

Course: Entrepreneurship 102: what can you do for your customer
Assignment 3: share your passion
Name: Klaas Joris Schut

I am not so much fascinated by an area of technology. Instead I am really interested by a problem solving methodology called TRIZ. TRIZ is a creativity and problem solving methodology derived from looking for common principles in patents and originated in electrical engineering. I like this methodology because it is applicable to a whole range of problems in all kinds of fields (eg engineering, politics, social issues). My second passion is education. As a life-long learner myself, I like to find ways to help people to learn better (both more effective and efficient).

In both my interests entrepreneurial opportunities exist. With TRIZ opportunities in the field of product development and innovation are present. These are mostly in the field of innovation consultancy. In the realm of education opportunities exist in the areas of curriculum development and research. Practically in the field of MOOCs I see several opportunities. Furthermore, traditional education also offers interesting opportunities.

With regard to skills I need to learn my focus should be on business and sales as I currently lack these. Being more of an expert type of person, entrepreneurship is something that's looks like a daunting task. However, it is also I am interested in. Therefore, I would ideally partner with someone that does possess these skills. Collaboration would be beneficial for both of us.