



FASTER

Training for Fast Growing Entrepreneurs

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FASTER-Training for Fast Growing Entrepreneurs

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<http://www.fasterentrepreneur.eu>

<http://faster.zcu.cz>

Project in brief

- Leonardo da Vinci project – transfer of innovation
- Goals: analysis of the regional entrepreneurial milieu and support of ambitious, knowledge-based, fast growing enterprises (gazelles) by transfer of the ISTUD Entrepreneurship Programme (IEP) to the project partners.
- Gazelles: fast-growing companies; create at least 20 jobs within 3 years after its creation.

- FASTER project fosters the cooperation among key actors involved in entrepreneurship promotion such as organizations providing learning opportunities, incubators, Technology Transfer Offices and early stage investors. The cooperation among those actors is crucial for the success and effectiveness of the training programme, because it will give the opportunity to the would-be entrepreneur to build a network able to support him/her in the starting phase.
- The project website is used throughout the project as the repository of documents and shared workspace.

FASTER - partners

- The West Pomeranian Business School (Poland) – coordinator
- ISTUD Foundation: www.istud.it (Italy)
- META Group: www.meta-group.com (Italy)
- RTD Talos: www.talos-rtd.com (Cyprus)
- INNOSTART: www.innostart.hu (Hungary)
- [University of West Bohemia](http://www.univz.eu) (Czech Republic)

FASTER outputs

- 4 analytical reports describing the entrepreneurship milieu in partner regions – used for training program localization and customization
- Training Toolkit containing 8 training units.
- Guide for trainers
- Pilot trainings
 - UWB – Ph.D. students, business planning and project management

Training Toolkit Units

- Entrepreneurship and Small Business
- Innovation and R&D
- Strategy and Marketing
- Economics and Finance
- Project Management
- Operations and Supply Chain
- People Management
- Business Planning

Training unit example

  	
SUGGESTED DURATION:	1 full-time day
OBJECTIVES:	<ul style="list-style-type: none"> - To provide students with a general understanding of the dynamics and consequences of innovation - To understand the innovation process - To understand the main characteristics of the open innovation model - To analyse the evolution of the IP system
PROGRAMME:	<ul style="list-style-type: none"> - Knowledge intensive enterprise's creation and management - Innovation process - Open Innovation Model - Intellectual Property and the evolution of the IP system
TRAINING AIDS:	<ul style="list-style-type: none"> - Evolution of the IP system (PowerPoint slides) - Open Innovation (paper) - Patterns of Entrepreneurship (book chapter 3, free download)
SUGGESTED REFERENCES:	<ul style="list-style-type: none"> - Chesbrough, Henry William, Open Innovation: The New Imperative for Creating and Profiting from Technology, MA: Harvard Business School Press, 2003 - Christensen, Clayton M., The Innovator's Dilemma, MA: Harvard Business School Press., 1997. - Christensen, Clayton M., The Rules of Innovation, Technology Review, 2002 - Intellectual Property in Europe
LEARNING ENVIRONMENT:	<p>Magazines</p> <ul style="list-style-type: none"> - Innova Pulse - Science, Technology and Society Strategic Innovation Review <p>Websites</p> <ul style="list-style-type: none"> - Creativity and Innovation Driving Business - Open Innovation - Open Innovation in Europe - World Intellectual Property Organization

Guide for trainers

- Entrepreneurship matrix: traditional way to see the entrepreneurial process
- International Entrepreneurship: A strategy map for addressing country context challenges
- Districts and district firms: their evolution and future developments
- Exercises and other active methods
- Learning conditions
- Learning styles, Questionnaire on the evaluation of learning styles
- Training process
- Evaluation of entrepreneurship programme: Swedish experience
- European university-based entrepreneurship training programmes: Best Practices

Faster piloting at the UWB

- 2 workshops, May 2010
- Participants: mainly Ph.D. students (mechanical and electrical engineering)
- Business planning with emphasis on marketing and financial planning – 9 participants
- Project management with emphasis on management of R&D projects – 14 participants
- <http://home.zcu.cz/~vacekj/LdV2010>

Workshop 1: Business planning

- Importance of marketing in knowledge-based projects (market-pull incremental innovations vs. technology push radical innovations)
- Techniques of marketing research
- Market segmentation
- Marketing on Internet
- Product life cycle
- Financial planning, project feasibility
- Cash flow management
- NPV, expected commercial value

Workshop 2: Project management

- General concepts of PM
- SW support of PM (Microsoft Project)
- Soft skills in PM (leadership, team building, communication, conflict resolution, ...)
- Risk management
- Project budgeting and resourcing
- Project portfolio
- Concept of NPD (New Product Development, stage-gate)
- Overview of public support for R&D projects in the Czech Republic and EU

Satisfaction with workshops

Criterion	average	satisfaction
Participant's experience	3,65	Quite positive (3) – positive (4)
Expectation	2,18	As estimated before the training (2)
Contents	1,88	Very good (2) – excellent (1)
Training method	1,65	Very good (2) – excellent (1)
Training materials	1,59	Very good (2) – excellent (1)
Trainer's approach	1,35	Very good (2) – excellent (1)
Workshop	1,65	Very good (2) – excellent (1)
Workshop organization	1,53	Very good (2) – excellent (1)

Training programmes

- To be developed with support of the EU Operational programmes (ESF)
- Target groups:
 - Undergraduate students, PhD Students (mainly engineering specialization)
 - SMEs
- <http://www.fasterentrepreneurs.eu/index.php/training-programmes>

Main training units

- Business planning - structure, tools, financial analysis (cash flow)
- Networking – important regional and national players, policies and programs
- Project management – tools, resource allocation, valuation, risk management
- Research and Development, innovation
- Knowledge management, intellectual capital
- Soft skills (creativity – tools and techniques, team work, conflict resolution, etc)

Join FASTER community

- Join our community – register and we will start to deliver to you the project newsletter.

References

- [1] *FASTER* [online]. The West Pomeranian Business School, [2010-04-18], <<http://www.fasterentrepreneurs.eu>>.
- [2] *FASTER* [online]. Západočeská univerzita v Plzni, [2010-04-18], <<http://faster.zcu.cz>>
- [3] *ADAM – projects and products portal for Leonardo da Vinci*, [online]. EU - DG Education and Culture [2010-04-18], <<http://www.adam-europe.eu>>
- [4] *IEP – ISTUD Entrepreneurship Programme*, [online]. Istituto Studi Direzionali, Stresa, [2009-10-15], <http://www.bic-italia.net/cgi-bin/download/Brochure_IEP_def.pdf> (in Italian)

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