

Integrating Innovation and Entrepreneurship at **ESADE Business School**

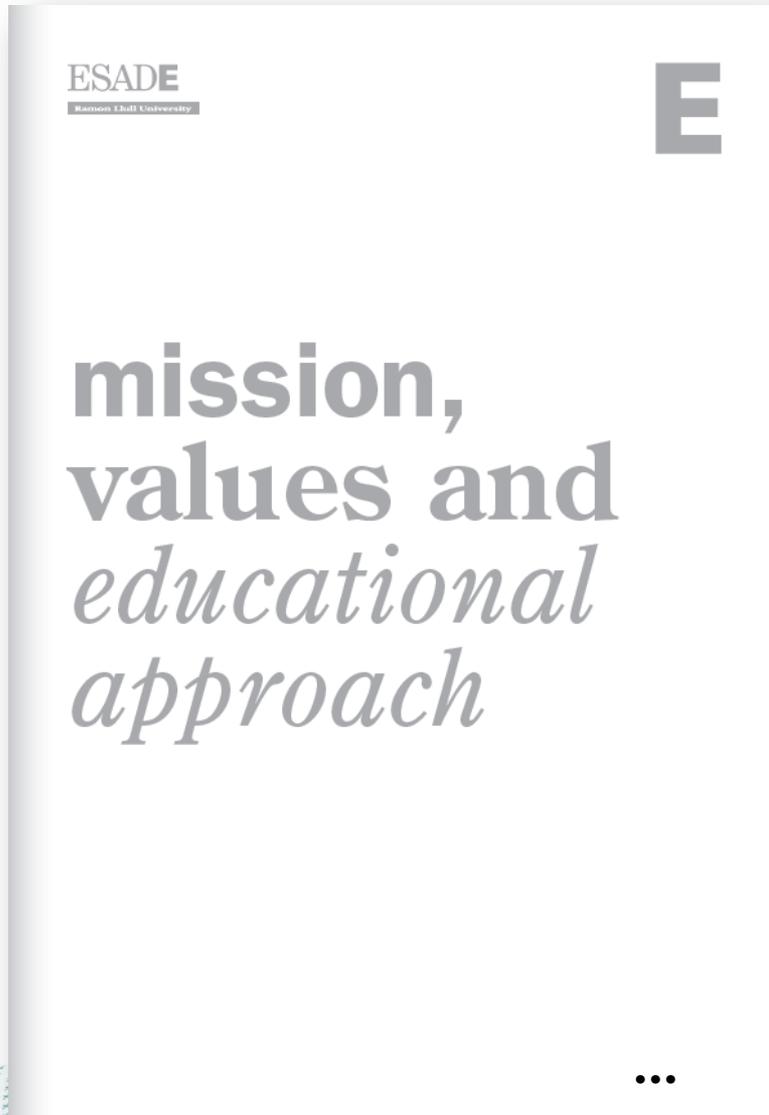
2014 The 5th International Business
School Shanghai Conference

Alfons Sauquet
Dean, ESADE

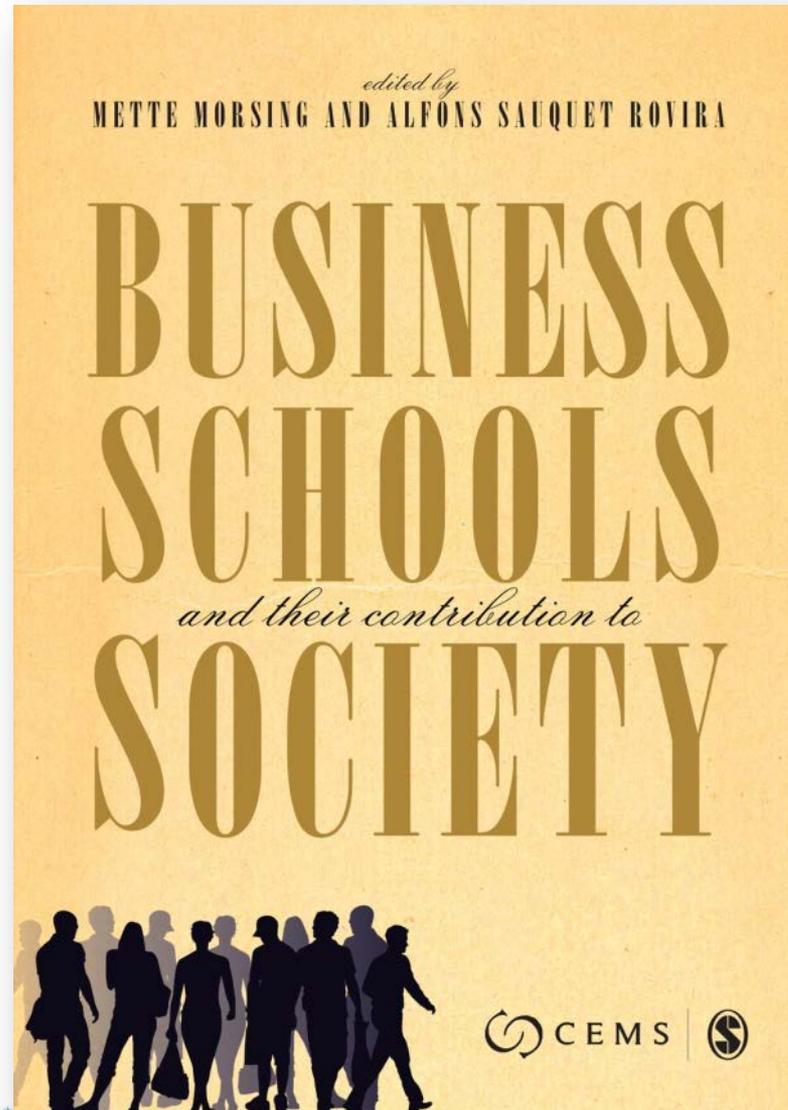
October, 2014. Shanghai

A comprehensive frame for educational impact

Mission



Common ground...



Towards a holistic Frame

If the business school's makes a point to make a real social contribution, it is important to bear in mind that educating might involve the entire institution, **well beyond just its curriculum.**

Any business school that declares that it is teaching entrepreneurship and innovation should also ensure that it assesses in its own day-to-day practices across **management subsystems.**

So, why I + E is so central?

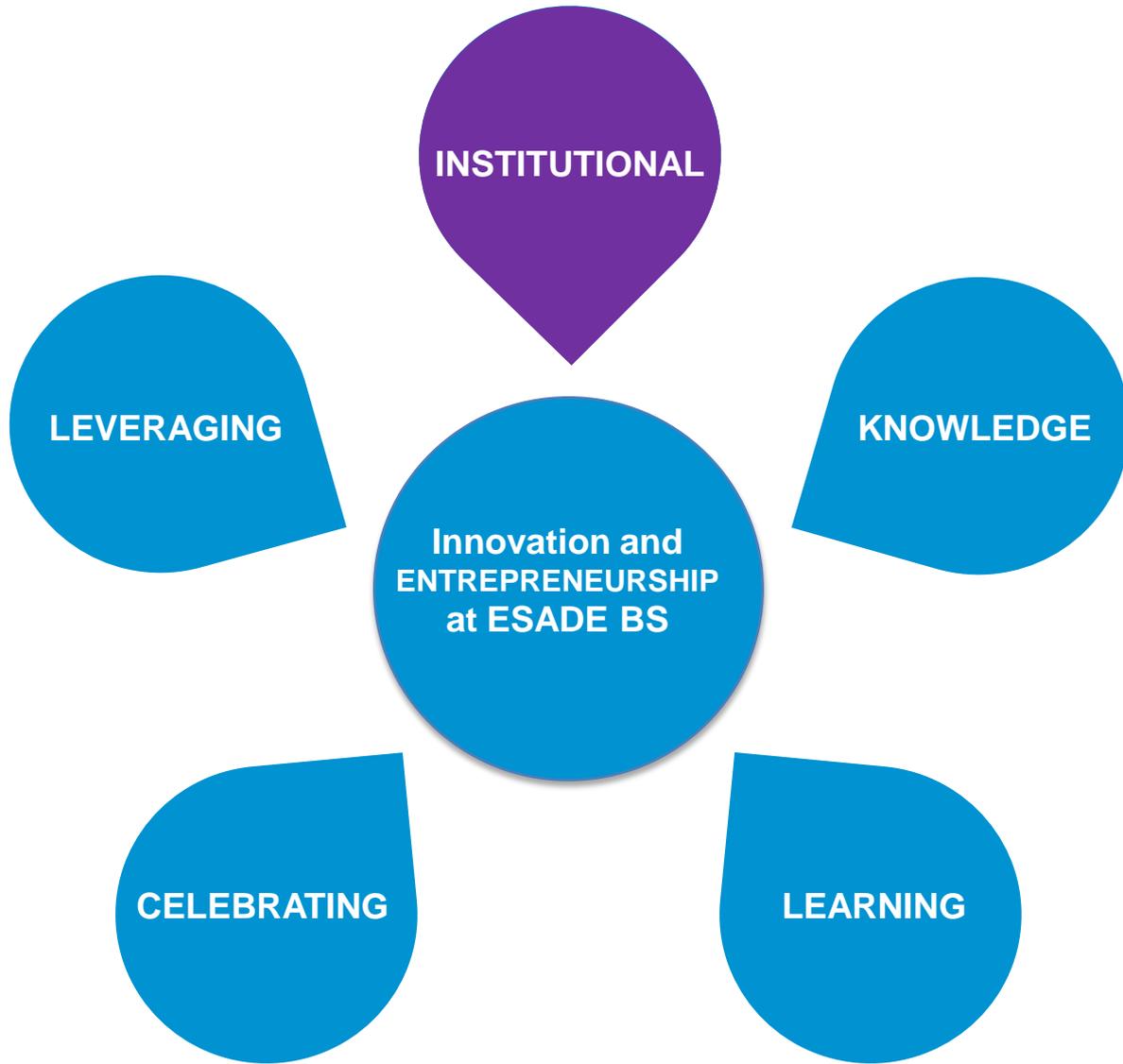
Assumptions and Questions:

“No amount of savings, and investment, no policy of macroeconomic fine tuning, no set of tax and spending incentives can generate sustained economic growth unless it is accompanied by the large and small discoveries that are required to create more value than a fixed set of assets” (Paul Romer, 2013)

“Who is the entrepreneur?, the individual, the firm, the state?”
(Mariana Mazzucato 2014, M.Spence, 2007)

“It is about the activity, non the noun.” (Pamela Hartigan, 2014)

“It is about attitudes” (Michael Phelps, 2014)



Institutional

Aiming towards an entrepreneurial Institution (Oxford, AALTO) means crossing boundaries.

Creating or participating

- **Creapolis**
- **EiT**

ESADECREAPOLIS



ESADECREAPOLIS
OPEN INNOVATION COMMUNITY

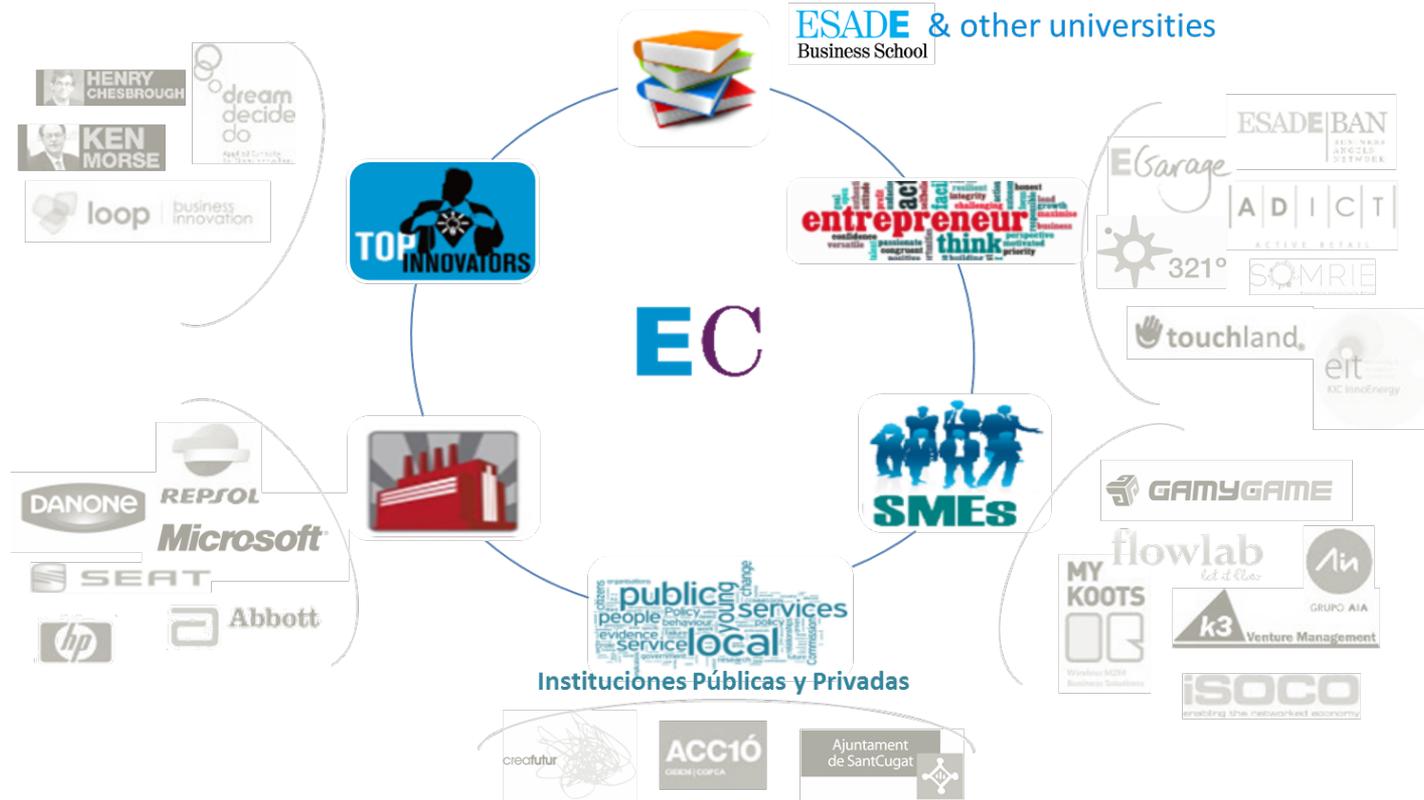
A community of Innovators and Entrepreneurs where companies of different sectors and sizes interact with a common goal:

TO ACCELERATE INNOVATION

ESADECREAPOLIS



Ecosystem to promote innovation



ESADECREAPOLIS

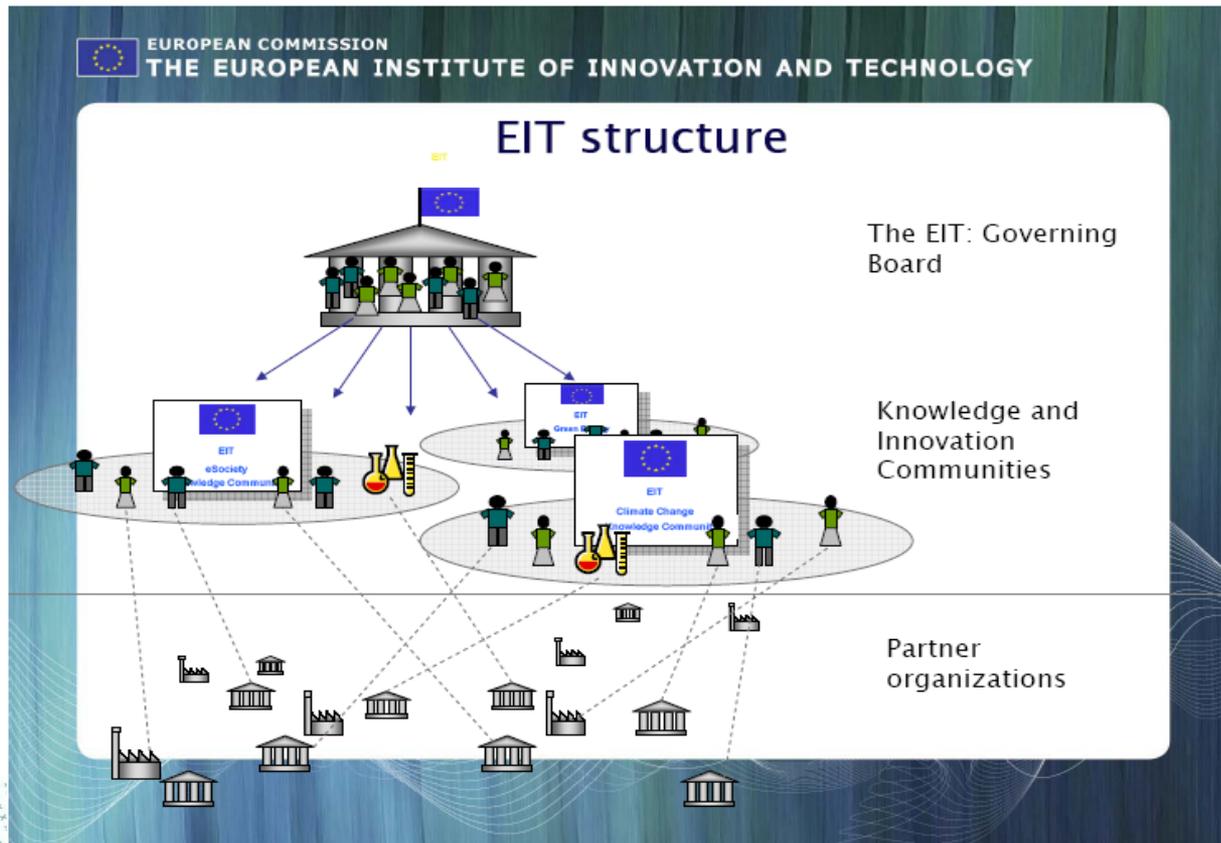
A diverse and international ecosystem where companies of all sizes and areas, institutions, entrepreneurs and students come together to solve innovation challenges.

EiT Background

- In search of the **European Googles**
- Bringing together **education, research and innovation**
- Bridging the **innovation gap**

The EU creates the European Institute for Innovation and Technology

A major initiative to integrate fully the Knowledge Triangle “aiming for a step change in the European Community’s innovation capacity and impact”



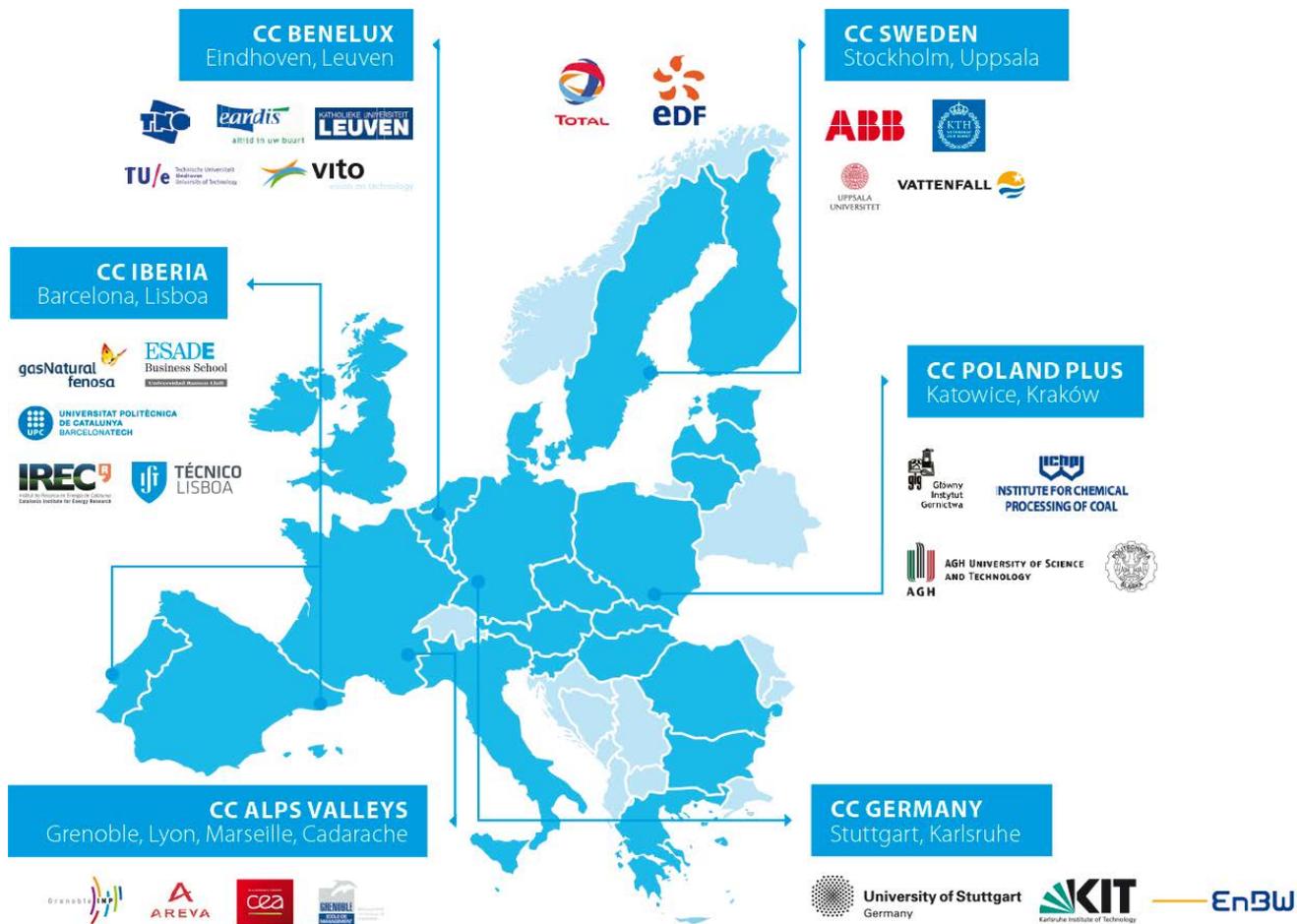
KICs in different strategic areas, energy, climate, ICT's



“The leading engine on innovation and entrepreneurship in the field of sustainable energy”



KIC InnoEnergy: the leading engine on innovation and entrepreneurship in the field of sustainable energy



- 31% industrial partners
- >50% key players in the Energy field in EU
- Covering all the energy mix
- High impact in the all sides of the knowledge triangle
- Linked to local administration and funding institutions (BA networks, VCs..)

What is KIC InnoEnergy? / Output-oriented organization

3 business lines: delivers

1. **Education: Talent - Future Game-Changers**, specialized in the energy field with entrepreneurial spirit
2. **Research & Technology: Innovative products and services** - Technology with a market impact
3. **Business Creation: Accelerating** - Start-ups with high growth potential

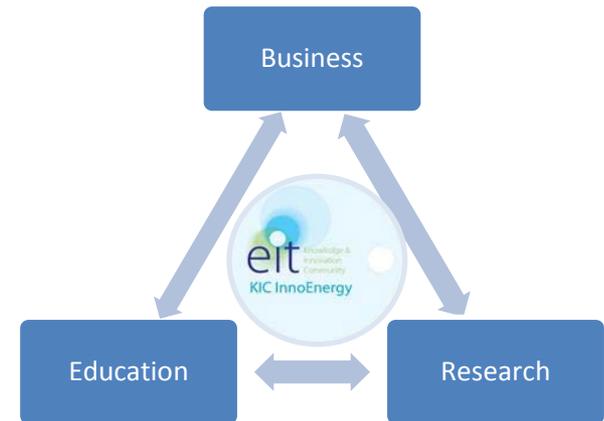




KIC INNOENERGY

- **KIC InnoEnergy SE** run like a business, but with a re-investment of profit in our activities strategy, through a flexible and effective organizational structure and with a sound and monitored business plan, focused on results.
- The activities and products of **KIC InnoEnergy** are distributed in three main areas:
 - Educational Programmes
 - Innovation projects
 - Business Creation and innovation

ESADE is a reference partner at KIC InnoEnergy





ESADE's role in KIC InnoEnergy

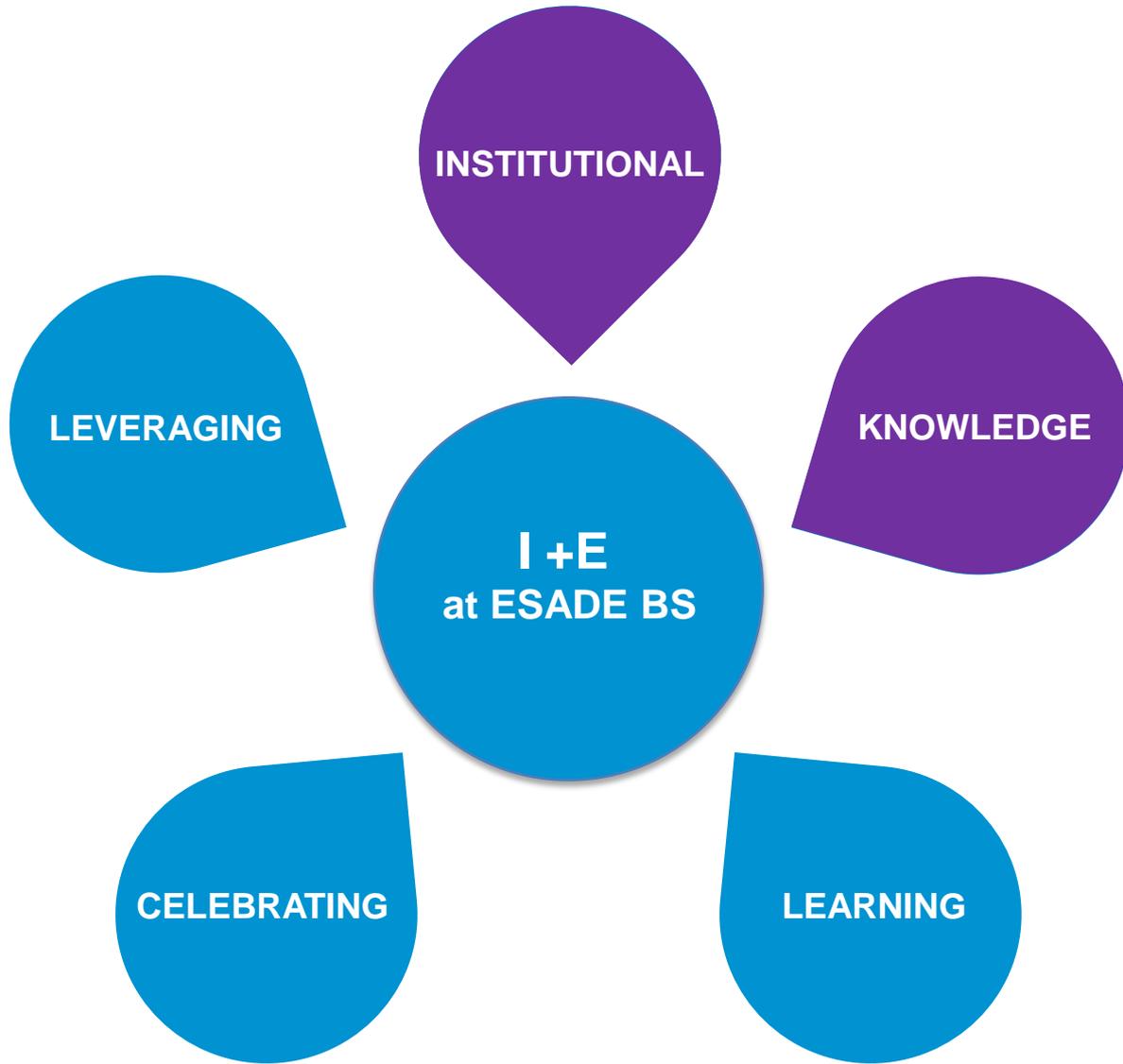


Esade contributes to transform the creation of knowledge into new business opportunities with a high social impact by:

- **Researching** on innovation management, innovation networks and the knowledge transfer in the field of sustainable energy
- Linking management and science through **education** in entrepreneurship and management for scientific researchers and future engineers.
- Supporting **business creation activities** and **fostering innovation** in the field of sustainable energy

ESADE, the reference **Business School** in KIC InnoEnergy , hosts at ESADECREAPOLIS the Corporate Innovation Unit (INDU).

This unit aims to foster excellence and the development of the partner's network and the collaborative innovation of the 6 co-location centers (France, Benelux, Germany, Iberia, Poland+ and Sweden)



IIS & EEI

ESADE

Ramon Llull University

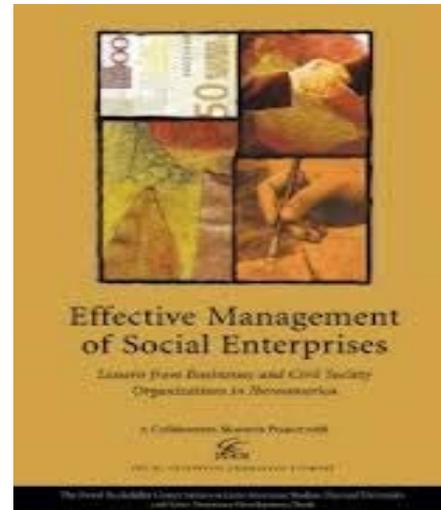
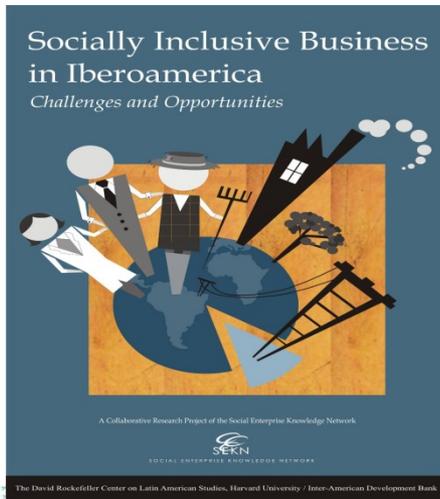
**ESADE
ENTREPRENEURSHIP
INSTITUTE**

ESADE

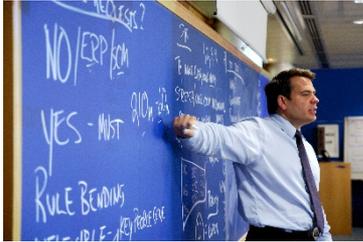
Ramon Llull University

**INSTITUTE FOR
INNOVATION AND
KNOWLEDGE
MANAGEMENT**

Academic Knowledge



Institute for Innovation and Knowledge Management



Policy Recommendation

Report on Open Innovation for European Policy
Analysis of industrial standards formation in the EU.
Presented to the EU high representatives



International Workshops

Report and International workshop on Smart Cities
organized with **Brookings Metropolitan Policy Program**

Officials from cities throughout Europe, Canada and the
United States.



Training

Training addressed to the **World Bank Policymakers** to
communicate the key concepts of Open Innovation in the
Public

Preparing **leading European engineers** to improve their
management and entrepreneurial skills

Policy Recommendation

Institute for Innovation and Knowledge Management

OPEN INNOVATION FOR EUROPEAN POLICY



INDUSTRIAL STANDARD

CREATION IN THE EU



Training

Institute for Innovation and Knowledge Management



World Bank Policymakers

Training addressed to the **World Bank Policymakers** to communicate the key concepts of Open Innovation in the Public



KIC InnoEnergy Engineers

Preparing **leading European engineers** to improve their management and entrepreneurial skills

EGarage

ESADE Entrepreneurship Institute



Startup Turbo



CineForum



Startup Wednesdays



Startup Forum



TEDxESADE



GaragePills



GarageWorkshop



GarageTalks



GarageLunchs

EGarage and Accelerator

ESADE Entrepreneurship Institute



inspiring
futures

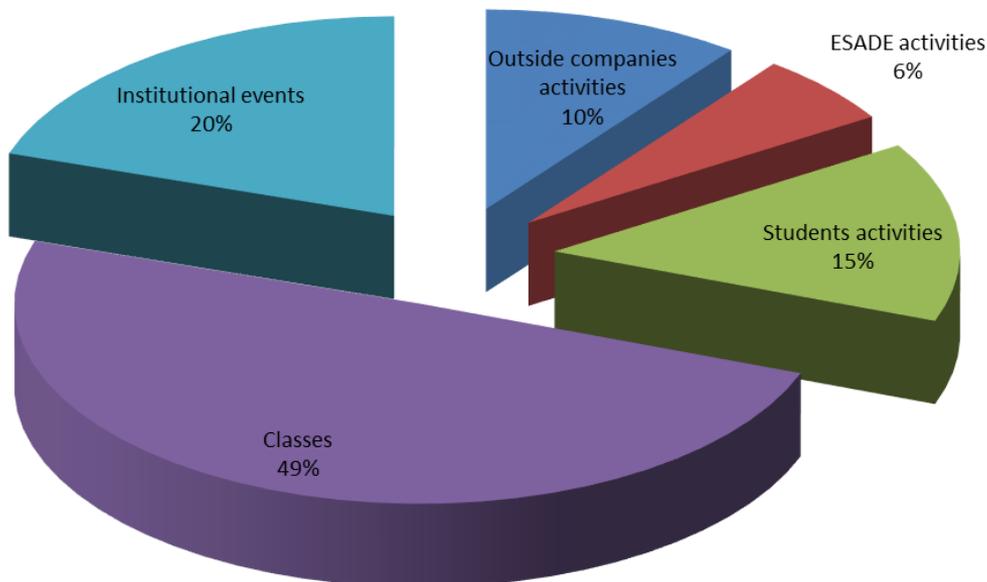


A new space in ESADECREAPOLIS where educating people into creativity, promoting a mindset of exploration, and passion for innovation, and an space where ESADE's students can work on new business and ideas,



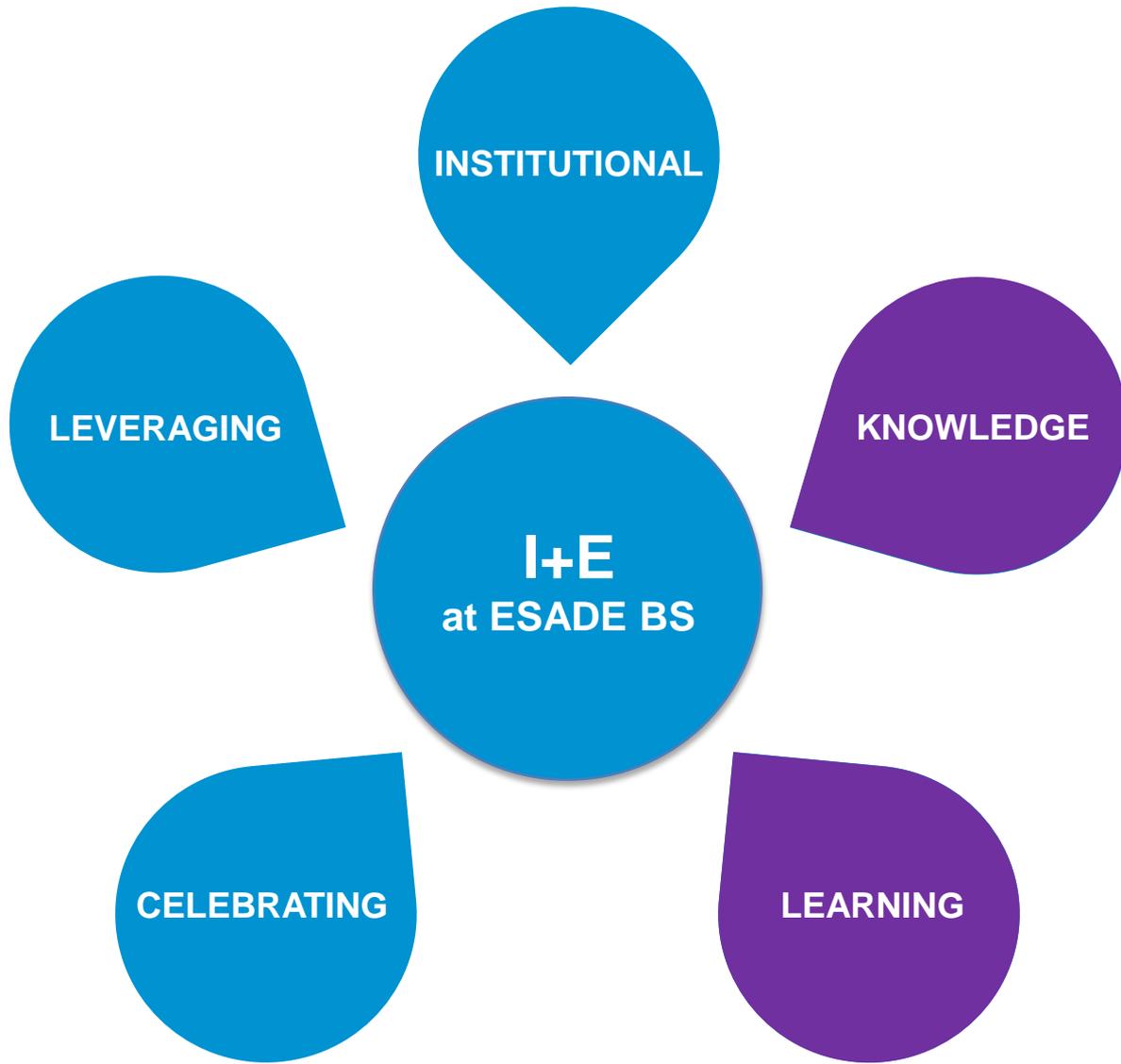
Movement of more **8,300 people** in the various activities and classes,

Some **261 activities** over 200 days,



We have created also an ESADE Accelerator to provide resources and services to ESADE students' to develop their new ventures.

The Accelerator is more than just a working space, having been designed to provide a range of services and guidance to support students.



Learning Opportunities

- **Formal**
- **Experiential/ Informal**
- **Incidental**

Formal: Curriculum

- **MSc:**
 - **MSc in I+E:**
 - **MBA:**
 - **EMBA:**
 - **Electives:**
-

E+I Lab

ESADE MBA: create or learn



Informal

eLab MBA certificate: Courses and Activities

- **Entrepreneurial Finance**
- **Entrepreneurial Marketing**
- **Social Entrepreneurship**
- **Global Sales & Sales Mgmt**
- **From Innovation to Cash-Flow**
- **Creativity/Innovation Courses**
- **Garage Pill**
- **Garage Tools**
- **Garage Workshop**
- **Garage Lunch**
- **Meet the VCs**
- **Startup Wednesday**
- **CineForum**

Entrepreneurship Immersion Trip(s)



Berlin, London, Tel Aviv.....

Informal Learning

ESADECREAPOLIS

The program

ALCP is an ESADE MBA elective and course organized between students and ESADECREAPOLIS companies designed to provide an opportunity for MBA student to apply MBA learning to solve a real company challenge

The objective

Learning through experience: provide an opportunity for an MBA student to demonstrate practical knowledge of the business concepts learned in ESADE's MBA program on a practical approach

The outcome

Main figures for all three editions are:



SUD: Social Entrepreneurship

- **Two- to three-month stays:** for students in the last year of the Bachelor in Law and Bachelor in Business Administration and Master of Science.
- **In a country where your help is needed:** counterparts submit requests for support. Candidates are assigned to teams and projects on the basis of their background and specialization.

Bolivia
Honduras
Nepal

El Salvador
Guatemala
Filipinas

Nicaragua
Costa Rica
Senegal

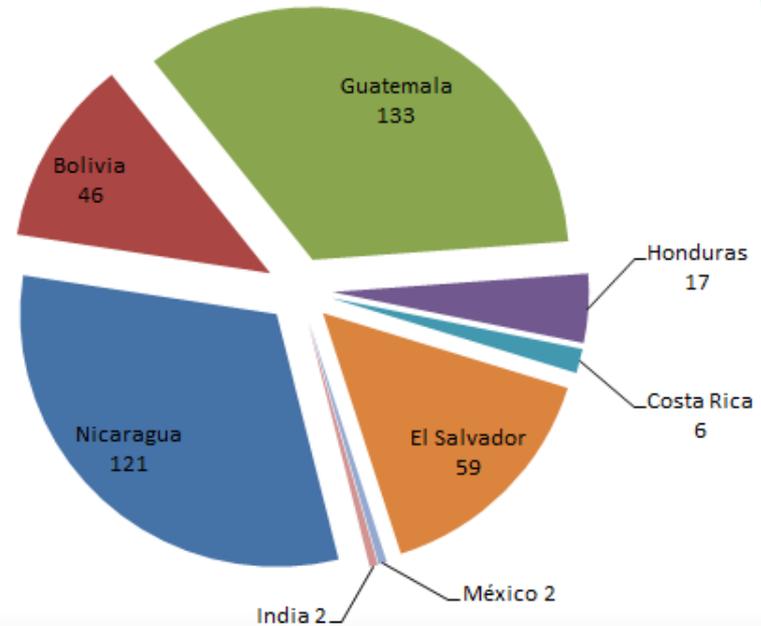
México
India
Tanzania

- **With a partner** : ...or alone. Students in the Master of Science must work on their projects individually because they must defend them as a master's project upon returning to ESADE.
- **Working as a consultant or assistant:** students deliver the client a final report (including executive summary) and final presentation. They work as staff members of the institution (not as “volunteers”).
- **Selective opportunity:** we consider students' application, interview and involvement in the subject in order to judge their degree of motivation and commitment to the project. Only the most committed students are selected.
- **Academic recognition:** undergraduate students receive 6 ECTS credits and, in the case of Master of Science students, credit for the master's project.

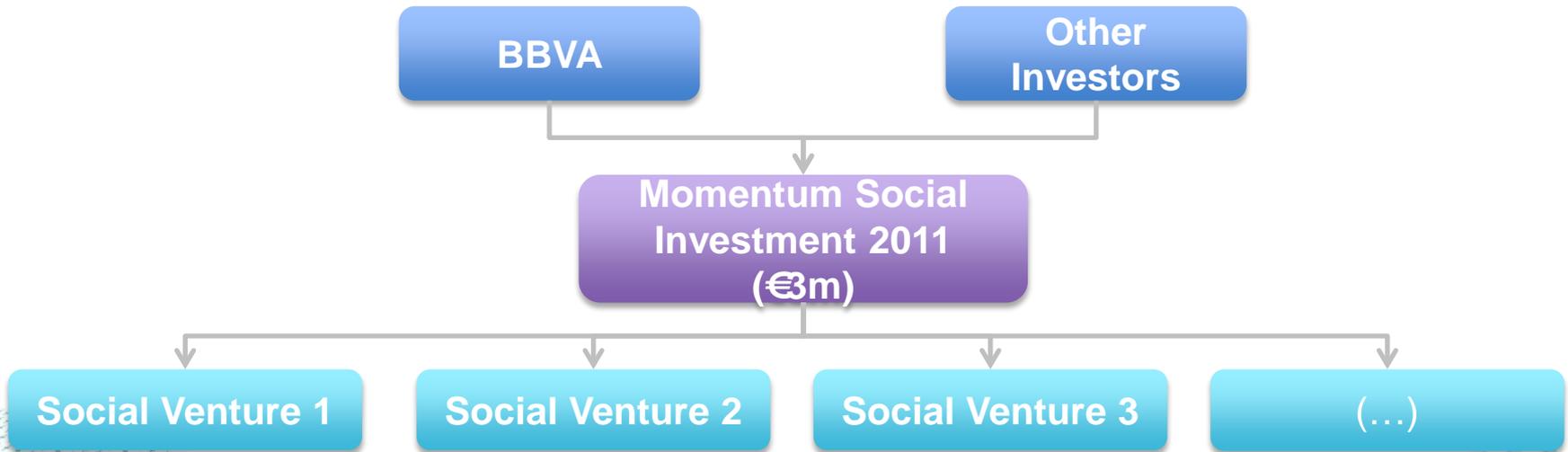
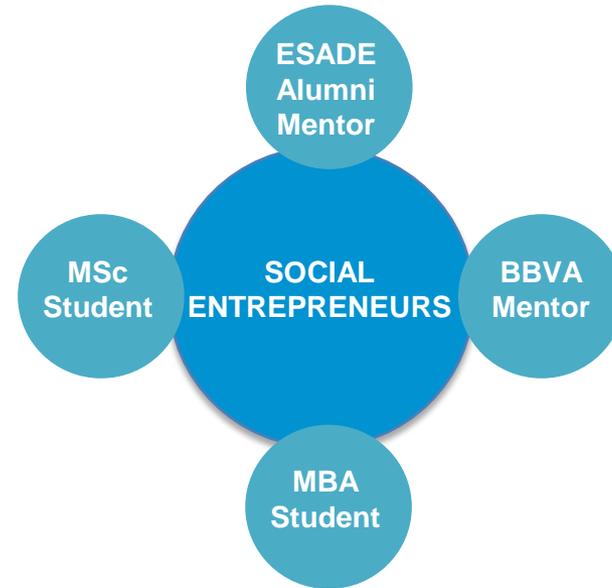
SUD

After 11 editions

386 students participated
in **222** projects



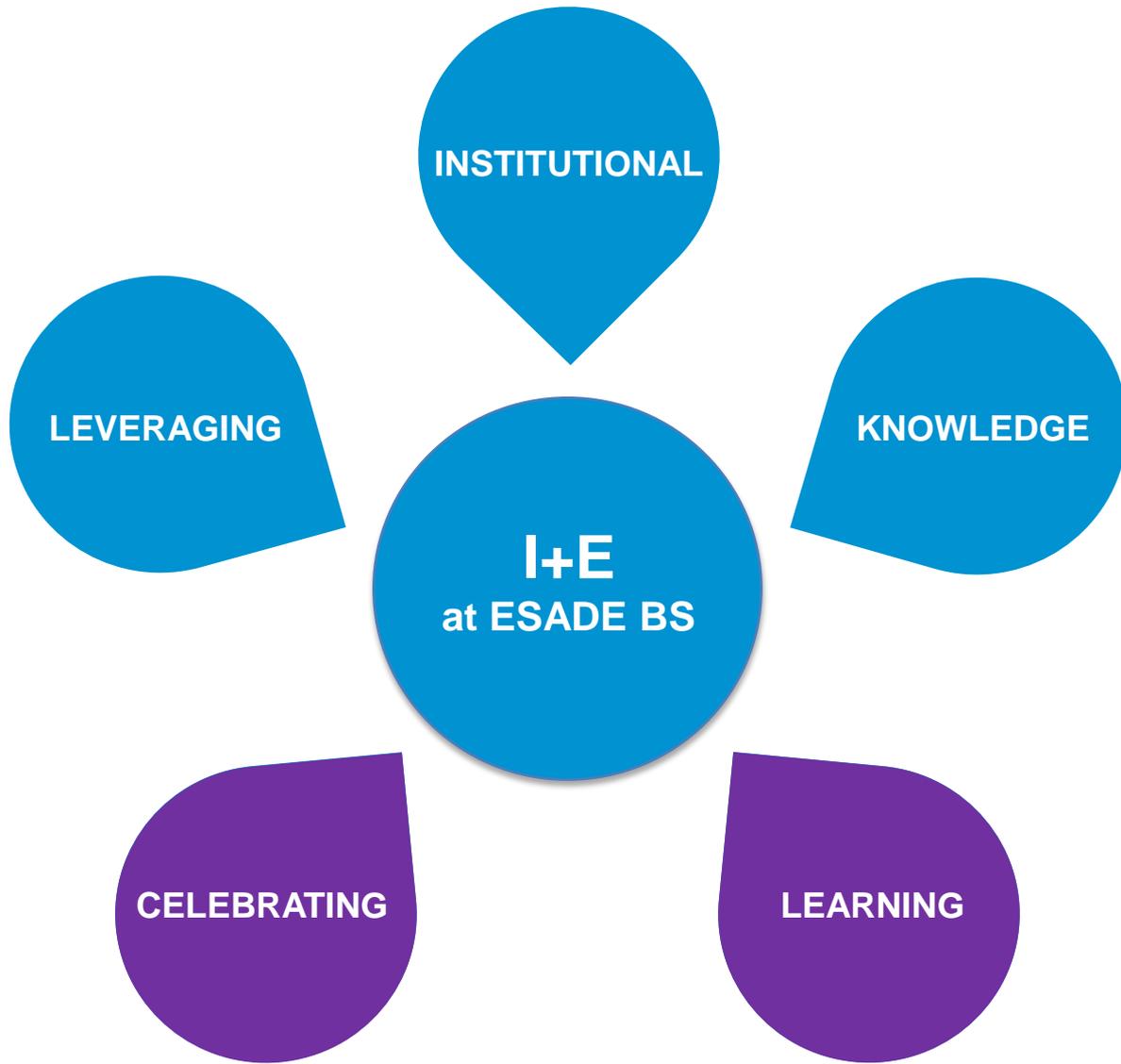
MOMENTUM



MOMENTUM

- **3** editions = **30** social projects.
- **3,8 Mll €** invested.
- More than **20.000** direct and indirect beneficiaries in each edition.
- Replication: **México**, **Perú** and we continue.
- **60** students.





Research Conferences and International Workshops IIE

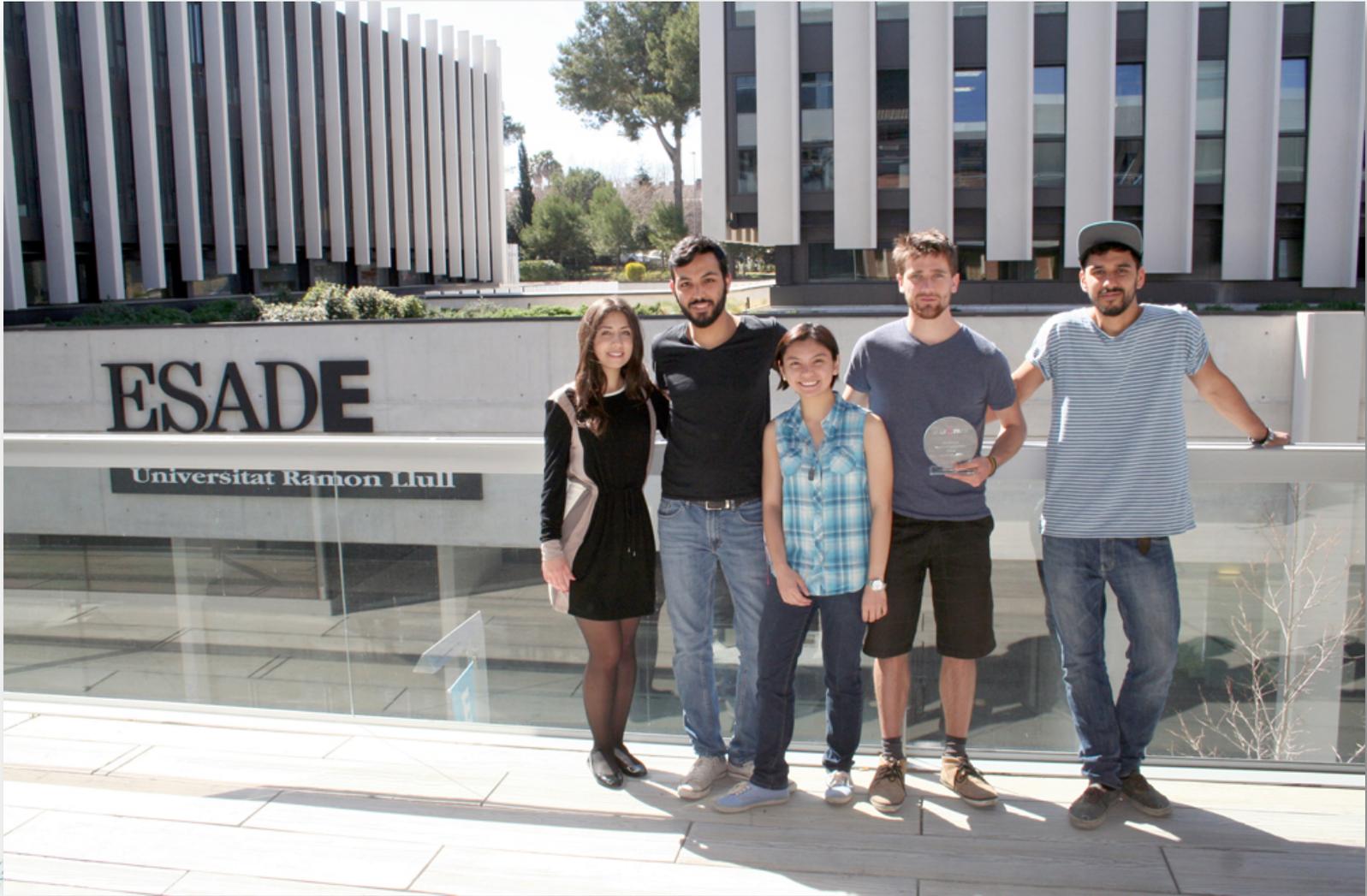
Institute for Innovation and Knowledge Management



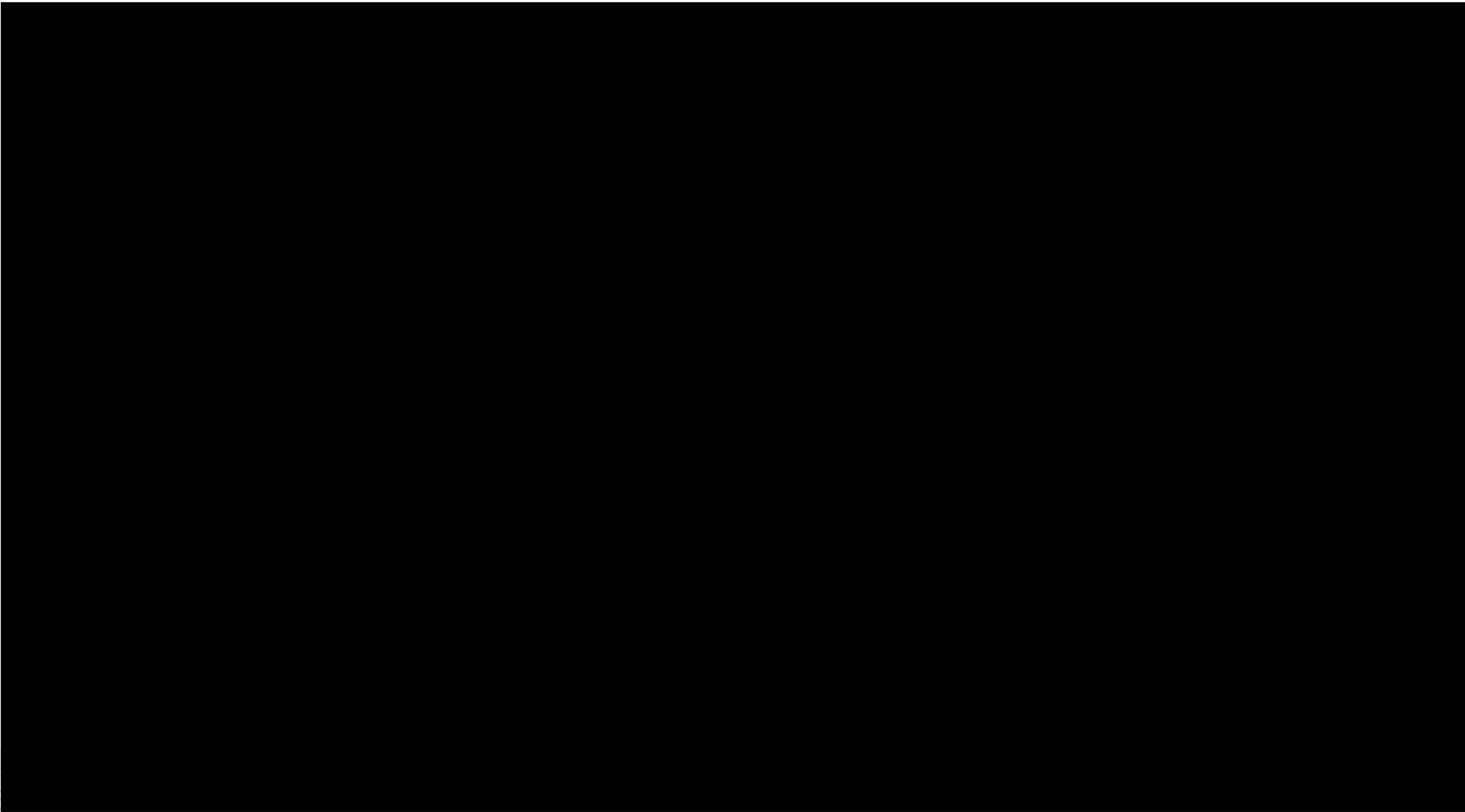
- ✓ **ESADE-Brookings workshop on Smart Cities**
- ✓ **World Bank Sustainable Development Forum**
- ✓ **DRUID conference**
- ✓ **Strategic Management Society Conference on Outlier Organizations**
- ✓ **European Conference Innovation System**
- ✓ **EU Innovation Convention**



HULT Prize



HULT Prize



Start Up Spain to encourage people to become **entrepreneurs**, to develop an efficient **investors network**, and to attract more talented entrepreneurs to start-up their businesses in Spain.



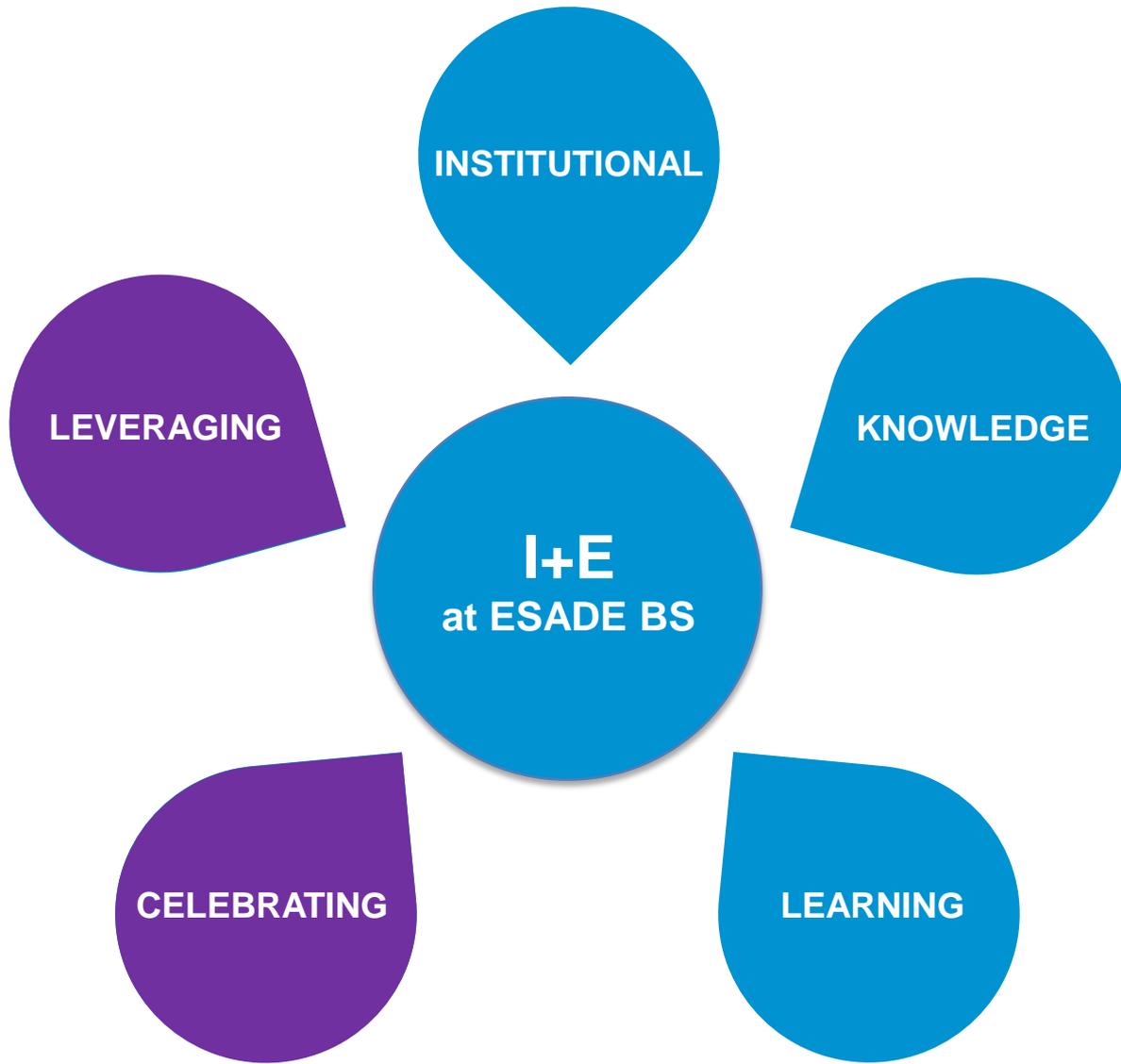
Start Up Spain was launched in November 2011

4,500 attendees and many others via live-streaming on their last **eight conferences**,

Start Up Spain has dealt with **Spanish entrepreneurs, foreign founders setting up startups in Spain, foreign and domestic VCs, Spaniards successfully starting-up abroad.**



#startupspace becomes consistently *trending topic* in Spain in our events



ESADE BAN

ESADE Entrepreneurship Institute



Escuela de Business Angels

Barcelona
Octubre 2014

ESADE
Executive Education

EEI - ESADE
ENTREPRENEURSHIP
INSTITUTE

Programa de Estrategia e Innovación

Lugar de realización

BARCELONA ESADE Business School,
Executive Education
Av. d'Espalguers, 92-96 | 08034 Barcelona

Duración y calendario

Días 7 y 8 de octubre de 2014
Martes y miércoles, de 9 a 18:30 h.
El segundo día, de 14 a 18 h, tendrá lugar el Foro de Inversión ESADE BAN (incluye comida networking y presentación de proyectos).

Importe de la matrícula

15.000€
14.000 € Miembros de ESADE Alumni
Se aplicará un descuento del 20% a todas las matrículas formalizadas antes del día 31 de agosto de 2014.
Este importe incluye las matriculas, el material docente y los servicios de restauración.

Habilidades para rentabilizar sus inversiones

La inversión privada es un complejo sistema que ofrece a sus agentes grandes beneficios si poseen las técnicas adecuadas para detectar las oportunidades y calibrar el riesgo.

Con este programa de formación intensiva, los Business Angels (BA) nuevos o potenciales, interiorizarán con una metodología práctica, los conocimientos y habilidades necesarias e indispensables para rentabilizar sus inversiones. Serán capaces de potenciar su capacidad, así como entender y aplicar las herramientas clave.

Un entrenamiento con carácter integral, intensivo y muy práctico. Ideal para pasar "de 0 a 100" en horas, disponiendo de las herramientas y la práctica para empezar a operar con garantías.

Objetivos

1. Ofrecer una formación intensiva y completa de manera comprimida minimizando la inversión de tiempo.
2. Inmersión en el mundo de los Business Angels; de la teoría a la práctica, un amplio recorrido.
3. Desarrollar las habilidades y conocimientos clave para futuros expertos profesionales.
4. Potenciar la actividad y su extensión en red a través del networking.

- 3.4M€ invested in entrepreneurial projects
- 23 entrepreneurial projects have received funding
- 126 Business Angels members of ESADE BAN
- 350 projects reviewed by the BAN



Finance: Esade Business Angel Network (Esade BAN)

ESADE BAN is a business angel network promoted by ESADE Alumni's Entrepreneurs and Investors Club. Its mission is to advance entrepreneurship and investment in Spain. It fosters growth in Spain's financial fabric by recruiting, educating and co-ordinating business angels.

ESADE BAN focuses on boosting new companies or those in the early stages of growth. The preferred investment model is co-funding with other members of the network or with risk capital firms.

Includes: Business Angels, Venture Capital Companies, Family Offices, Groups of private investors, Risk Capital Companies

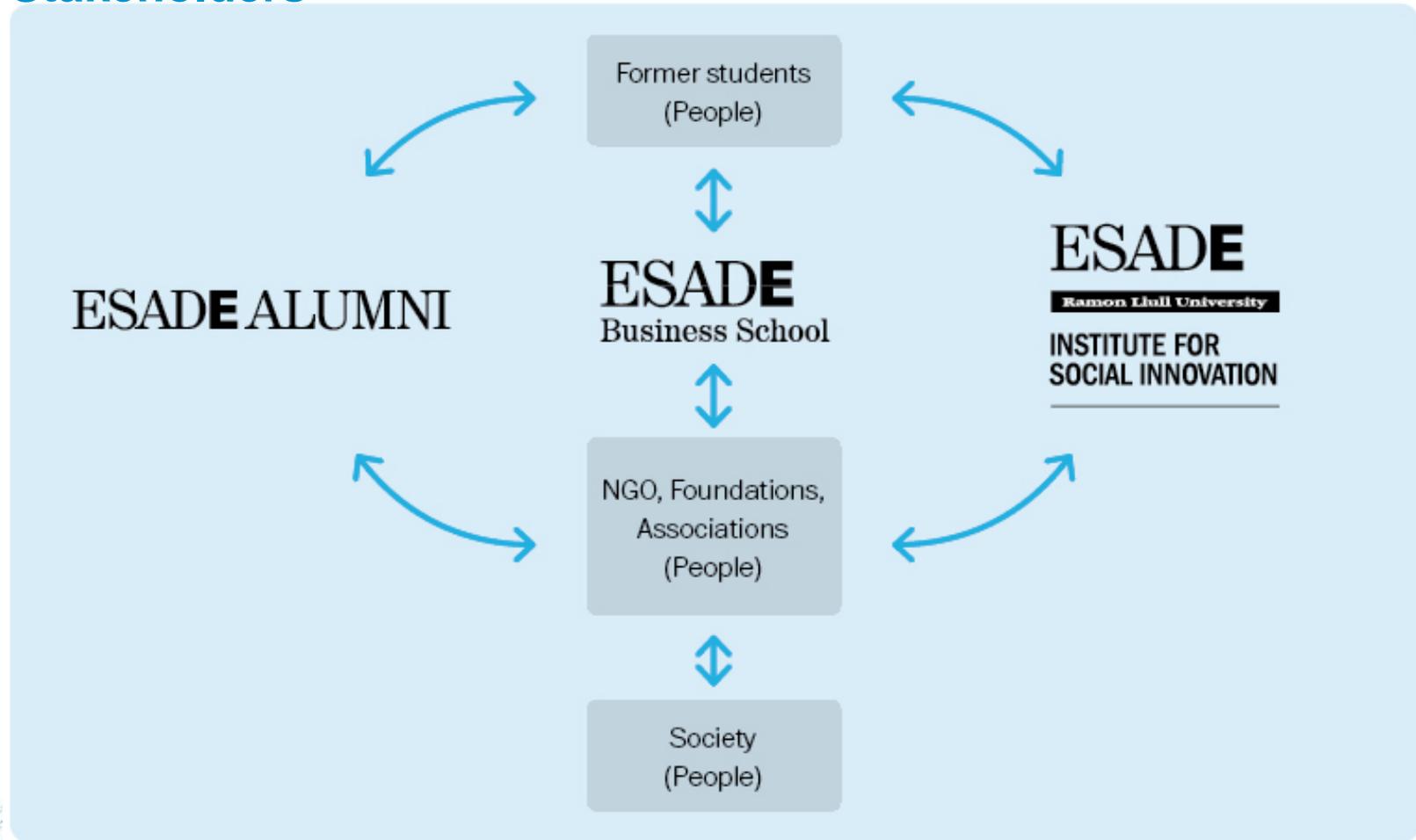
Part of the European Business Angel Network (EBAN)

+ **Meet the VCs at the eGarage**

<http://www.esadeban.com>

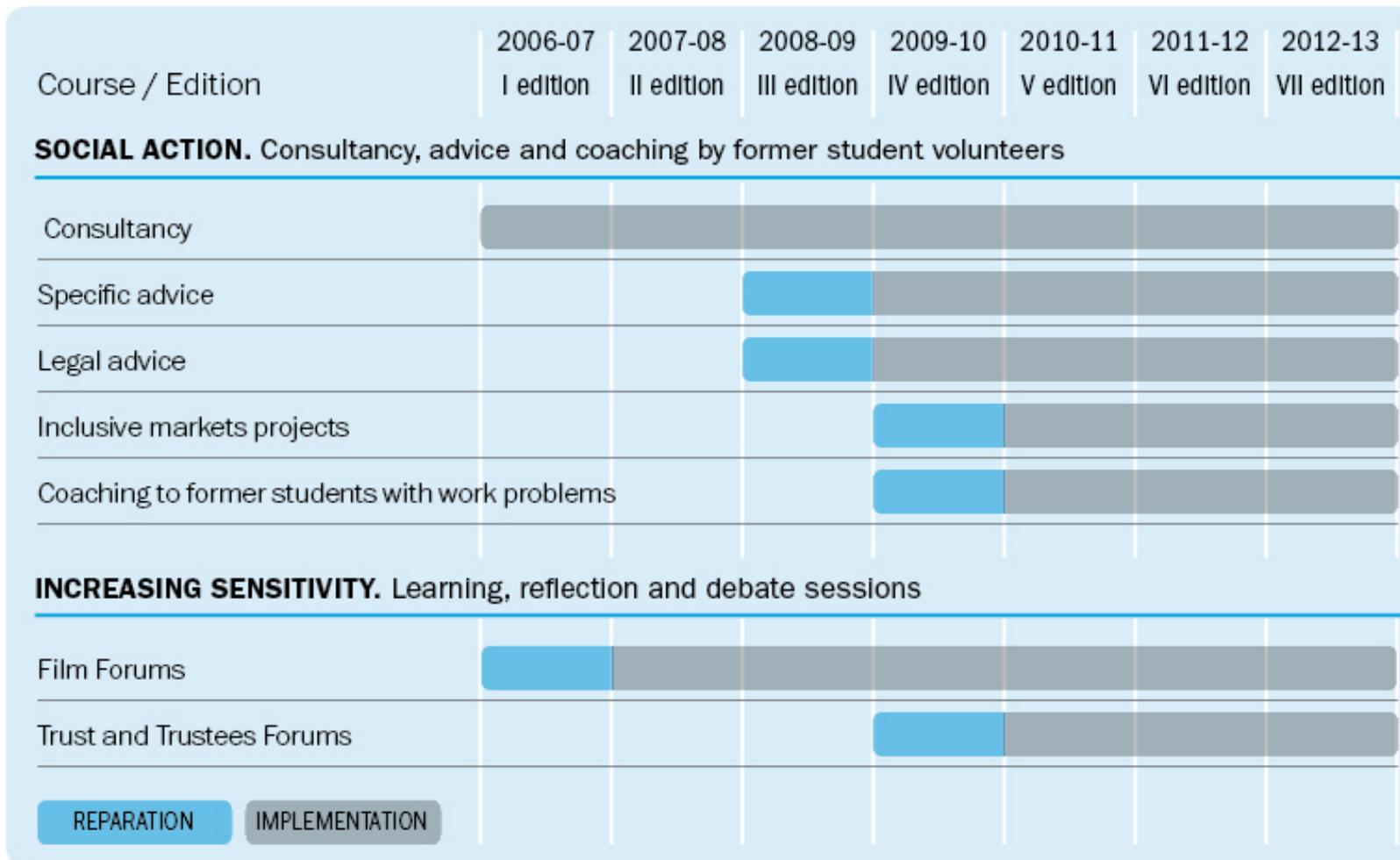
Alumni Giving Back

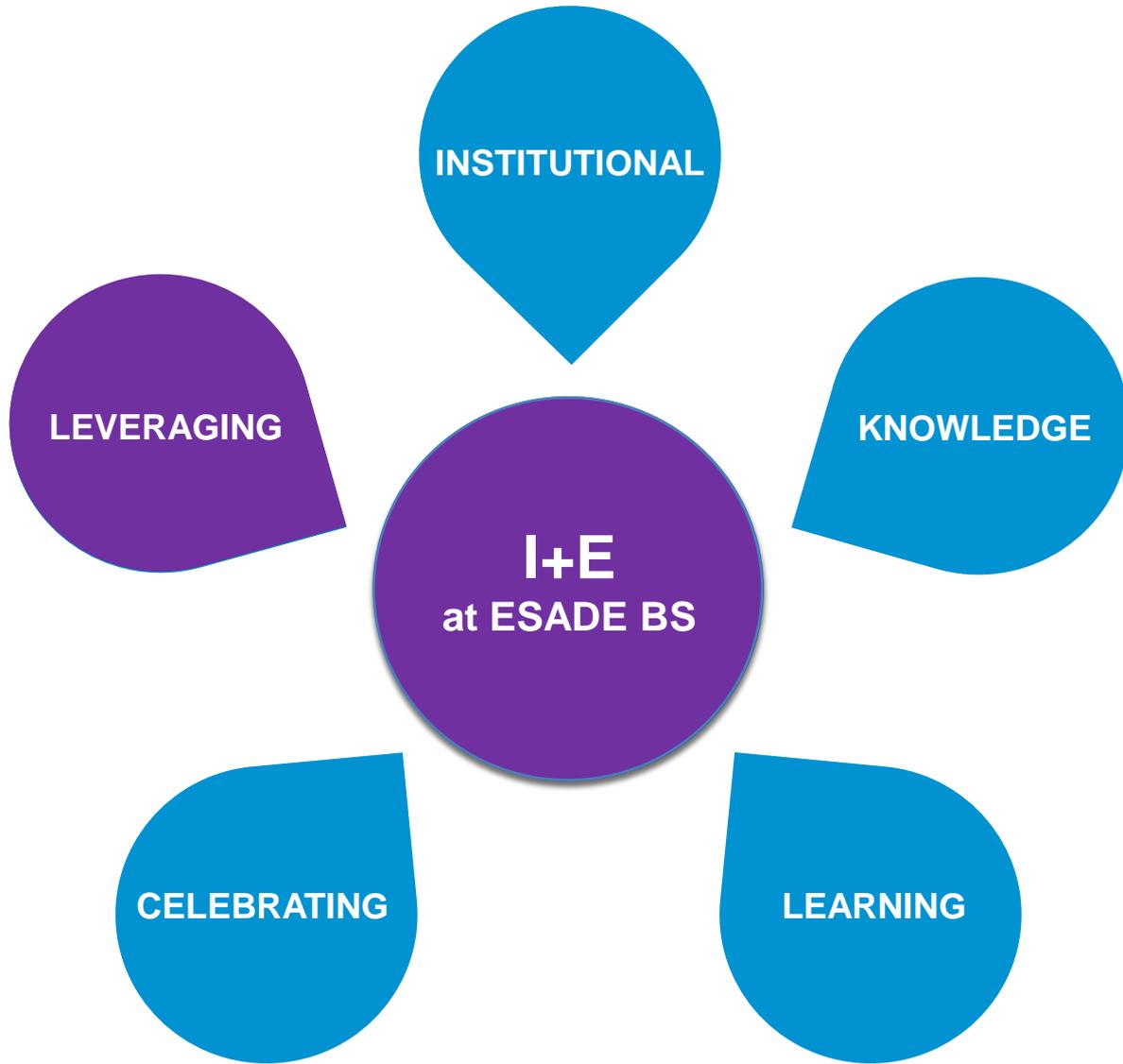
Stakeholders



Alumni Giving Back

Initiatives





ESADE **E** inspiring
futures