

INSPIRATION CONFERENCE IN TURKU – ENTREPRENEURSHIP IN PRACTICE & THEORY

Turku the 19th of April

BACKGROUND

Originally, a spin off from Uppsala University in cooperation with Ericsson, the Entrepreneurship Lab System is now in use in 5 countries with some 150 participants passing. More than 60% pass into next step of the journey to entrepreneurial action. The system is today used by commercial companies, municipalities, university of applied sciences, gymnasiums and to train immigrants into becoming entrepreneurs.

Entrepreneurship Lab System, is designed to train entrepreneurs using real ideas. It is a training. It is intense. It is hands on – from day one. It is from their perspective. We start with their ideas. It takes nine weeks, to get from an idea to a pre-innovation stage, with a business plan. It includes nine workshops – once a week, with active process lead. The process of training, is performed in groups – usually developing into a first start context, learning from each other.

After the training process, participants are connected to existing resources like mentoring, networking, financing etc.

150+ participants show that intense training move people quicker from an idea to start, into instant action, get them more inspired, and creates better results. (Rather than waiting for them to find support units and coaching possibilities.) By intense training both innovation system and participants can use each other's support system in a much better way, simply because the starters have a better knowledge of what they want to do – and which help to ask for.

THE INSPIRATION CONFERENCE

We are now initiating a possible Entrepreneurship Lab action in Turku with a first "Inspiration Conference". The Inspiration Conference" will work as if we all were potential Start-Ups – to understand the methods!

Target group: organizations, schools, and projects, wanting to use the system and to be trained to become process leaders to carry on training others to become entrepreneurs (or pupils trained with entrepreneurship).

A. Entrepreneurship Lab System – in Practice (2 hours / 09.30 – 11.30)

Simulated training by developing 2-3 selected ideas – in real

We will start with a work-shop, as if we all were attending - to start a company!

We will be in the same position – as future end-users, of the Entrepreneurship Lab System. We will select 2 – 3 ideas, from the audience, to play with and get through the first steps of training – as if we were in a real start-up situation. We will work as far as we can get with the ideas using the Nine Step Process. We will go through the steps of Understand, Maximize and Conceptualize during the session – in practice.

One purpose, is that the participants will understand the active approach, methods and how we create dynamics in a group. We have seen that it is more powerful to do things in practice, then to “talk about how it is done”.

A second purpose is to find, in the audience, possible candidates to be trained into becoming certified process leaders using the training methods, at schools, in organizations and in start-up situations.

LUNCH (omakustanteinen, 11.30 – 12.30)

B. Entrepreneurship Lab System – in theory? (2 hours / 12.30 – 14.00)

Now, with having a necessary insight in how the system works in practice. In real. In the daily situation. We will get into the background and how it works – behind the scenes. This is some of the topics we will cover:

- Background and Philosophy of the System
- Methods, Pedagogics and the Nine Step Process (core)
- Some experiences from Sweden, Estonia, Latvia and Lithuania
- Some experiences from end-user groups: Ericsson, Immigrants, Schools, Teachers, Start-Ups and Municipality
- In particular, we will cover the experiences from the user-group Immigrants. How to connect them forward, what positive and negative experiences we have had, and surprises with this group.
- We will also have a look at the working material; (Start-Up Manual in English, Arabic and Swedish) of some 100 pages used by the participants, and the Process Lead Manual (of some 100 pages in English) to be used by future Process leaders (and teachers).

COFFEE (14.00)

C. Discussion and how to continue forward (14.30 – 15.30)

The Inspiration Conference, is led by Dr. Mikael Scherdin, in cooperation with Turku Municipality. Mikael Scherdin, is the founder and developer of the Entrepreneurship Lab System. He is also former, Assistant Professor at Uppsala University and author of several articles and book, which of some of them lays the academic ground for the Entrepreneurship Lab System. He today, works with the inspiration, training and implementation of entrepreneurial action in companies, organizations and municipalities – in the Baltic sea area.