

Start Up in ICT /2

The Journey Begins:
Basics

Interaction with me / keeping in sync

- 1. Always: Subscribe to our Whatsapp Group
(all communications will be given there)**
- 2. Send me private whatsapp messages whenever you need info / help on anything. Tel. 338 3518240. Will reply asap.**
- 3. Send me emails at fabio.dalessi@unipd.it. Lower priority.**
- 4. Setup a one-on-one meeting: contact me by whatsapp.**



Digital Logistics

Moodle Link (STEM site, not old Moodle one)

<https://stem.elearning.unipd.it/course/view.php?id=4165>

What this class is all about

1. Startups are not about lectures
2. Entrepreneurship is not about grades
- 3. The class is about the work you do “Outside the Building”** (Steve Blank)

References

We will **not** use a reference textbook.

Our course is about learning how to act “**Outside the Building**” and where to focus in building our startup.

For those interested in more information there is plenty of material out on the web, as for example **SteveBlank.com** (Steve teaches entrepreneurship at Berkeley, Stanford, UCSF, NYU, Columbia) or by several authors which will be cited during the course (Osterwalder, Aulet, etc.) – be entrepreneurial here too and go hunting for information, go find the different views, sometimes very different, evaluate them and compose **your** view.





Impact of MIT on Economy (2015)

- MIT has 10.000 students (6.000 [60%] of them are PhD)
- 25% of the alumni have been involved as founders or cofounders of a hi-tec startup.
- UniPD has 63.000 students (2021/22) – (3.700 [5.8%] are PhD, Master, Specialization Schools).

E.g. Impact of MIT on Economy (2015) /2

- MIT alumni launched:
 - **30.200** companies
 - that employ **4.3 mln** people
 - and generate revenues for **1.9 trillion US \$** per year.
- How much is 1.9 T\$?
- How much was Italy GDP in 2015?

E.g. Impact of MIT on Economy (2015)

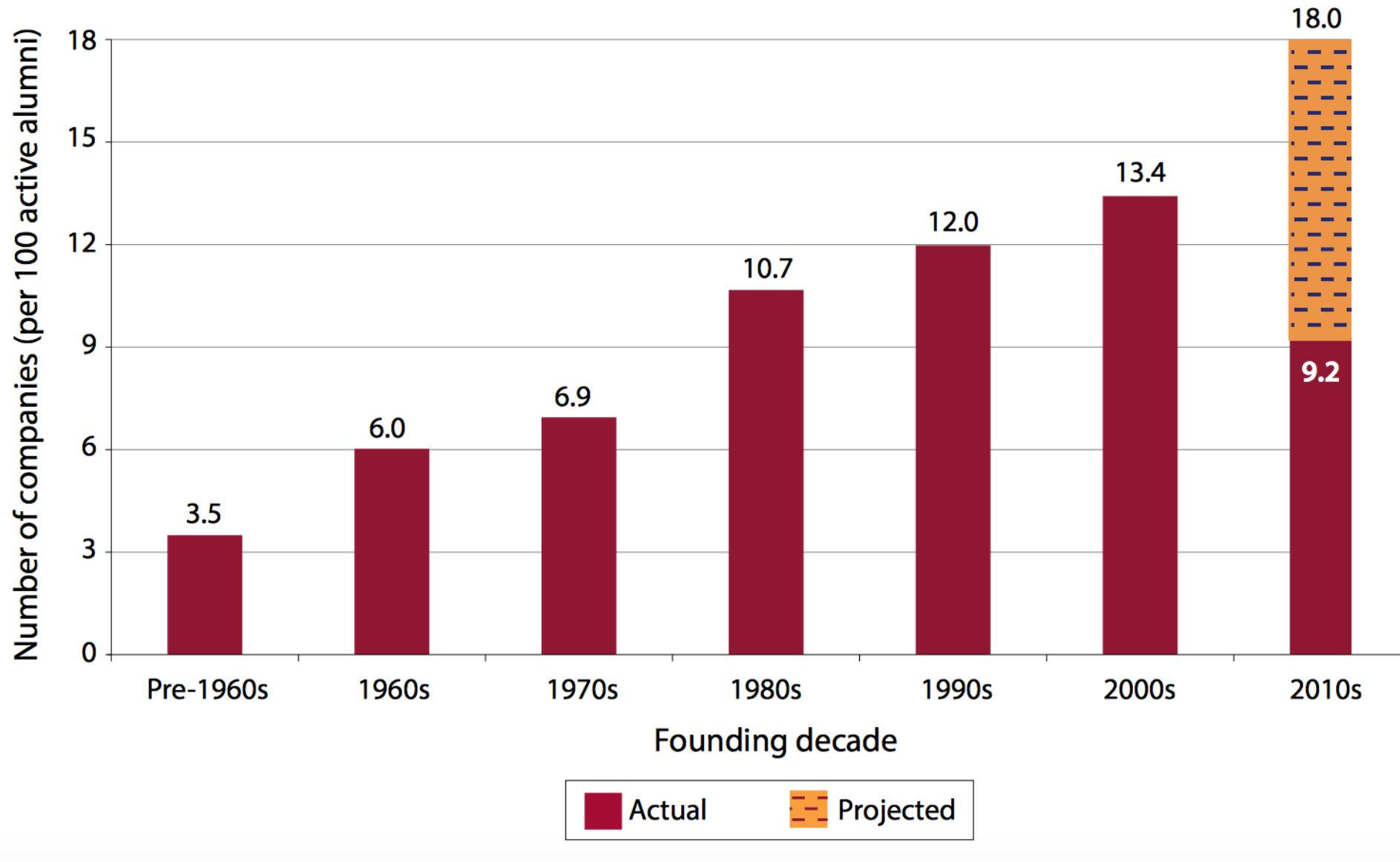
- 11% of the alumni who graduated from the 2010 decade launched a company compared to 8% of the previous decades
- the median age of the alumni launching a company has been steadily declining and in the 2010 decade dropped to 27 from 30 years old of the previous decade
- 80% of the companies launched by the alumni survived for more than 5 years

Table 8. Participation of MIT Alumni in Entrepreneurship and Innovation Activities, 1940s through April 2014

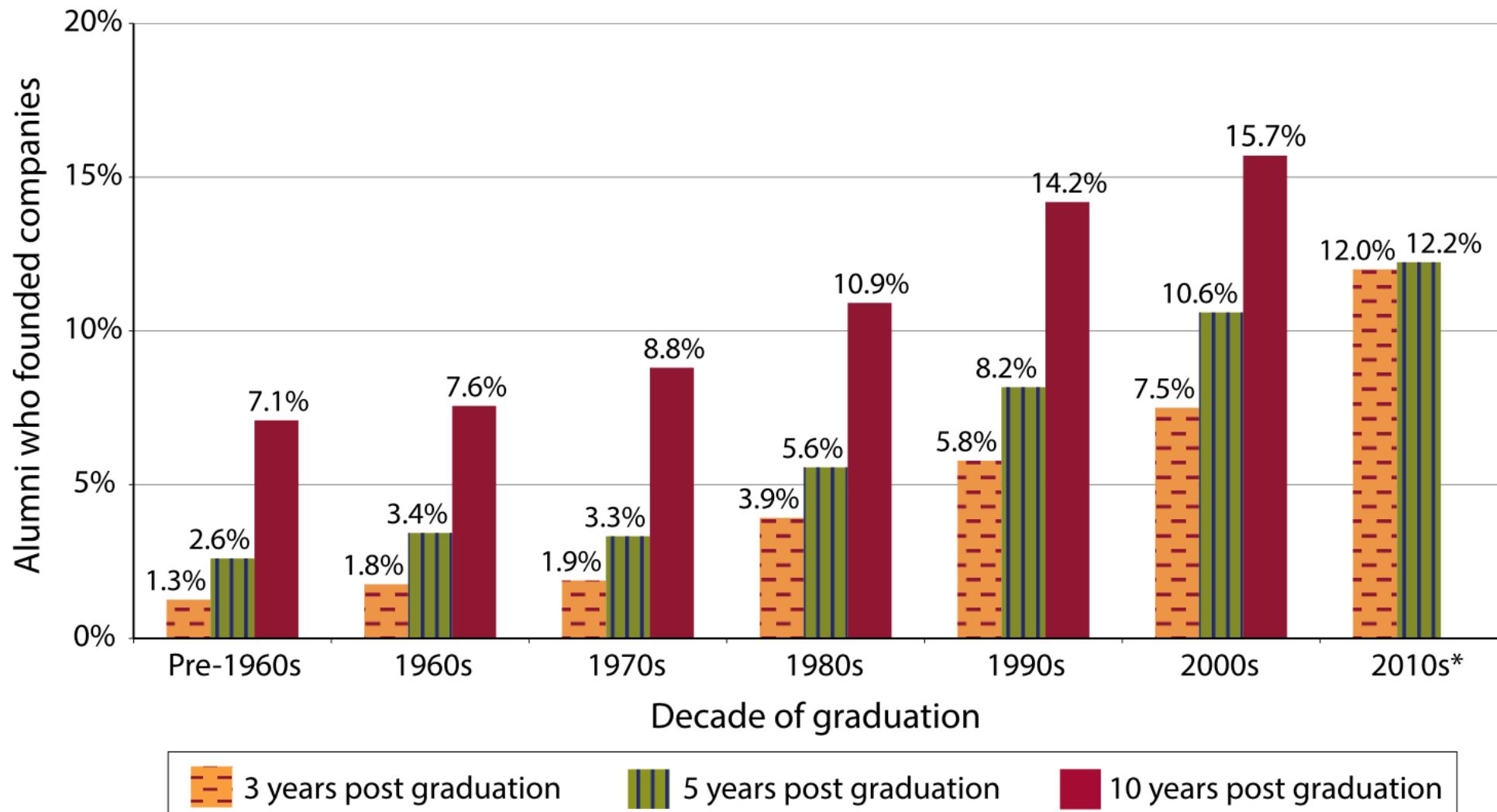
Activity	Alumni participating (%)
Entrepreneurship	
Company founder	25%
Early employee	22%
Innovation	
Inventor	34%
Patentor	31%
Product development	55%
Advisor	
Company board of directors, private	17%*
Company board of directors, public	3%*
Scientific advisory board	11%*

*Alumni serving in this role at time of survey; the total percentage of alumni who have served in this role at some point in their careers is no doubt higher.

**Figure 5. Estimated number of MIT alumni–founded companies,
per 100 active alumni, by founding decade, pre-1960s through April 2014.**



**Figure 3. Estimated entrepreneurship participation rate of MIT alumni,
by decade of graduation, pre-1960s through April 2014.**

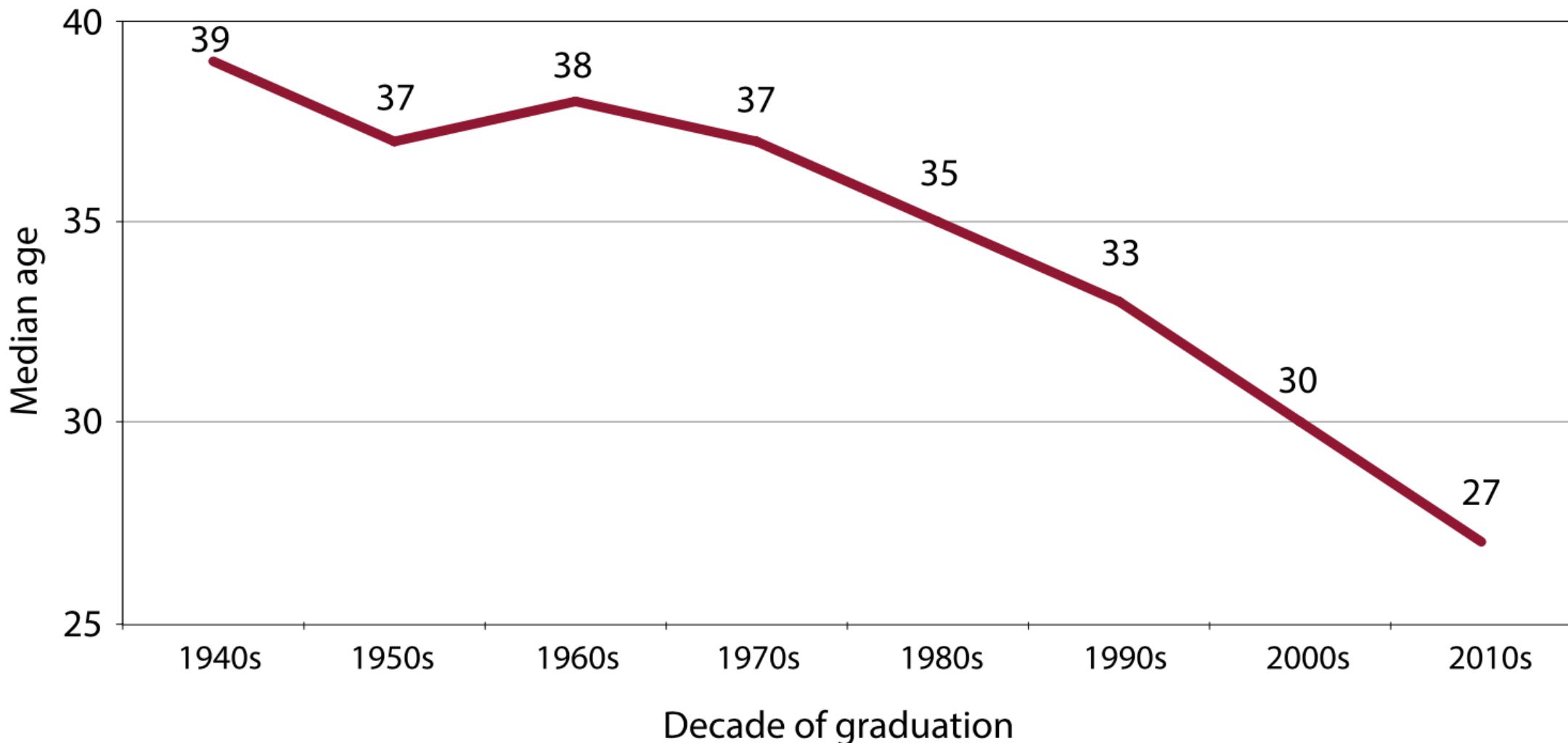


* These figures may reflect “right-censoring bias,” i.e., an underestimation of the ultimate participation rates of recent graduates as they progress in their careers.

**Table 3. Serial Entrepreneurship by
MIT Alumni, 1940s through April 2014**

Companies founded (no.)	MIT alumni
1	61.7%
2	21.1%
3	9.1%
4	4.5%
5	2.1%
6+	1.5%

**Figure 6. Median age of first-time MIT alumni company founders,
by decade of graduation, 1940s through April 2014.**



* These figures may reflect “right-censoring bias,” i.e., an underestimation of the ultimate median age among recent graduates.

Table 1a. Reported Employment and Revenue Distribution of MIT Alumni–Founded Active Companies, 2013

Employment category	Percent of companies	Employment			Revenues (\$ Millions)			Percent of total
		Median	Mean	Percent of total	Median	Mean		
1–10	51.0%	4	4.5	1%	0.1	4.6		4%
11–50	27.8%	24	26	4%	3	7.4		3%
51–200	12.6%	100	116	8%	16	67		13%
201–500	4.6%	325	354	9%	50	248		18%
501–1,000	1.8%	825	819	8%	110	756		21%
1,001–5,000	1.8%	2,500	2,750	30%	450	900		26%
5,001–10,000	0.3%	7,000	7,600	12%	600	1,302		6%
10,000+	0.2%	15,000	21,429	26%	2,000	2,743		10%

Entrepreneurs



Who is an **Entrepreneur** ?

- “entrepreneurs are individuals who exploit market opportunity through technical and/or organizational innovation”
Schumpeter (1965)
- “entrepreneurship is about taking risk”
Peter Drucker (1970)

Who is an **Entrepreneur** ? /2

- “an entrepreneur is a person who habitually creates and innovates to build something of recognized value around perceived opportunities”
Bolton and Thompson (2000)
- “an entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit.”
Dictionary

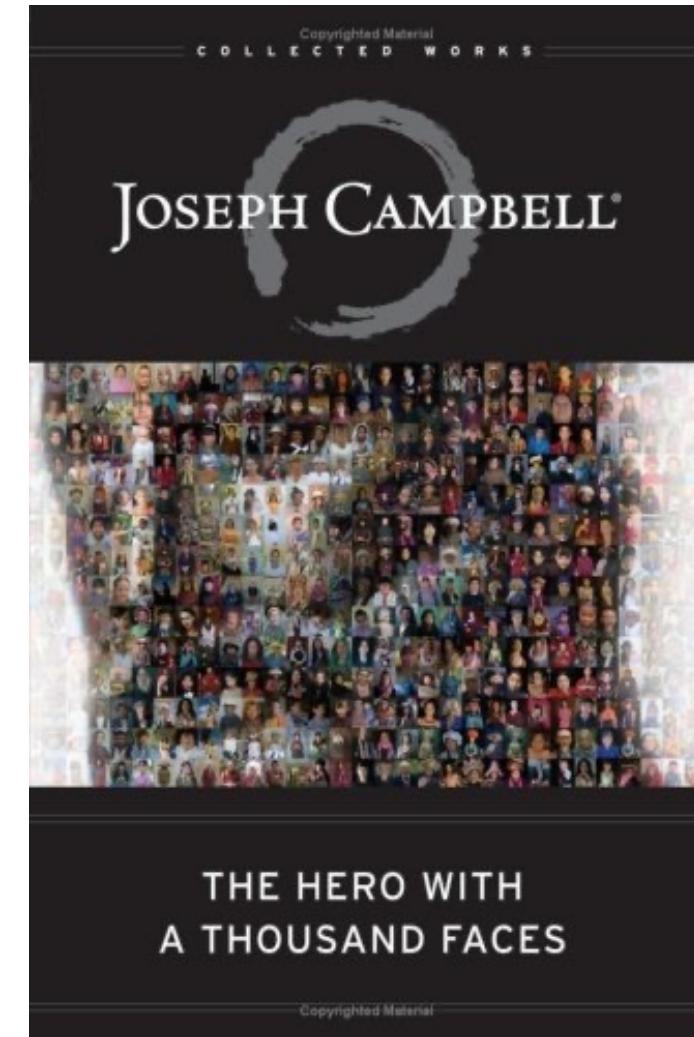
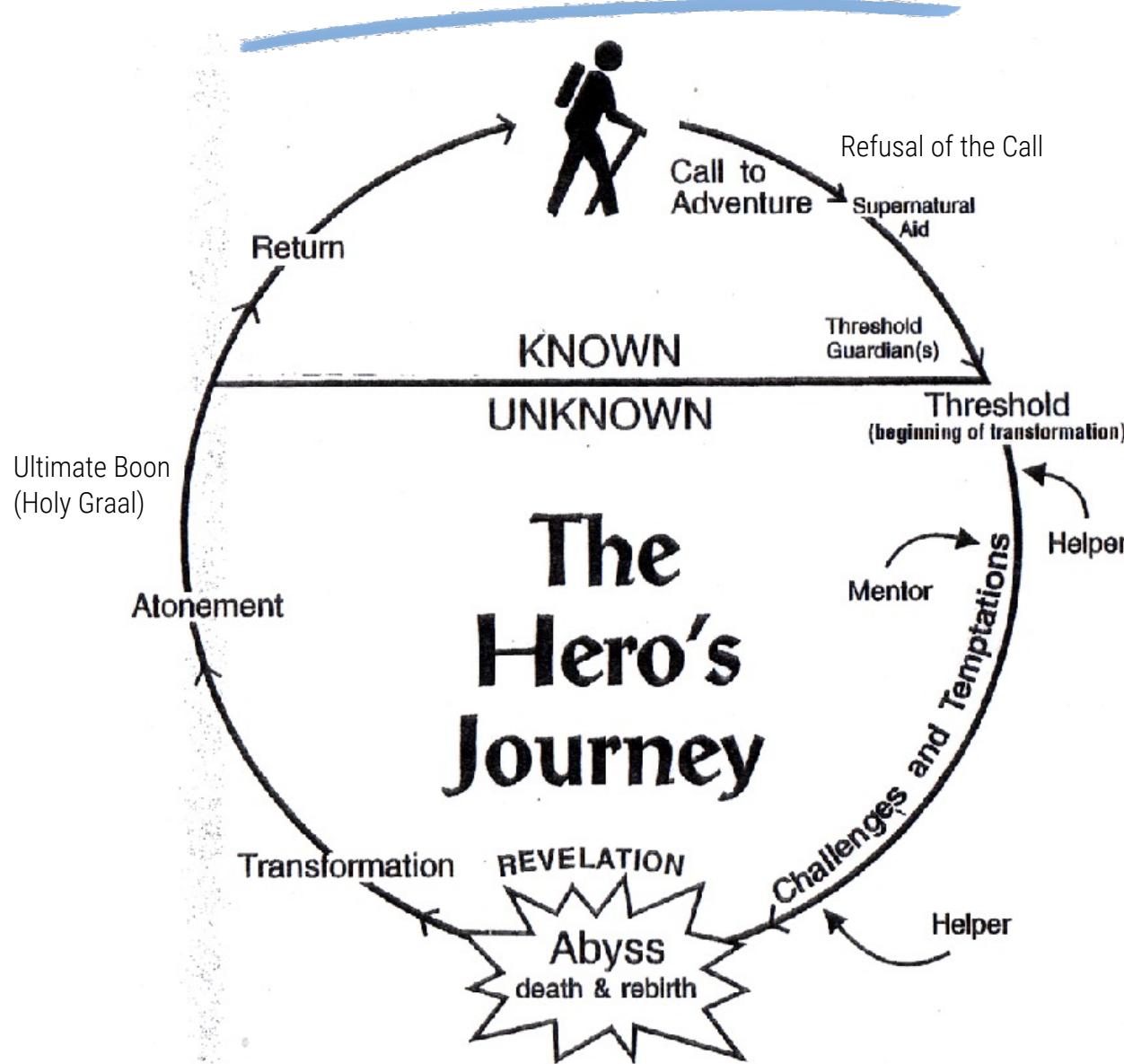
Who is an **Entrepreneur** ? /3

- Entrepreneurship is the creation or extraction of value; [...] entrepreneurship is viewed as **change**, generally entailing risk beyond what is normally encountered in starting a business, which may include **other values** than simply economic ones.
(Wikipedia)
- Entrepreneur is “a Hero”... one that accepts risks to pursue a bigger value, often “destroying” what is known.

Ok, so,
Where to Start?



The Monomyth Theory (Campbell, 1949)

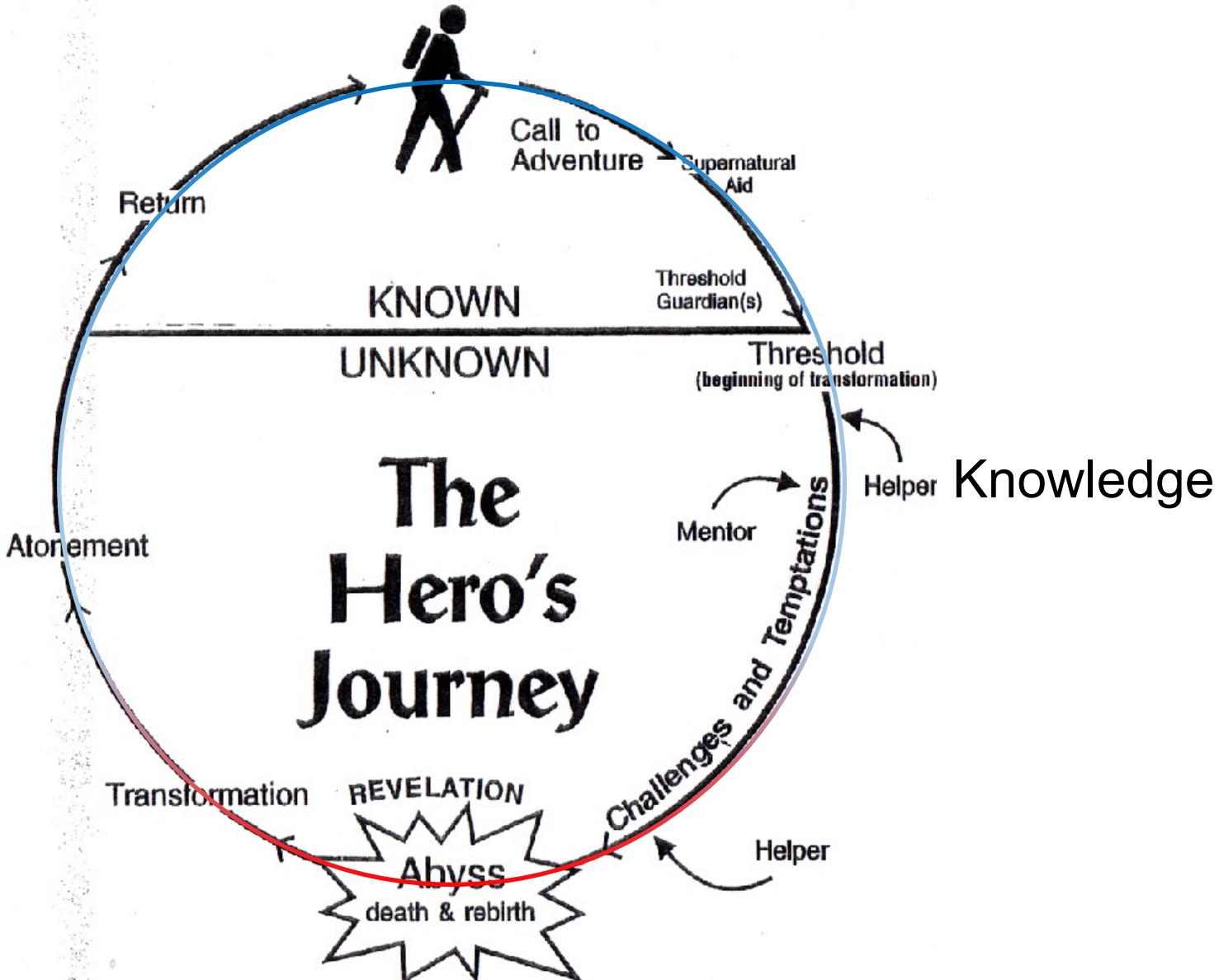


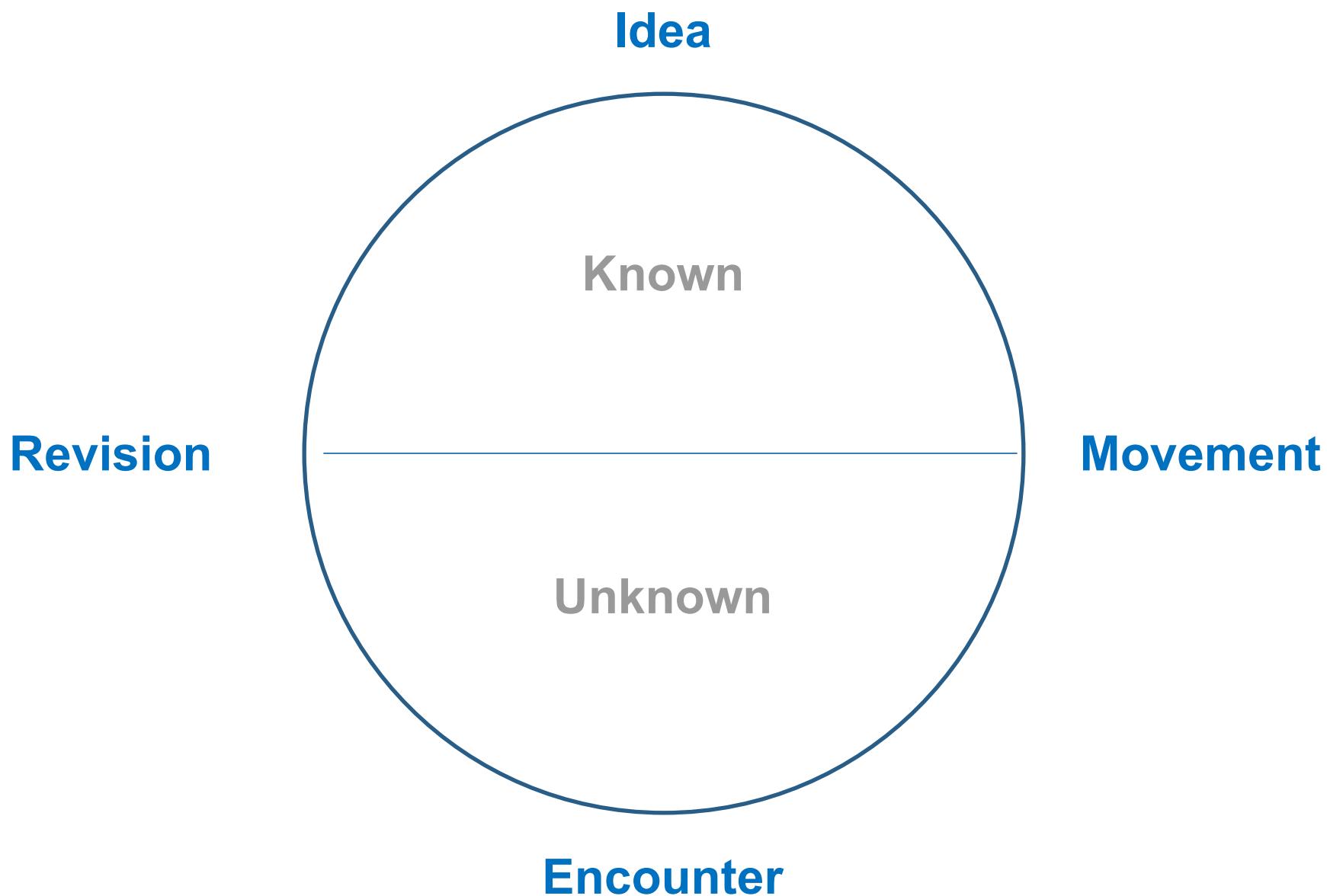
Research

Success

The Hero's Journey

Innovation

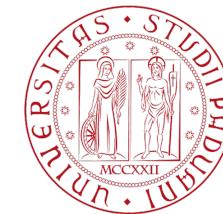






StartUp in ICT
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WhatsApp group



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