Consensus: To help would be for entrepreneurs to find a pathway to their own success
    - University is uniquely positioned to work with students to become venture ready
    - Programs can operate outside the university walls in partnership
    - The challenges of an entrepreneurial experience are to expand their capabilities and increases their impact and the speed they reach impact
    - Key way to engage and expand potential of ideas - definition of ventures to include social impact
    - Obligation for the university to have real world impact
    - Students want and are demanding ESHIP - it is an extension of the career center as well

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Phil Weilerstein (continued)

BIGGEST CHALLENGES
- Culture change at the university remains an issue
- Sample (one each from Australia, Canada, Germany, Chile) both legal and culture are major barriers; Need both Bayh Dole *and* SBIR at the national level to make it change
- Questions on what will happen when people come back post-Covid; Value of in person is undeniable, online is not the same
- Covid is reducing participation and limiting opportunities to get out into the world

BEST PRACTICES
- Create and require Slacks and other synchronous communications to enhance the two-dimensional online environment
- Ritual works when everyone is present online in a hybrid environment; Everyone has cameras on, even those in person

THOUGHTS AND REFLECTIONS
- "Equity" means at least two different things - "stock ownership" or "fairness/level playing field"
- Financial definition of "equity" is less interesting (UC's portals/platform notwithstanding)

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Philip Bouchard

- For faculty and administration, the term "Innovation" is a more inclusive term than "Entrepreneurship;" However, students "get" both terms

- An entrepreneurship education produces additional benefits for students

- Entrepreneurship is a way to effect self-actualization for any student - as much impact on the learner as it creates value for a startup

- Because of the acceleration of change across society, industry, and technology, entrepreneurship is a necessary approach for students across all disciplines and academic silos
    - To know how to "learn on your feet"

- Entrepreneurship programs should focus more on problem definition because students tend to try to solve a problem versus understanding what the issues are

Michael Marasco

FROM RICH LYONS' CHAT, WHAT WAS MOST IMPORTANT OR IMPACTFUL TO YOU?
- Increasing scope of academia in entrepreneurship
- Concern from students that academia is not only demanding tuition but also equity
- Strong concern that future giving could be impacted
- Lack of recognition of "Philantrepreneurship" - entrepreneur alums looking to give back with impact

DO YOU THINK THE UNIVERSITY SHOULD BE A PLATFORM FOR NEW VENTURE CREATION?
- Yes, absolutely but not sure they should also be paid for it
- Consider the broader opportunities institutions have

IN YOUR ROLE AS AN INSTRUCTOR, WHAT CAN YOU DO TO HELP THE UNIVERSITY HAVE A GREATER IMPACT?
- Continue to encourage students to pursue startups and encouraging their learning

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Michael Marasco (continued)

A MONTH INTO THE CURRENT SEMESTER, HOW IS THIS YEAR DIFFERENT AND WHAT ARE YOUR BIGGEST CHALLENGES?
- Live education (but masked), so big improvement

WHAT ADDITIONAL CHALLENGES DO YOU ANTICIPATE IN THE YEAR AHEAD?
- Making up from lost effectiveness of past two years

WHAT ARE YOUR CURRENT BEST PRACTICES? RELATED LESSONS TO SHARE?
- Rethinking Lean for the current virtual world

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Ali Hawks

- When we talk about inclusivity (we can all make a difference), ethical thinking skills must be taken into consideration, we have a responsibility as educators now to emphasize this

- A lot of resonance around the four principles Rich discussed (be a student always, confidence without attitude, resistance is rationale, etc.); Focusing on the "why" also resonated

- Some discussion around "x for equity" – challenged, why can't we simply help some people for free?

Bob Dorf

- Jennice talked a lot about sharing innovation ideas in an "innovation exchange" called Keen Unleash for peer-to-peer innovation trainer idea exchange

- Bob discussed opening on-campus e-ship and innovation programs to members of the business/startup community as a way to expand horizons for students and guests alike; others mentioned using alums to coach students and students to coach community entrepreneurs as further ways to take down the ivy-covered walls

- Campuses should grab outside programs like Startup Grind and Startup Weekend (and many others) and host them on campus for students and community

- Agreement that universities can provide the "glue" with a Facebook-like or dating-website approach where innovators and entrepreneurs can find like-minded or specialized partners, mentors, advisors and coders, for example
    - Each participant gets a skill profile and room to highlight their needs; open text or email interaction can "lubricate" innovation in a city

- One Summit participant is aggregating and marketing innovation tools, books, etc. in an innovation marketplace

- Participants curious about how to find corporate sponsors for incubators and similar programs, an age-old challenge

Dave Chapman

FROM RICH LYONS' CHAT, WHAT WAS MOST IMPORTANT OR IMPACTFUL TO YOU?

- Presentation seemed to be on market/economic factors

- We should be considering wider impact of EE, for example, in terms of Sustainable Development Goals – where challenges are already very clearly articulated

  - From a European perspective, students seem somewhat disengaged from some of the bigger challenges

  - US examples (e.g. Hacking for X) may/can provide useful insights that could/should be (even) more widely shared

  - UK example of How To Change The World (HtCtW) challenge program for all engineering undergraduates

Dave Chapman

MOTIVATIONS

- From a European perspective, still too-much educational focus on making "things better " (learning technical skills) rather than on making "me" better (developing entrepreneurial competences)

- From the perspective of a relatively new entrant in South East Asia, need to (more) clearly demonstrate how this creates value for students focused on employability in uncertain times

- Scope for better linkage between industry, alumni, and students in shared challenge-based activities that encourage entrepreneurial mindsets (across stakeholders)

    - Example of BMW's support for activities at TU Munich

CURRENT BEST PRACTICES /MEASUREMENT

- There is a lot of data on what works in Lean Innovation but this could/should be more widely disseminated

- James O'Conner talked about "known-knowns" arising from his analysis of effective CustDev processes across multiple programs

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Jim Chung

- "Resistance is Rational" – different approaches to overcoming resistance

- Need to be empathetic to diverse situations within the ecosystem by providing incentives and clear paths for faculty and students to participate, for example:
  - Recognition for faculty innovation activities
  - Better career support for students exploring innovation and entrepreneurship careers

- Often there are non-obvious barriers to be addressed, for example:
  - Career service centers rankings dependent on high salaries for students three years out not always compatible with startup careers
  - Lack of sponsored research staff limiting ability to apply for research grants at community colleges

- "Equity for X" – brilliant concept, but:
  - How accessible is that for universities that are not at the very top of the research pyramid?
  - What are the possible ethical issues?

- Problem Curation would benefit from coming from a greater diversity of universities with different perspectives, for example, community colleges

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