




# Maastricht University



A group of four business professionals (two men and two women) are seated in a modern office environment, shaking hands in a circle. They are all smiling and looking at each other, suggesting a successful partnership or agreement. The background shows office shelves and a window with a view of the city at night.

A unifying skill: Entrepreneurship

# Executive Summary

CEI



**Situation:** Students from FHML and other faculties do not see the importance of entrepreneurship



**Question:** How can CEI effectively market and communicate its three pillars to be the primary education and training institute on entrepreneurship?



**Solution:** Shift away from the business focus narrative and utilize the metaverse to establish a hybrid presence



**Impact:**



56% increase in participants



75% Not from FBE



1.5 Euros cost per customer

# Entrepreneurship is not limited to students pursuing a business degree

## Why is there a lack of interest in entrepreneurship?



Not a part  
of  
education



No  
opportunities  
for  
experience



Lack  
of resources and  
inspiration



Afraid  
of failure

<https://www.weforum.org/agenda/2018/09/why-arent-there-more-entrepreneurs/#:text=The%20problem%20is%20that%20education%2C%20the%20media%20and%20should%20be.%201.%20Entrepreneurship%20isn't%20part%20of%20education>



The background features a blurred image of a person in a blue shirt. Overlaid on this are several white icons: a central world map, and numerous smaller icons of a person in a suit and tie, each enclosed in a circle. These icons are connected by thin white lines, suggesting a global network or communication system.

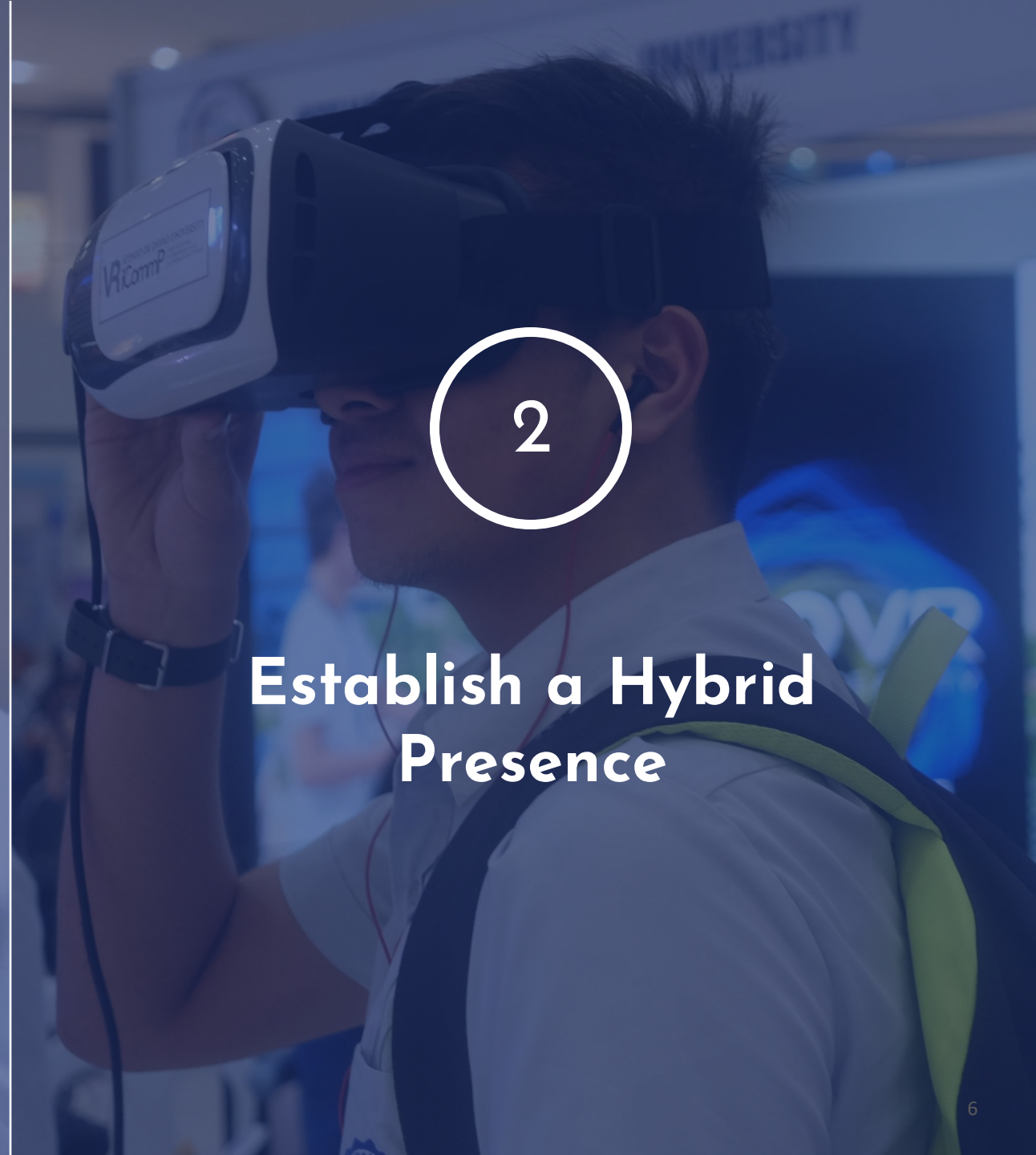
## Key Question

How can CEI effectively market and communicate its three pillars to be the primary education and training institute on entrepreneurship?



1

**Shift away from  
business-focused  
narrative**



2

**Establish a Hybrid  
Presence**

# Shifting the narrative to incorporate all the faculties.

## Current Positioning

“Our aim is to build, together with our partners, a regional eco-system that develops the entrepreneurial, strategic and innovative capabilities of both new as well as existing entrepreneurs.”

- Current CEI website



## New Narrative

“Our aim is to build, together with our partners, a regional eco-system that develops the entrepreneurial, strategic and innovative capabilities **for students/participants across disciplines to incorporate entrepreneurship into their skillset.**”

Shift the narrative away from business focused to highlight the interdisciplinary applications of CEI services



# Establishing a Hybrid Presence



## HYBRID KIOSKS



**Kiosks** across different faculty campuses with representatives, increase visibility



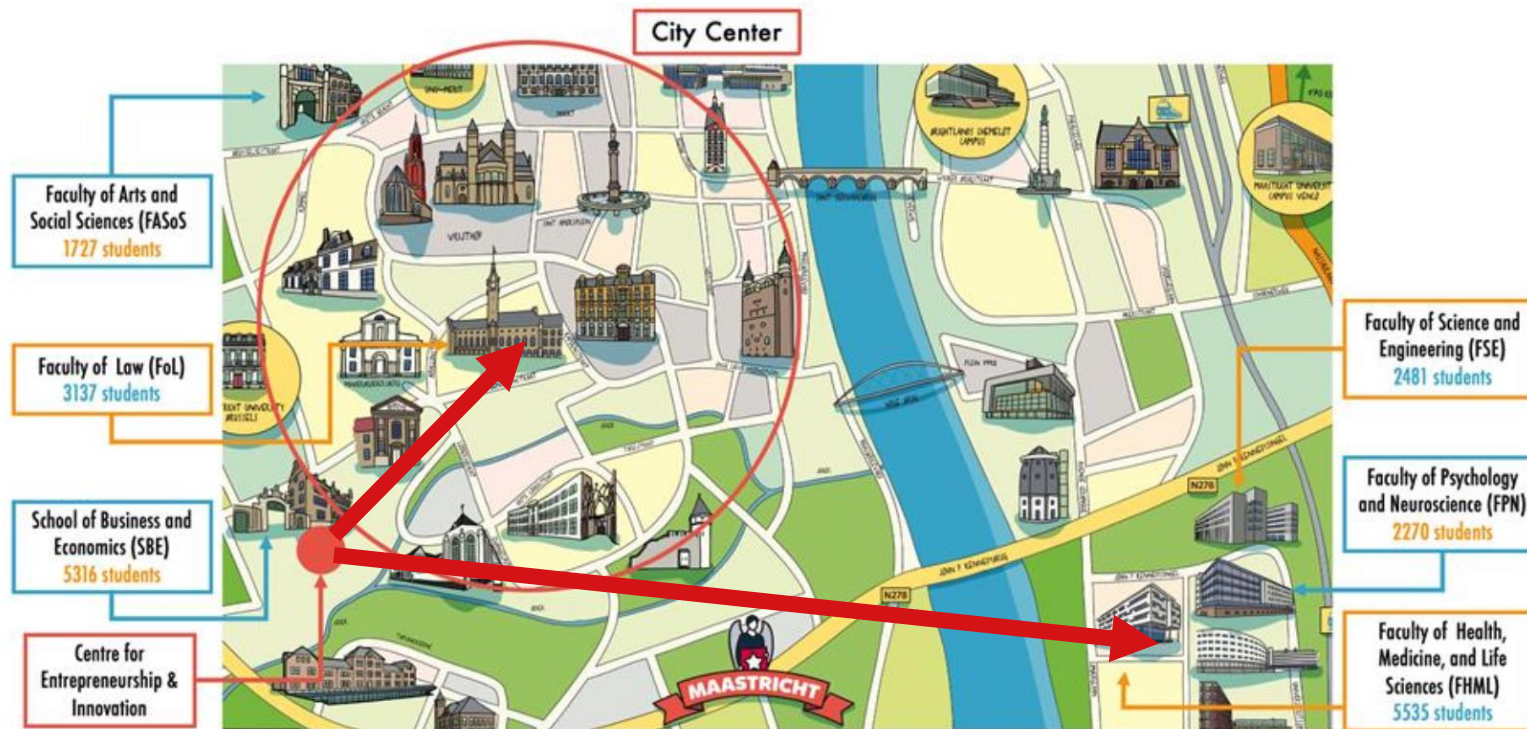
Individual drop-in **mentorship** sessions, learn how entrepreneurship applies to you



**Metaverse immersive experience** of entrepreneurship skills



# Establishing a Hybrid Presence across Faculty campuses



- Physically bring CEI to FHML and other faculty campus buildings
- Increase awareness through visibility
- Establish CEI as an interdisciplinary service

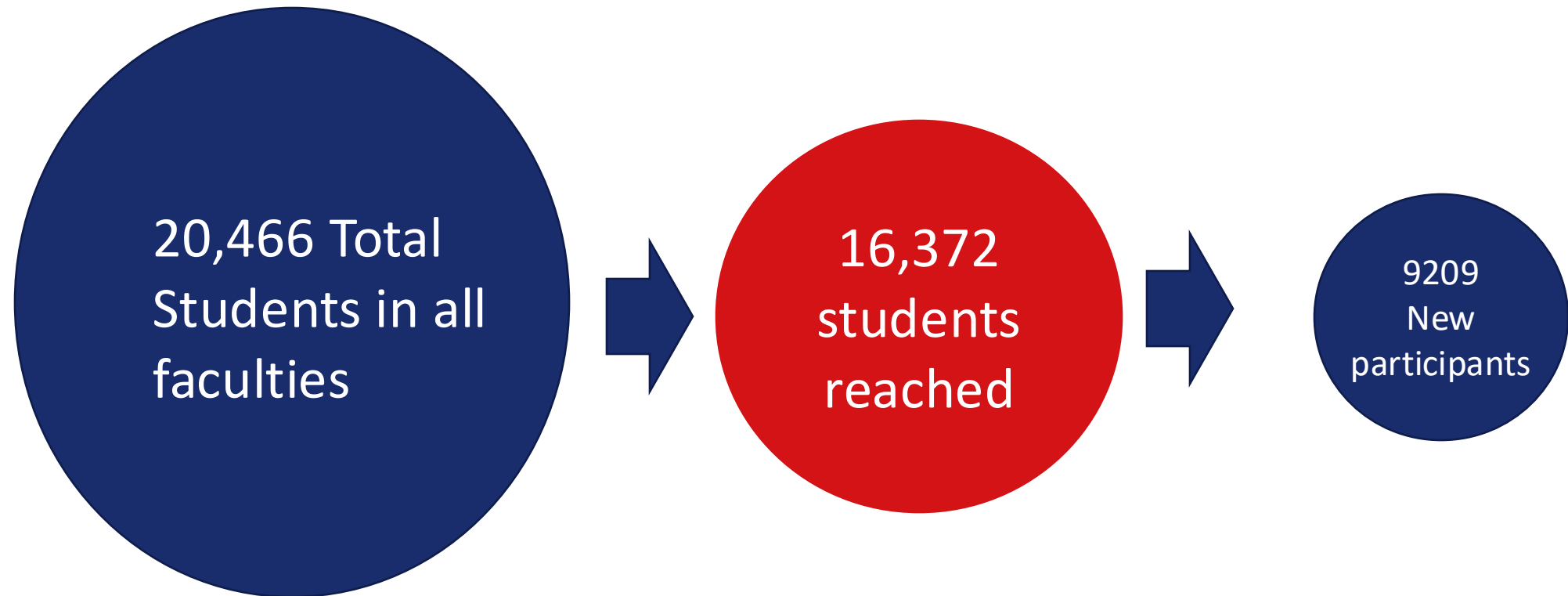
# Case Study: Regal Hotels & MetaGreen



## Green Metropolis

- Green metropolis in the Metaverse
- Aimed to educate about green practices and inspire green behavior
- Gamified method to increase consciousness
- Marketing Regal Hotel group, launched in January 2023

9,209 new student participants by the end of 2023



# Why the metaverse?

- Gamified appeal with interactive aspects
- Modern development which will attract the attention of STEM students

Gen-Z students “prefer an independent learning style with less passive but more visual and kinesthetic learning”  
- (Shorey, 2021)



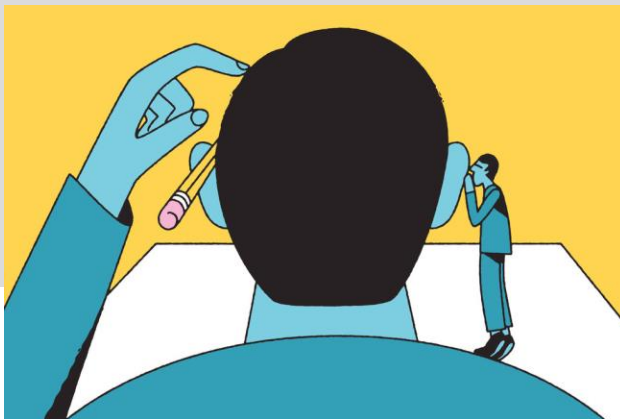
[https://www.sciencedirect.com/science/article/pii/S1471595321002833#:~:text=On%20the%20other%20hand%2C%20Gen,et%20al.%2C%2020%2020\).](https://www.sciencedirect.com/science/article/pii/S1471595321002833#:~:text=On%20the%20other%20hand%2C%20Gen,et%20al.%2C%2020%2020).)



# Metaverse Tools

## Creative Thinking

**Advice on how to brainstorm and foster innovation for your own research.**



## Industry Guidance

**Interactive metaverse cases: process of how previous professionals succeeded.**



## Cross-Disciplinary

**Interaction with students from different faculties.**



# Industry Guidance Case Example

## Linus Frank at Vesputi

### Conception

How was the idea realized?

How long did this take?

What method of brainstorming?



### Funding

How did Vesputi connect with its 3 investors?

What were the terms of investment?



### Start-Up

What did Linus learn through starting a business?

How did he build his team?



### Maintenance

What does Vesputi do to maintain innovation?

How does Linus run his company?



[https://www.crunchbase.com/organization/vesputi/company\\_financials](https://www.crunchbase.com/organization/vesputi/company_financials)

# Implementation Timeline

*Implementation*

**Early 2023**

**Mid 2023**

**December 2023**

**Interdisciplinary  
Narrative**

**Shift the Focus from Business**

**Begin Pop-Ups at Different Faculties**

**Promote Individual Mentorship**

**Metaverse**

**Develop Metaverse**

**Host Events via Metaverse**

**Include VR Demo at Pop-Ups**

CEI can expect to spend maximum 16.200 euros to capture an additional 56% of the student population

	Budget	Low-cost	High-cost
Total Cost of Marketing	20.000	14.300	16.200
VR headsets (2)	-	750	1000
Virtual land (Metaverse)	-	12.600	14.000
Overheads	-	300	400
Kiosk (advertisement)	-	650	800



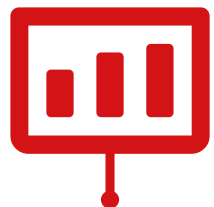
9209  
New  
participants



## KPI'S



75% participants not from Business school



56% increase in participants by Dec 2023



1.5 euros Cost per Customer



# Executive Summary

CEI



**Situation:** Students from FHML and other faculties do not see the importance of entrepreneurship



**Question:** How can CEI effectively market and communicate its three pillars to be the primary education and training institute on entrepreneurship?



**Solution:** Shift away from the business focus narrative and utilize the metaverse to establish a hybrid presence



**Impact:**



56% increase in participants



75% Not from FBE



1.5 Euros cost per customer

# Q & A

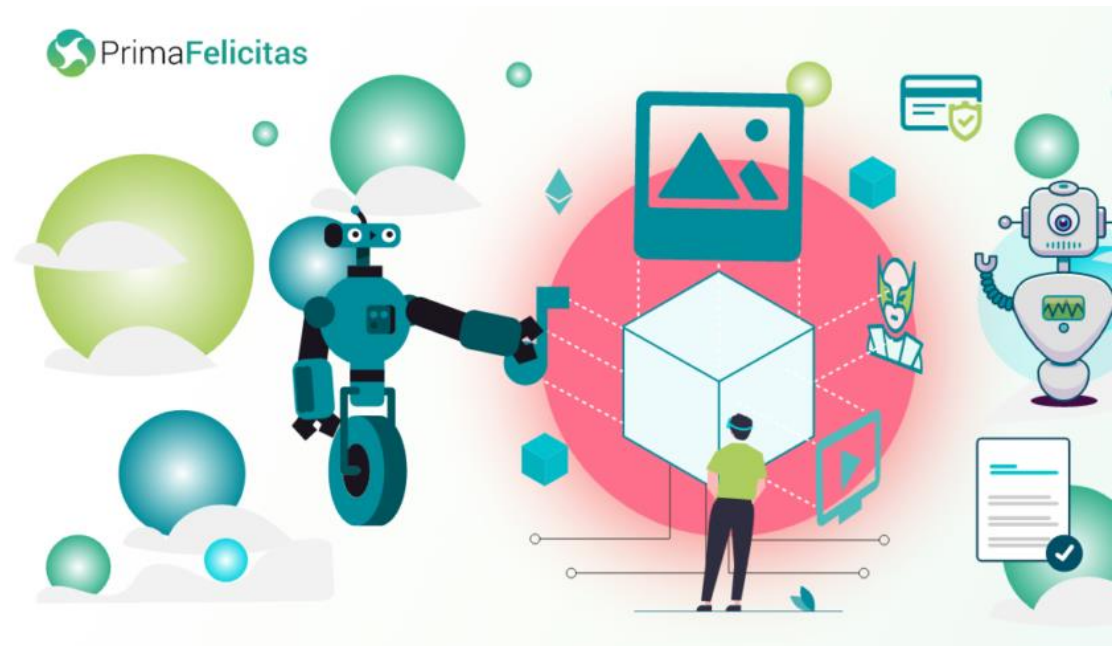
# Cost to Develop Metaverse

Prices vary between platform. Choosing Decentraland because it can be accessed via laptop.

**Decentraland - \$13,630**



**PrimaFelicitas - \$10,000**

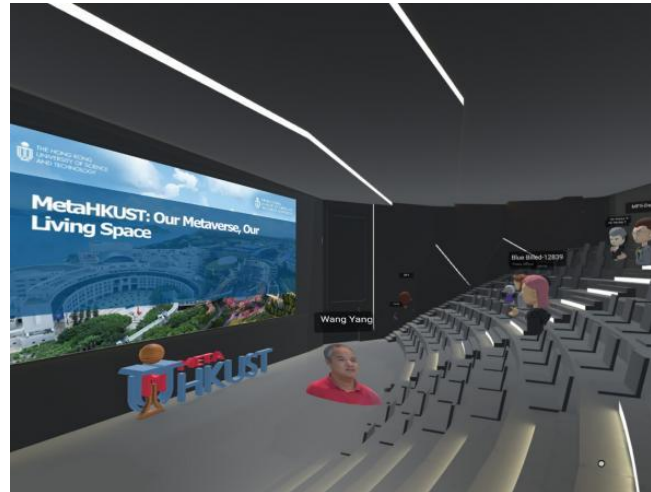




# Appendix: Case Example: HKUST Plans for Metaverse

“immersive study experience, but will serve as a holistic platform for all students, faculty and alumni to create, innovate and connect across campuses”

- Students generate avatars
- Mixed reality classrooms
- Blockchain diplomas and transcripts



# Appendix: Brainstorming Tools

- **Figure Storming:** choosing prominent figure and thinking about how they would tackle the issue
- **Collaborative Brainstorming:** each idea is anonymously passed to another person who will build on that original idea
- **Design-Thinking:** consumer-first brainstorming to solve current issues



<https://info.orchidea.dev/innovation-blog/brainstorming-techniques-for-boosting-innovation>

<https://onlinelibrary.wiley.com/doi/full/10.1002/bies.202100107#:~:text=Lay%20the%20foundations%20through%20teaching,and%20effectiveness%20of%20problem%2Dsolving.>

## Appendix: Entrepreneurship is not a part of education

- Students can explain what a company is but not how you can create one
- They are taught economics, programming and many other subjects, but there was never any mention of the idea that there is an alternative to being employed by someone
- Instead of being normalized, the concept of entrepreneurship grew into something abstract and distant.
- Students say it never crossed their mind that learning how to manage people from a book was much like learning how to swim by reading

• <https://www.weforum.org/agenda/2018/09/why-arent-there-more-entrepreneurs/#:~:text=The%20problem%20is%20that%20education%2C%20the%20media%20and,should%20be.%201.%20Entrepreneurship%20isn't%20part%20of%20education>

## Appendix: No opportunity for entrepreneurship experience

- After seeing it from the inside, people realize that running a company is not an abstract idea; it was nothing more than a group of people with different skills trying to figure out how to reach a common goal
  - The accountants took care of the invoicing and numbers, the programmers coded the product, while the managers attempted to keep us motivated and productive - all the skills believed were needed in order to even consider building a business.
  - People realize their perception of business and entrepreneurship changes once they experience it
- 
- <https://www.weforum.org/agenda/2018/09/why-arent-there-more-entrepreneurs/#:~:text=The%20problem%20is%20that%20education%2C%20the%20media%20and,should%20be.%201.%20Entrepreneurship%20isn't%20part%20of%20education>



## Appendix: Metagreen

- After seeing it from the inside, people realize that running a company is not an abstract idea; it was nothing more than a group of people with different skills trying to figure out how to reach a common goal
- The accountants took care of the invoicing and numbers, the programmers coded the product, while the managers attempted to keep us motivated and productive - all the skills believed were needed in order to even consider building a business.
- People realize their perception of business and entrepreneurship changes once they experience it

# Appendix: Metagreen

<https://www.metagreen.city/>

## METAGREEN

The first phase of MetaGreen includes an array of eco-friendly facilities, including a green hotel, a shopping mall, an art park and a green open space for performance. Players can experience different green-themed games which intend to arouse public concern in living a green lifestyle. From 12 January to 28 February 2023, all players can have the chance to play and earn SAND from the **total 50,000 SAND reward pool** upon completion of all quests at MetaGreen.



## STRATEGIC PARTNERS

Regal Hotels is truly honoured to have the support from various pioneering strategic partners



# Inter-Disciplinary Interactions

“Innovation often occurs at the boundaries of disciplines or when ideas, concepts or approaches are transferred from one discipline to another.” - How research institutions can foster innovation (Dahm, 2021)

“Interdisciplinary knowledge is critical...It aids pupils in expanding their knowledge and innovating by allowing them to create something new” – MIT Academy of Engineering

<https://onlinelibrary.wiley.com/doi/full/10.1002/bies.202100107#:~:text=Lay%20the%20foundations%20through%20teaching,and%20effectiveness%20of%20problem%2Dsolving.>

<https://mitaoe.ac.in/Importance-of-Interdisciplinary-Courses.php>