

Entrepreneurial Mindset and
Entrepreneurial Behaviour

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Welcome

Introduction - objectives and learning outcomes

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Agenda

Welcome and introduction - objectives and learning outcomes

- Defining entrepreneurial process, entrepreneurial mindset & entrepreneurial behaviour
- Defining and differentiating between entrepreneurial academic and academic entrepreneur

Case examples

KEYNOTE: Introduction to rapid innovation framework (Toni Pienonen)

Workshop: Participatory work and group discussion

- Designing a draft of an agile experiment

Wrap-up



"Crazy Town - building entrepreneurial universities since 2010"

6 community-driven workspaces in Finland

400 member organizations from solopreneurs and startups to NASDAQ listed companies and universities

Focus on learning by doing and upskilling:

Annually +200 events, 5-7 training programs and 50 hackathons and ecosystem projects across Finland and Europe

Over 85% of our members collaborate together

One of oldest, biggest and strongest innovation hubs in Finland that kept member base and grew business amidst covid-19: 2,05 MEUR turnover







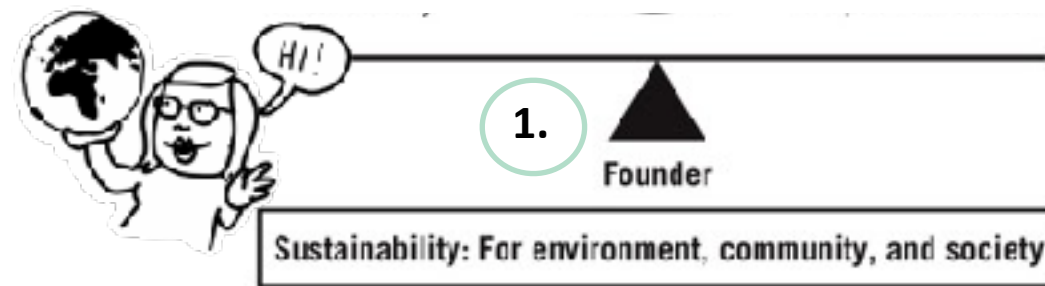
Entrepreneurial Process & Entrepreneurial Mindset

Definitions

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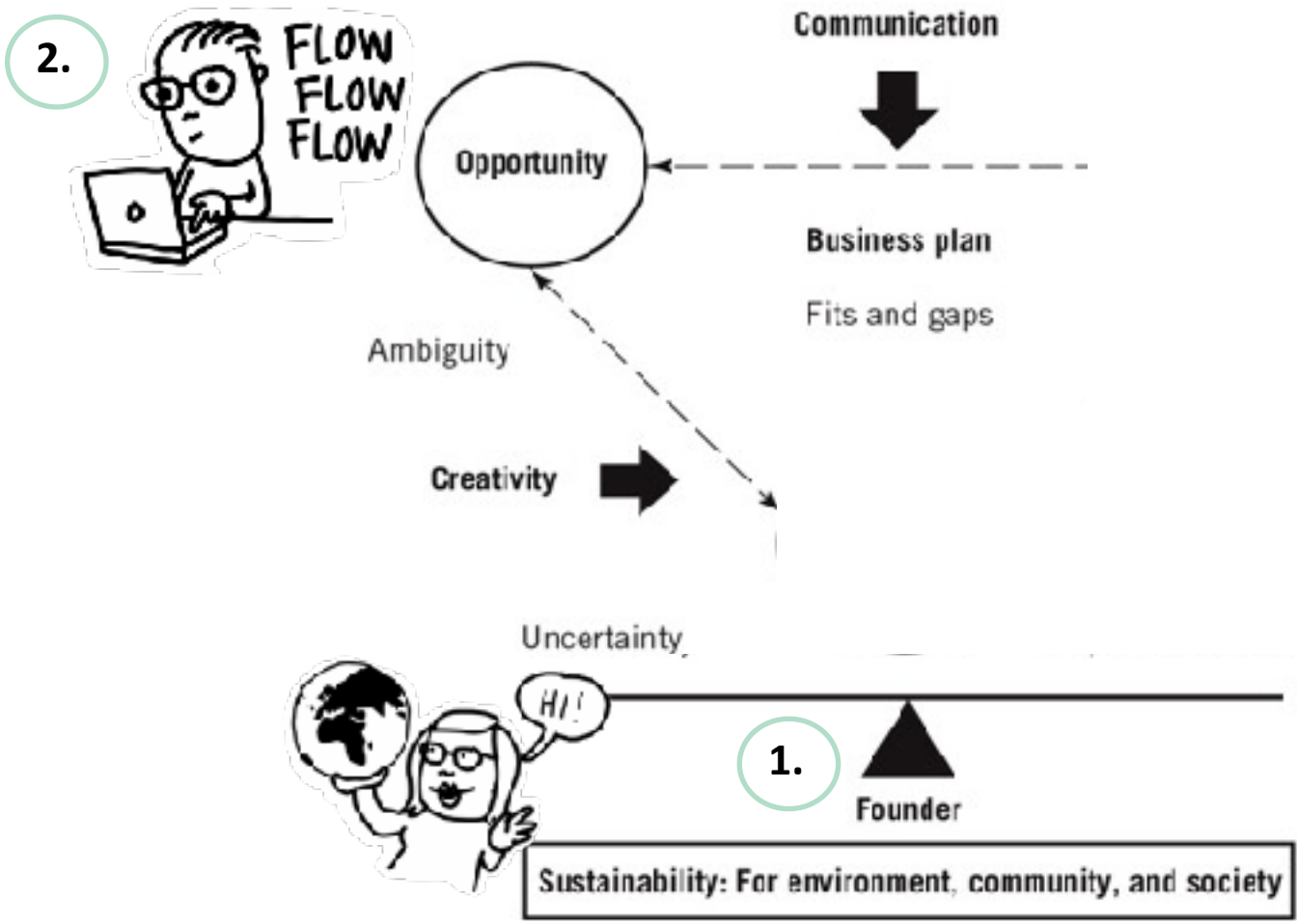
Entrepreneurial Process framework

Enhancing research impact +



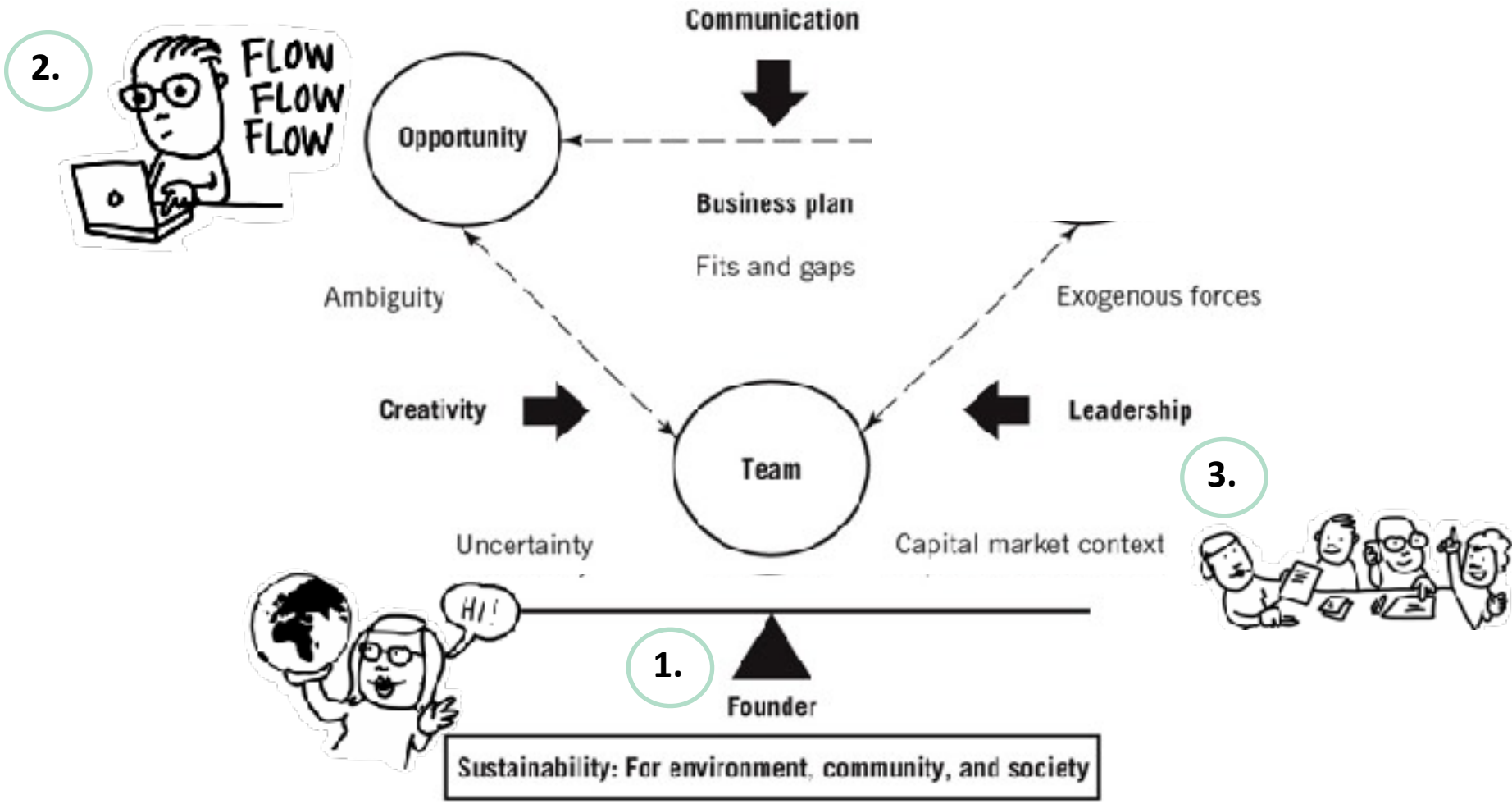
Source: Timmons, J.A. (2004). New venture creation: Entrepreneurship for the 21st Century

Entrepreneurial Process framework



Source: Timmons, J.A. (2004). New venture creation: Entrepreneurship for the 21st Century

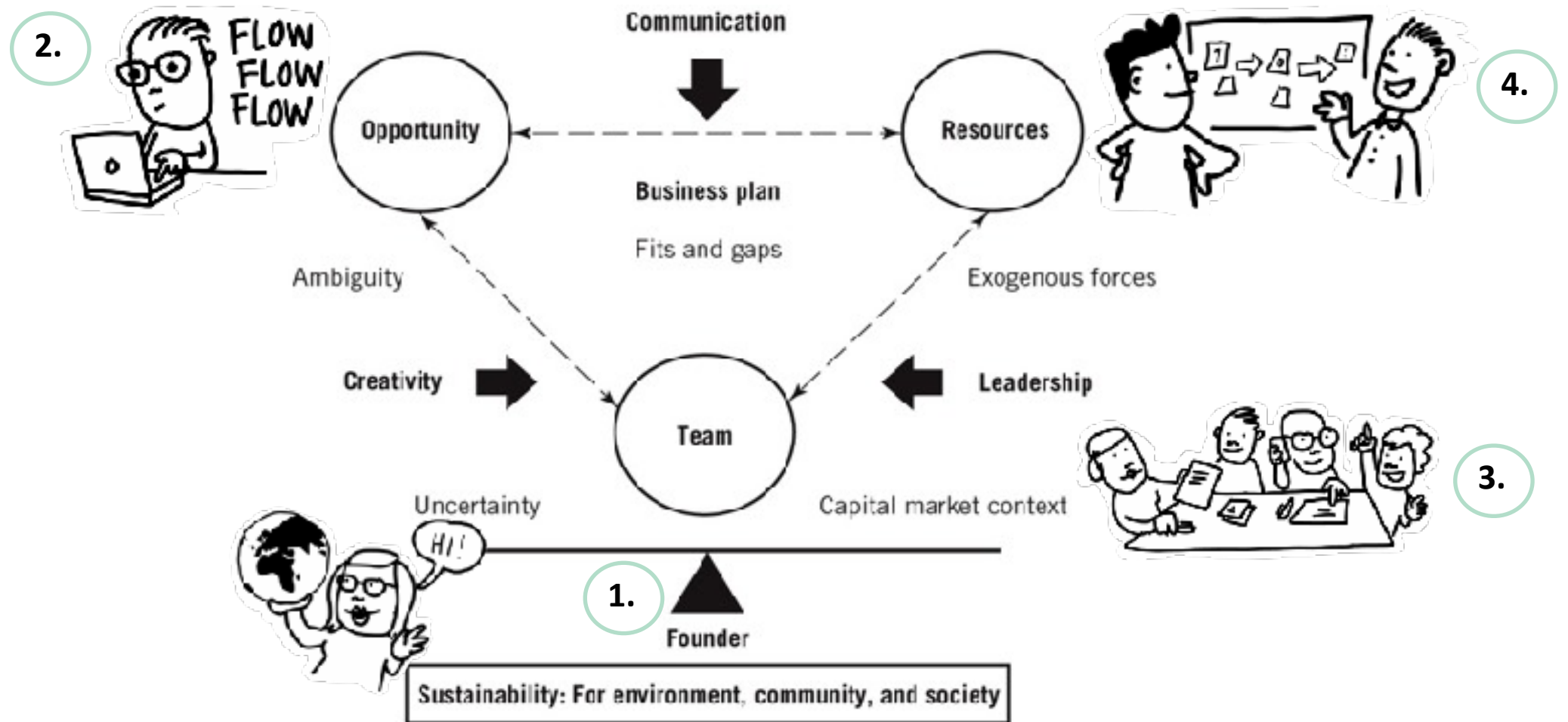
Entrepreneurial Process framework



Source: Timmons, J.A. (2004). New venture creation: Entrepreneurship for the 21st Century

Entrepreneurial Process framework

Enhancing research impact +



Source: Timmons, J.A. (2004). New venture creation: Entrepreneurship for the 21st Century

Entrepreneurial Mindset

An entrepreneurial mindset is a specific set of beliefs, knowledge, and thought processes that drive entrepreneurial behaviour.





Academic Entrepreneur vs Entrepreneurial Academic

Definition & Differences

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Academic Entrepreneur vs Entrepreneurial Academic

the key objective of an academic entrepreneur is to engage in activities which lead to the COMMERCIALIZATION of technology	a rather new term; an entrepreneurial academic engages in activities that go beyond the commercialisation of goods and services (i.e. networking, consultancy) > VALORISATION
20-80 > works partly as a researcher but mostly in projects	80-20 > works mostly as a researcher and partly in projects
has a company and VAT number	does not necessarily have a company
salary is mainly paid by his/her company	salary is mainly paid by university
more common	less common



Introduction to the rapid innovation framework

KEYNOTE: Toni Pienonen

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Introduction to rapid innovation framework

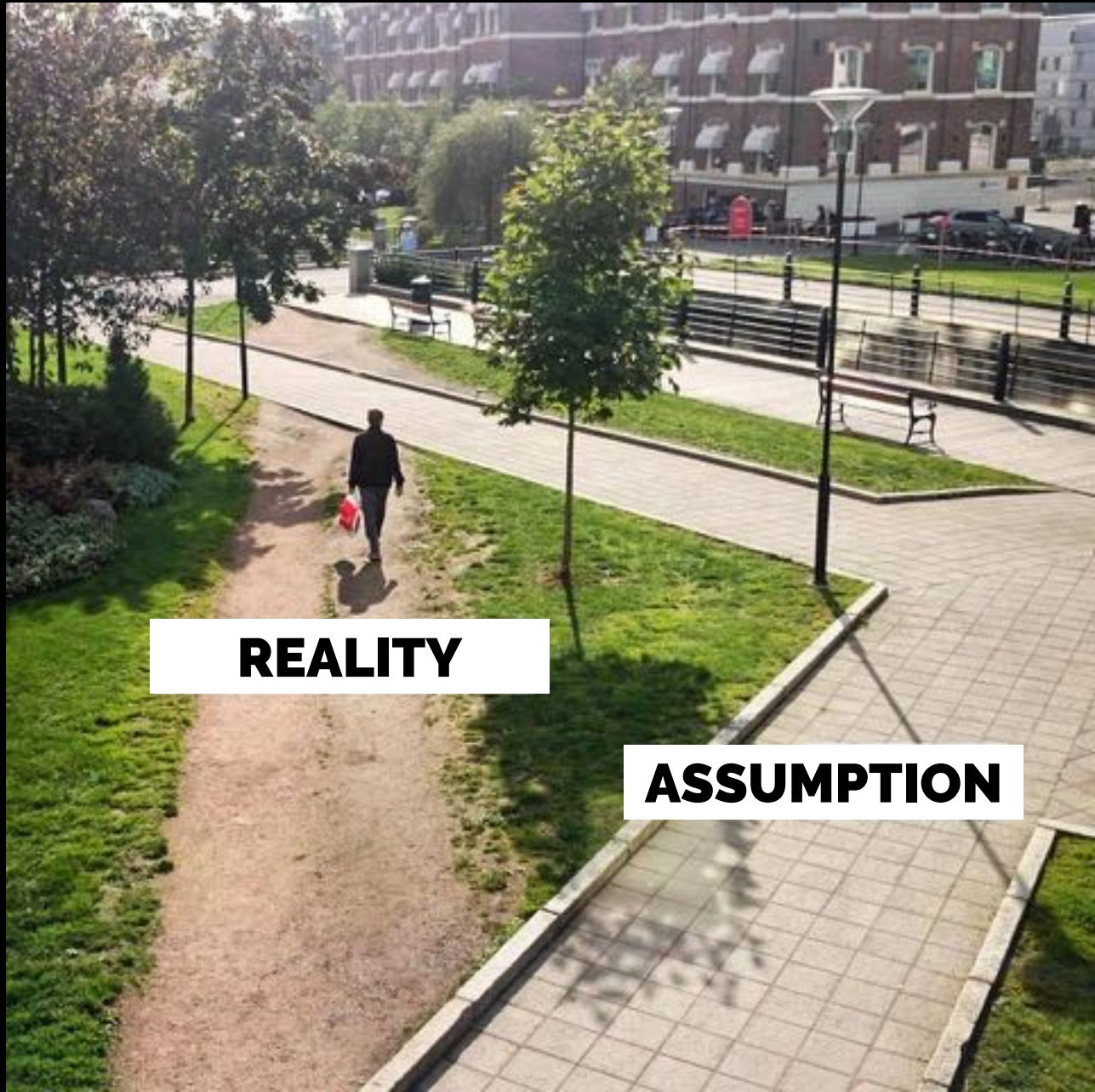
20.10.2022



What **if children learned to walk** the same way we adults typically implemented our projects?

How much **time would they spend making plans (in meeting rooms)**, instead of taking the first steps, failing and trying again?



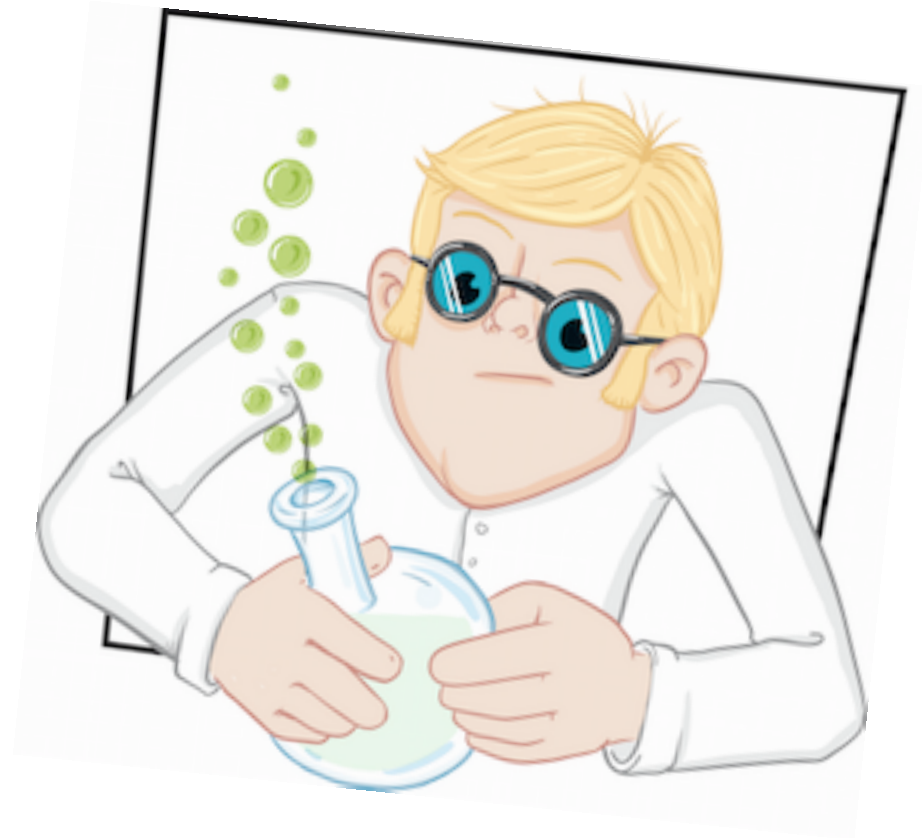


REALITY

ASSUMPTION

Learning **how to experiment is an essential skill** for anyone creating something novel, whether you are

- An innovator
- A project worker
- Entrepreneur
- Entrepreneurial researcher interested in valorising her/his knowledge





PHOTOS: DISCOVERY CHANNEL

SCALE AND CERTAINTY INCREASES



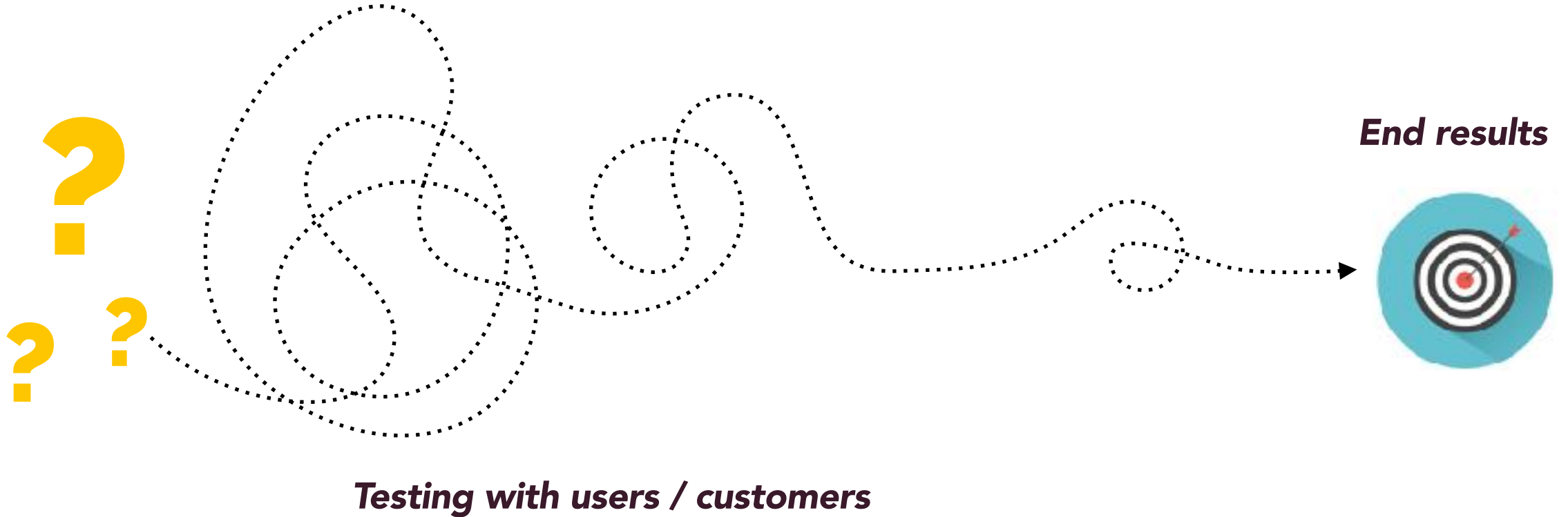
PHOTOS: DISCOVERY CHANNEL

When building something new, you **cannot plan everything in advance**

However, you can manage and reduce the risk by **testing ideas iteratively**

Think big, but **act small**

**Idea & hypothesis /
assumptions**



What to test: Is your idea . . . ?

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“Does anybody want this?
Is there a real need?”



1.
Desirable

What to test: Is your idea . . . ?

"Does anybody want this?
Is there a real need?"

1.
Desirable

2.
Feasible

"Can we do this?"

What to test: Is your idea . . . ?

"Does anybody want this?
Is there a real need?"

1.
Desirable

2.
Feasible

"Can we do this?"

"Should we do this?
Can it work out long-term?"

3.
Viable

"Does anybody want this?
Is there a real need?"

1.
Desirable

2.
Feasible

"Can we do this?"

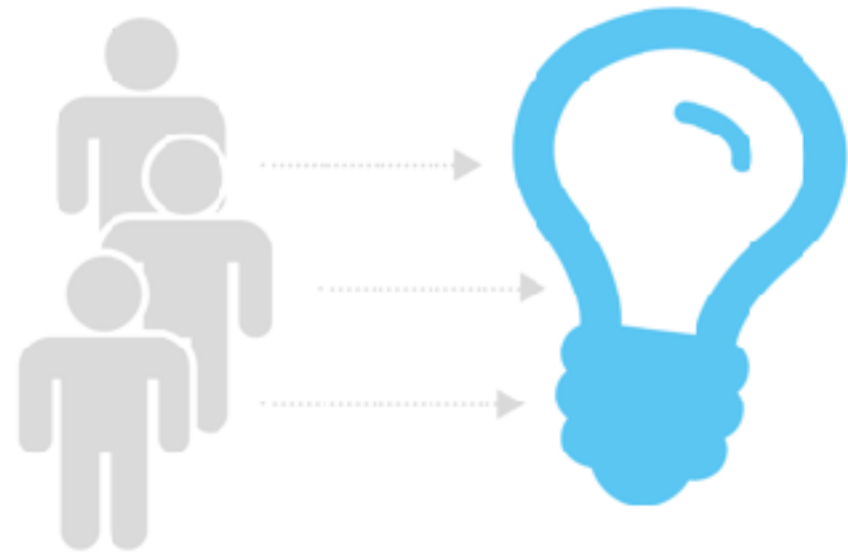
3.
Viable

"Should we do this?
Can it work out long-term?"

You should usually start experimentation from hypothesis and assumptions related to **desirability**

“Does anybody want this? Is there a real need for this?”

In other words - **Love the problem, not the solution!**



Examples: How to experiment?

Interviews



Email campaign



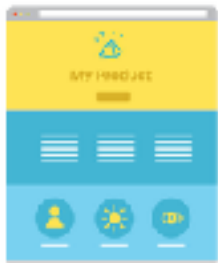
Demo video



Pre-sales / letter of intent



Pitch, brochure, website



Survey



A/B testing



Demo / prototype / pop-up

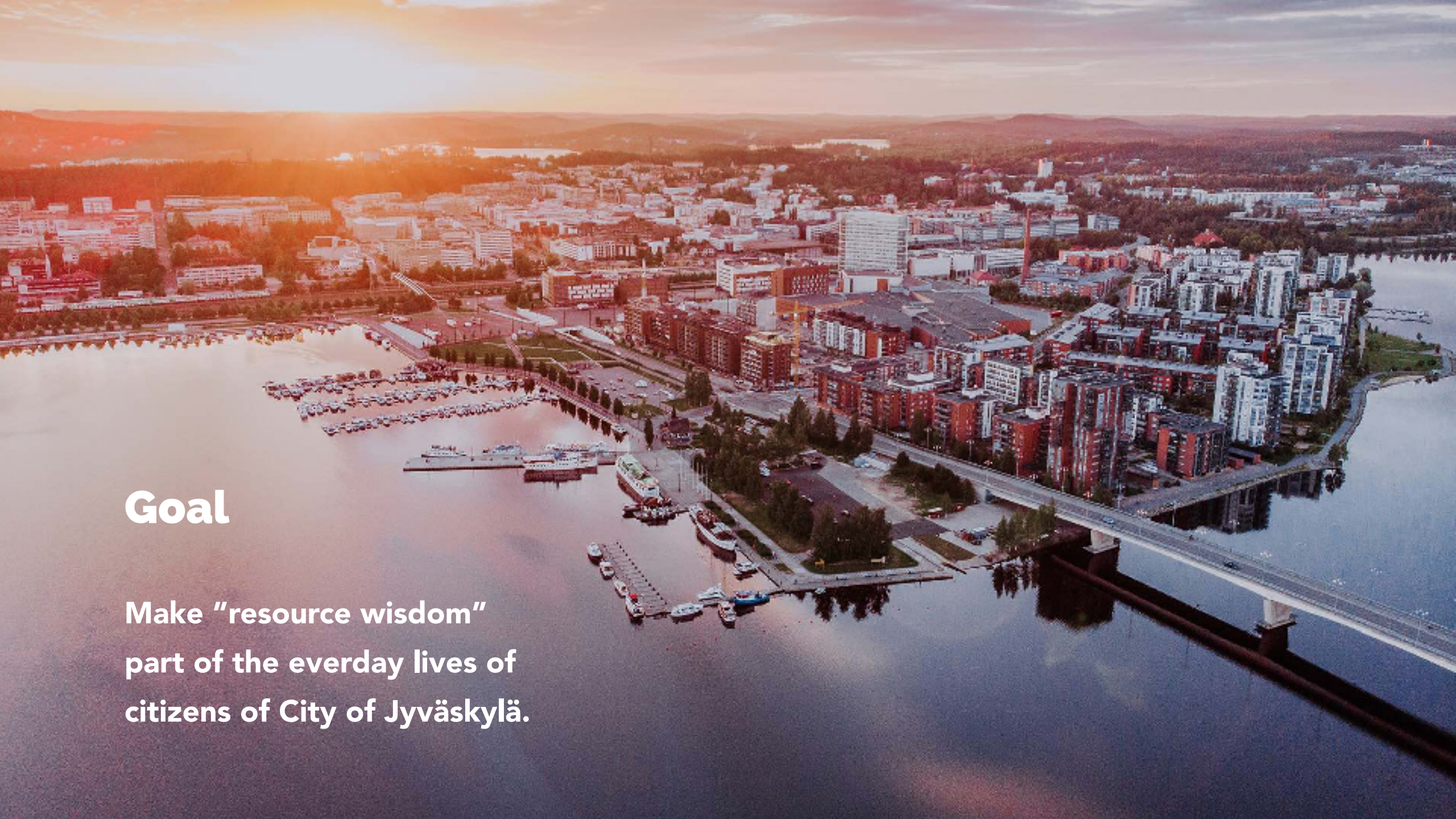


... customer observation, social media, crowdfunding ...

An aerial photograph of a city at sunset. The sky is a mix of orange, yellow, and blue. The city is densely packed with buildings, mostly in shades of red, brown, and grey. A large body of water is in the foreground, reflecting the sky. A bridge spans across the water on the right side. In the background, there are rolling hills and mountains under a hazy sky. The overall mood is serene and urban.

Need

Global cities need circular economy solutions. We are facing a climate crisis after all.



Goal

Make "resource wisdom"
part of the everyday lives of
citizens of City of Jyväskylä.

Experimentation ideas were cocreated together with the city, residents, NGOs, companies and university for experimentation process.

"Leftover school meals"



Hypothesis / premise

"We could sell leftover school meals to reduce food waste."

- **Desirability:** Are citizens interested?
- **Feasibility:** Can this be organized?
- **Viability:** What is the impact and is it possible to maintain in the long-term?



Experiment

One school cafeteria opened its doors for residents on selected days so that **anybody could buy 1,50 € leftover meal.**



BLOGIT

RESURSSIVIISAUS

< RESURSSIVIISAUS

Hymy herkässä tähdelounaalla

Kuva: Antti

Julkaisutu 03

J.A.A



Communicating, learning and scaling



1,50€
Hukkalounas

**Koululounaiden
ylijäämäruoka myytiin
alueen asukkaille**

1,3 kg CO₂ / ateria
4,3 kg jäte / lounas
50,000 ateria / vuosi

TORSTAINA 19.9.2013
Kotimaan
Talouskanta
"Hinnat ovat
nousseet"

yle UUTISET

Uutiset + Urheilu + Suora linja Sää Tuoreimmat

UUTISET > POLITTIKKA

Politikka 20.9.2013 klo 10:40 | päivitetty 20.9.2013 klo 10:43

Hallitukselle kysymys Vaajakosken ruokakokeilusta

Kansanedustajat Reijo Tossavainen (ps.) ja Ota Tynkkynen (vhr.) ovat tänään jättäneet hallitukselle kirjallisen kysymyksen tahderuokailun edistamisestä. Kimmokkeena kysymyksele on toimint Jyväskylän Vaajakummun koulussa toteutettu Sitran ja Jyväskylän kaupungin kokeilu.

Resurssivisa: Ruokahävikkipokeilu on onnistunut.



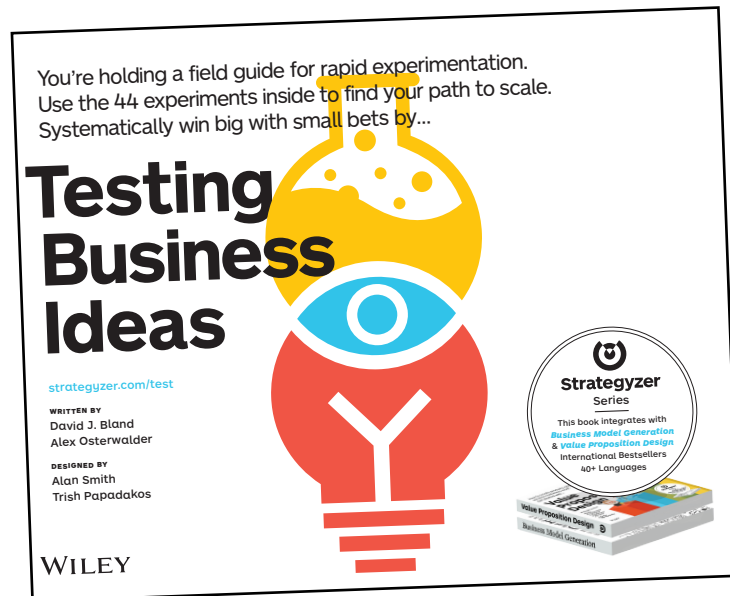
**YHDESSÄ KOULUSSA
TESTATTU IDEA LEVISI
YLI**

20

**SUOMALAISEEN
KAUPUNKIIN**

A good experiment is a resource magnet
that attracts attention, money, partners and
team members around you





Checklist for experiments

- Is there a real-life **need** behind your idea?
- Is there a specific **objective** you want to achieve with the experiments?
- What is a **specific assumption or hypothesis** that you need answers to, in order to move ahead: Desirability, feasibility, viability?
- How could you rapidly **experiment** and test your idea(s) and with whom?
- Are you **learning and iterating** as you experiment?
- When are you ready to **scale-up**?
- Are you **communicating** throughout the experimentation process, so that your experiment becomes a resource magnet?



Workshop

Design a draft of an agile experiment

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Experimental culture

SITRA Fund. (2014). Experimental Culture. <https://www.youtube.com/watch?v=mgaGVyDNQyQ>



How to design an agile experiment?

GOAL



1.

What is wider context and a goal of the experiment?

How to design an agile experiment?

PREMISE



2.

A thing we do not know yet but testing it will help us promote goal achievement.

GOAL



1.

What is wider context and a goal of the experiment?

How to design an agile experiment?

PREMISE



2.

A thing we do not know yet but testing it will help us promote goal achievement.

EXPERIMENT



3.

Testing the premise in practise in a real world with real users. Act agile and on a small scale at first.

GOAL



1.

What is wider context and a goal of the experiment?

How to design an agile experiment?

PREMISE



2.

A thing we do not know yet but testing it will help us promote goal achievement.

EXPERIMENT



3.

Testing the premise in practise in a real world with real users. Act agile and on a small scale at first.

LEARNING



4.

Learn from the experiment. Analyse what works and what does not.

GOAL



1.

What is wider context and a goal of the experiment?

How to design an agile experiment?

PREMISE



2.

A thing we do not know yet but testing it will help us promote goal achievement.

EXPERIMENT



3.

Testing the premise in practise in a real world with real users. Act agile and on a small scale at first.

LEARNING



4.

Learn from the experiment. Analyse what works and what does not.

SCALING



5.

Grow the experiment. Scale good experiences.

GOAL



1.

What is wider context and a goal of the experiment?

How to design an agile experiment?



In small groups; discuss how you could use this process in your own pvp?

- EXAMPLES:**
- Interviews
 - Demo video
 - Email campaign
 - Survey
 - Pitch, brochure, website
 - Demo / prototype / pop-up
 - A/B testing
 - Pre-sales / letter of intent
 - ... customer observation, social media, crowdfunding ...



Wrap-up

Remarks from the workshop
Social entrepreneurship

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Remarks from the workshop: Shortly describe a potential experiment related to your PVP

Write down to chat!



enhancing research impact

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