



ICT ENTREPRENEUR



*"One becomes an entrepreneur
not by birth but by education
as well as by experience"*

Volkmann 2004



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Welcome!



ICT ENTREPRENEUR

**A European University-Business Alliance
aiming to foster the entrepreneurial spirit
of ICT students**

**LIFELONG LEARNING PROGRAMME
Erasmus+ Strategic Partnerships**

**Key Action 2
Sector: Strategic Partnerships for Higher
education**

Let's Meet Each Other! (ice-breaking activity)



Please take a pen and a blank page and write down:

- Your favourite hobby
- Your favourite quote
- If you could have any job in the world, what would it be?
- If you could have a magic power for 24 hours, what would that be?
- What was the weirdest food you've ever eaten?
- If you could be a cartoon character, which one would you choose?

DONT write your name on this piece of paper! Put all pieces of paper in a basket and mix them up. Then ask each person to draw a piece of paper and guess who wrote those answers! Do this will all participants.

Main Course Objectives



Develop entrepreneurial skills of ICT students across EU

Enhance entrepreneurship levels of students within EU Universities

Decrease youth unemployment and **boost job creation** and growth

Identify the obstacles that ICT students/graduates face in transferring their findings into business ideas

Develop/test **a comprehensive pre-accelerator programme** that can be utilized by the involved partners and other organisations once the project is completed, at national and EU level.

What is ICT ENTREPRENEUR?



An innovative EU-funded project, aiming to develop **a new**, top-quality **pre-accelerator programme which will help** ICT students/graduates:

- to enhance their entrepreneurial skills
- to apply practically the knowledge gain during their studies
- to develop new entrepreneurial ideas

Comprehensive picture of the business environment!!!

New career path !!!



Why focus on ICT students/graduates?



The EU's app sector has gone from zero to digital superhero in less than five years.

“Sizing the EU App Economy” Report from EU mentions that:

- By 2018 -> 5 million jobs in the European applications sector (app sector)
- € 63 billion for the EU economy
- Domination of games app developers
- Increasing market, increasing jobs
- Dealing the lack of digital skills with European initiatives
- Only 9% of developers are women.
- Cause of concern: Technical difficulties and fragmentation
- EU partnerships with industry, schools for developing ICT skills, support social initiatives, such as EU Code week -> 10.000 people in 26 countries (November 2013)

So where are the opportunities?



Mobility: Leveraging mobile solutions in the business environment

Enterprise Social Media: companies reliance on Social Media (promotion and marketing aspects)

Big Data Analytics: is a complex and multidimensional phenomenon, impacting people, processes and technology.

Cloud services: services can be described as consumer and business products, services, and solutions delivered and consumed in real time over a network (most often, the Internet)



10 jobs that didn't exist 10 years ago!



10 Jobs that Didn't Exist 10 Years Ago!

We examined over **259,000,000** LinkedIn members' profiles to determine the 10 most popular job titles that were barely on the map in 2008. Technology and fitness are the biggest drivers for these fascinating changes.

1



THE IOS DEVELOPER

Apple announced the iPhone in 2007, and 3rd party development for iOS took off in 2008 with the release of iOS 2 and the App Store.



142x growth in 5 years

2

THE ANDROID DEVELOPER

Google's Android platform was also announced in 2007, with the release of the first Android-powered handset in 2008.



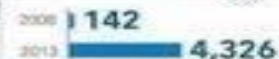
199x growth in 5 years



5

THE DATA SCIENTIST

Our digital lives have created an overwhelming flood of information. In the last 5 years, data scientists have come to the rescue by trying to make sense of it all.



30x growth in 5 years



3



THE ZUMBA INSTRUCTOR

Zumba started in the early 2000's and quickly gained traction in 2007 as fitness centers started popping up all over the US.

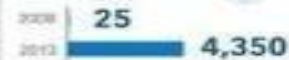


396x growth in 5 years

4

THE SOCIAL MEDIA INTERN

LinkedIn, Facebook, YouTube and Twitter were all founded between 2003 and 2006. These networks really started hitting their stride after 2008 and are currently at peak popularity. Fast a shocker that this is a surging profession.



174x growth in 5 years



7

THE BIG DATA ARCHITECT

Although it's been around for at least 2 decades, the concept of big data took off around 2008. That year, the Computing Community Consortium published a white paper which propelled the term into the limelight.



3,440 x growth in 5 years



Expected Results



Development of entrepreneurial skills for 100 ICT students/ graduates across Europe

Assistance provides to these young people in **starting their own companies**

Offering a new training course in the form of a **pre-accelerator programme** for entry in accelerators, incubators, universities, etc.

Serving as a **best-practice example and a training model** for strategic partnerships and other EU initiatives within the entrepreneurship area

THE Lean and Mean ICTe APPROACH



I

- IDENTIFY MYSELF
- Modules M1 (Entrepreneurial Mindset) + M2 (Entrepreneurial skills)

C

- CREATION OF MY IDEA AND MY TEAM
- Modules M3 (Team Building) + M4 (Idea generation and Commercialisation) + M5 (IPR)

T

- TESTING
- Modules M6 (Business Model Canvas) + M7 (Lean Business Plan)

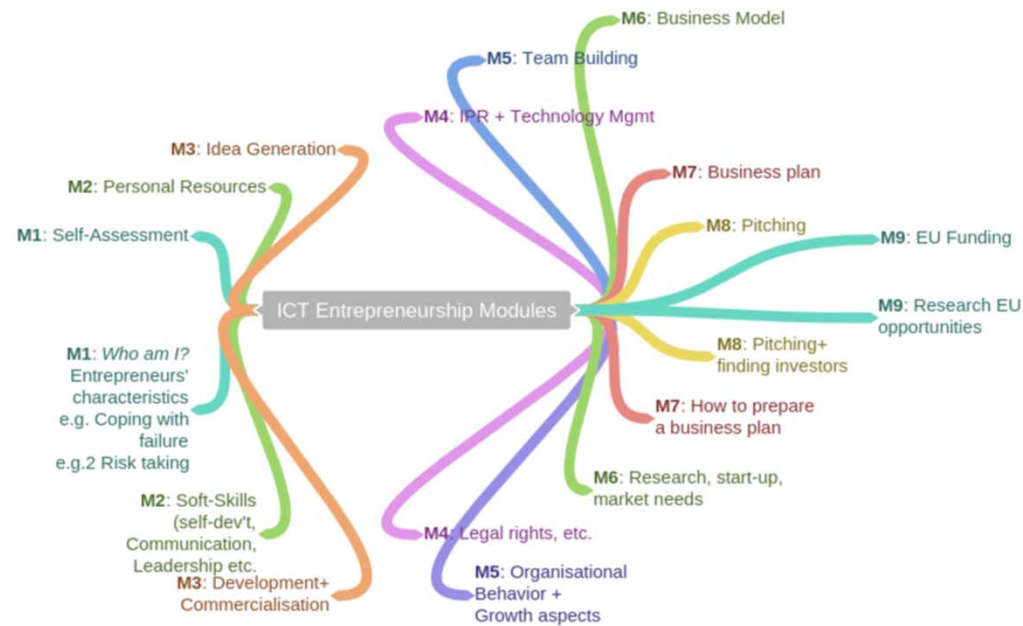
E

- ESSENTIAL EXTRAS
- Modules M8 (Pitching) + M9 (Sources of funding)

LINKS BETWEEN MODULES



coggle



Agenda of the ICTe Training Programme



The programme is suggested to be offered over a 10-week period, during a semester, as an introductory course to Entrepreneurship (e.g. Entrepreneurship101).

Each week a module will be covered over two days (e.g. every Monday and every Thursday, for 3 hours each time).

During the 1st day of the week the theoretical part will be presented while on the 2nd day a guest speaker may appear, students will work in individual and/or group exercises and/or have visits in companies.

Homework will be given during the 2nd day of the week and then students will submit it online and feedback will be provided by the tutor/lecturer through the online platform.

This scheme will be kept for all modules.

Agenda of the ICTe Training Programme



Week 1: Introduction. Get to know each other. Basic definitions and concepts on entrepreneurship introduced. The lean startup approach.

Week 2: Do you have an entrepreneurial mindset?

Week 3: Utilising your personal resources and developing entrepreneurial soft skills.

Week 4: Moving from my self to the team: Understanding individual and team dynamics.

Week 5: Idea Generation and Commercialisation

Week 6: IPR issues and Technology Management

Week 7: Business Model Canvas.

Week 8: Lean Business Plan

Week 9: Sources of funding for your start-up.

Week 10: Final conclusions. Visits to companies. Business Idea Competition details, rules and procedures.

The Lean Startup Approach



A lean start-up allows entrepreneurs to:

design their products and **test** the underlying assumptions of their **business models** with the **minimum required capital** and in the **shortest period of time**.

But more importantly it values a business' ability to **change** quickly



Lean Startup Methodology



1

- Make assumptions on paper (using a value proposition canvas) to get your product-customer fit and to set your value proposition

2

- Build an MVP or use prototyping techniques to get out of the building and test your assumptions with real customers

3

- Collect data and feedback from real customers and analyze them (Customer discovery and validation)

4

- Change your assumptions (pivoting) or persevere accordingly

5

- Build your business model (using a BMC) and verify/validate its sustainability

6

- Write a plan (a lean BP) to figure out a strategy and its execution

It makes it less risky!



STEP-BY-STEP

BECOME

SUCCESSFUL

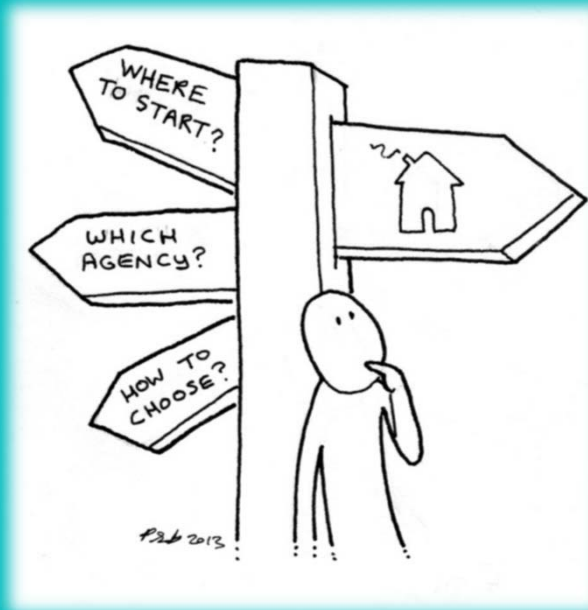


Reading tips



Read

- <http://www.lean-startup.be/lean-startup-methodology/>
- <http://startuphyderabad.com/implement-lean-start-methodology>



ADDITIONAL SUGGESTED ACTIVITIES



Invite a guest speaker who has a background in ICT and has developed innovative technological products/services to talk about his/her journey and have Q & A also (Suggested duration: 60').

Separate the participants into groups of 4-5 people and ask them to start discussing about the gaps they see in the market, link these with their hobbies/passions and start thinking about new business ideas (Suggested duration: 60').

Give participants a relevant article on start-ups and entrepreneurship, divide them in groups and ask them to discuss within the group the article and come up with the main findings as well as the pros and cons of being an entrepreneur (Suggested duration: 40').

Organise a visit to an innovative ICT company (Suggested duration: 120').



ICT
ENTREPRENEUR

THANK YOU

**"The way to get started is to quit
talking and begin doing"**

- Walt Disney-

CONSORTIUM OF PARTNERS



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