

REAL PROJECT: DIGITALIZATION

AGENDA

- Check-In & Introduction of ourselves
- Organization of this course
- Dynamic Innovation
- Learning & Teaching Goals
- Introduction of your Entrepreneurial Challenge by our Partner
- Introduction of our accompanying study
- Check-Out



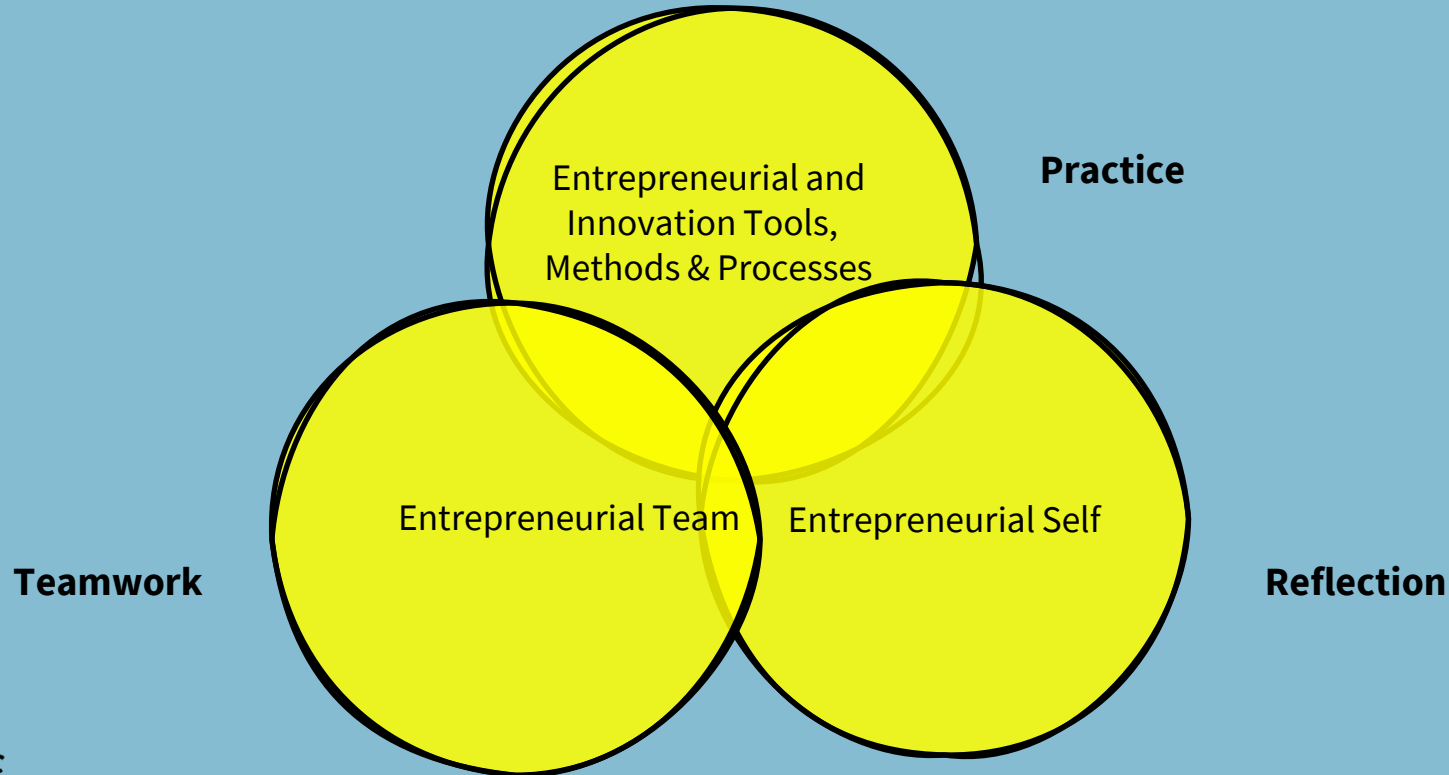
INTRODUCING OURSELVES



ORGANIZATION OF THIS COURSE

- This course is organized as a **FLIPPED CLASS ROOM** concept
 - TO DO: Register on sce.academy
 - AT HOME: Watch the provided content for each session / phase of the innovation process
 - IN CLASS: Come prepared to work on your entrepreneurial ideas in your interdisciplinary teams and to receive coaching
 - IN CLASS: Participate on the accompanying study
- Communication via MOODLE
 - Announcements
 - Collecting and answering questions for everyone

LEARNING OUTCOMES OF THIS COURSE



ASSIGNMENT TO PASS THIS COURSE

- In interdisciplinary teams you will work on an entrepreneurial challenge
- You will be graded based on
 - Your team report – your documented progress (in GITHUB): 50%
 - Your final team presentation: 50%

WHY IS ENTREPRENEURSHIP IMPORTANT FOR A BETTER FUTURE?

OUR BELIEVES AT STRASCHEG CENTER FOR ENTREPRENEURSHIP

"Entrepreneurship transforms ideas and technologies into innovations.

Only through innovation can the necessary continuous renewal of our economy take place."

Falk F. Strasczeg
Donor and Entrepreneur



WHAT IS ENTREPRENEURSHIP?

"Entrepreneurship is the mindset and **process** of creating and developing economic, social, and environmental **value** by bringing together unique combinations of resources to **exploit opportunities** in an **uncertain** and complex world."

Taatila, V.P. (2010)

WHY DO WE NEED **RESPONSIBLE** ENTREPRENEURS?

Because the world and our society are facing numerous challenges. To tackle them, it requires...

- **Impact** through **entrepreneurial thinking** and responsible action.
- Entrepreneurship provides the **mindset and tools** for individuals and society.
- Fostering sustainable **innovation**, proper use of **technology**, and **co-creation**.
- **Research** and effective **knowledge transfer** into action, for example through entrepreneurship and innovative projects.

ENTREPRENEURS ARE SHAPING THE FUTURE

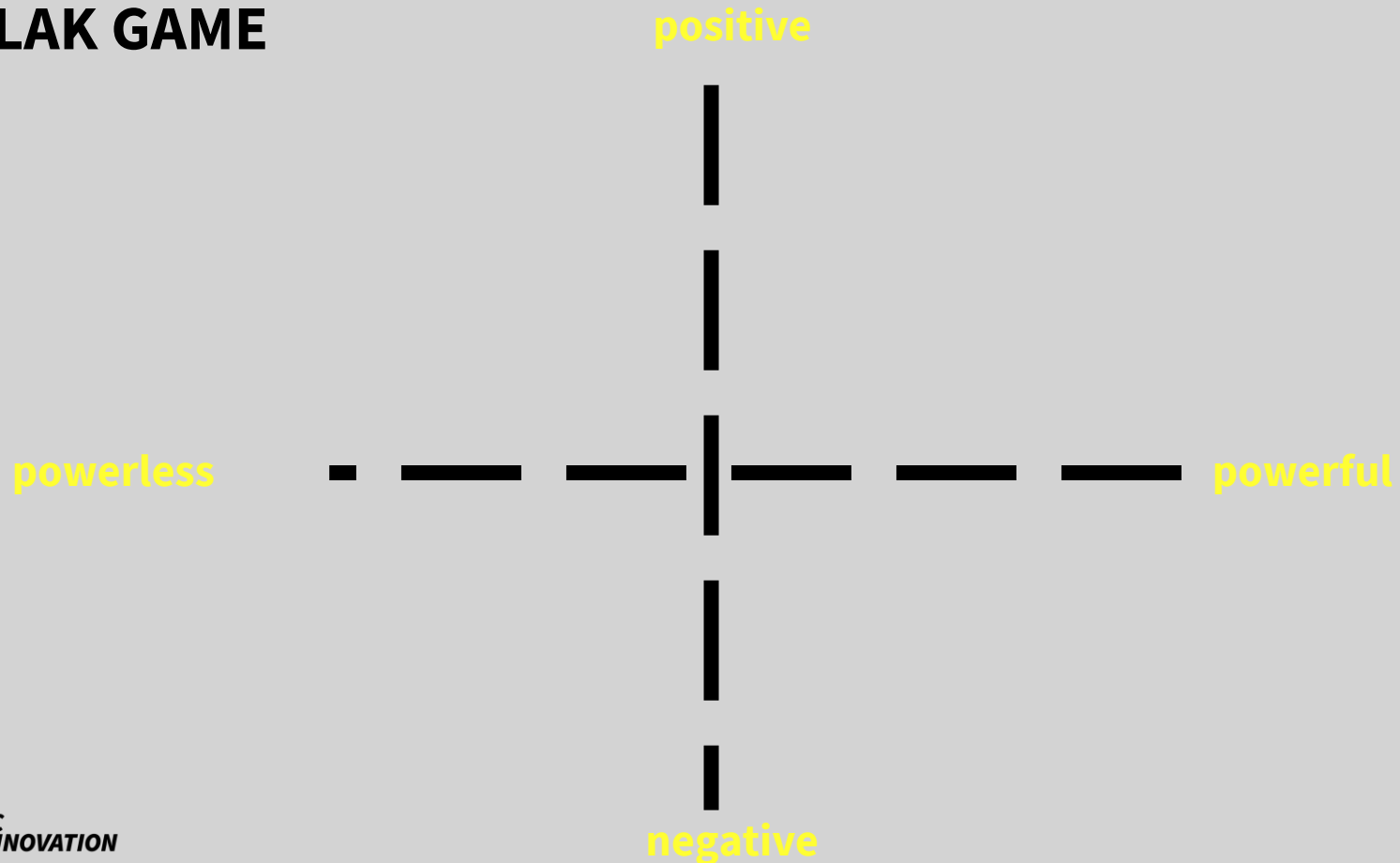
- Entrepreneurship focuses on transforming ideas into impactful ventures.
- It is different from established companies, which follow defined structures.
- Entrepreneurs encourage risk-taking and creativity to disrupt industries.
- New Ventures offer the chance to shape the future with fresh perspectives.
- Entrepreneurs often identify unmet needs or gaps in the market.
- An entrepreneurial environment provides opportunities to experiment and pivot quickly based on feedback and iteration.

START-UP SUCCESS STORY



- The FREELETICS team started as a university project.
- Their prototype / MVP consisted of a Youtube video, a newsletter and three PDFs.
- They turned their passion for sports and a healthy diet into a community movement.
- FREELETICS was bought 5 years after it was founded and has now more than 54 Million users worldwide

POLAK GAME



POLAK GAME

BOOMER

„The future will be great even without my contribution.“

ENTREPRENEURS

„The future will be great because of my actions“

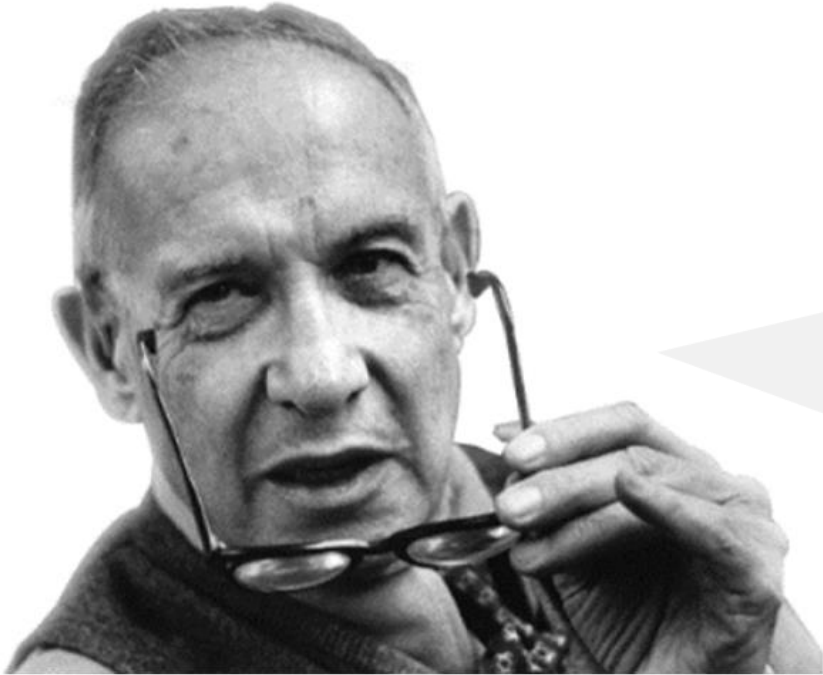
FATALISTS

“The future will be terrible and I can’t do anything about it.”

CHANGE-AGENTS

“The future will be terrible, but I can do sth. about it.”

REAL PROJECT – TEACHING ENTREPRENEURSHIP BY DOING



“The entrepreneurial mystique? It’s not magic, it’s not mysterious, and it has nothing to do with the genes. It’s a discipline. And, like any discipline, it can be learned.” Peter Drucker

HOW WE TEACH ENTREPRENEURSHIP

The Curriculum follows the Dynamic Innovation Process

- **Introduction** - Week 1
- **Start** - Week 2 & 3
- **Discover & Explore** - Week 4 & 5
- **Transform** - Week 6
- **Create** - Week 7 & 8
- **Implement** - Week 9, 10, 11 & 12



HOW DYNAMIC INNOVATION WAS DEVELOPED

- Innovation methodology to dynamically plan innovation processes.
- Developed within practice-based research with the [VDMA](#).
- Inspiration through success patterns for innovation. Innovation canvas with phases and categories.



WHY DYNAMIC INNOVATION WAS DEVELOPED

Designing alternative futures requires new methods

- Traditional success patterns do not lead to disruptive innovations.
- It requires the **expansion of existing approaches** to co-create disruptive innovations.
- Dynamic Innovation **combines, complements, and extends** existing innovation theories and tools such as Design Thinking, Lean Startup etc.
- Thus, Dynamic Innovation enables a new, **systemic perspective** on methods and processes: Dynamic, Systemic & Systematic Innovation in co-creative processes.

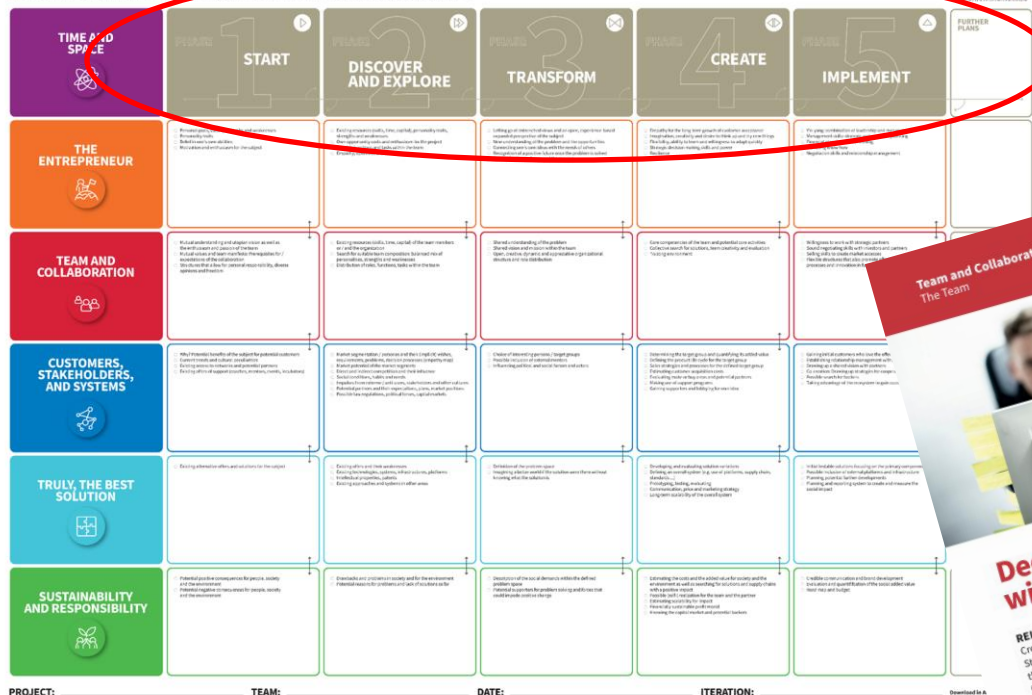
HOW WAS DYNAMIC INNOVATION DEVELOPED?

Experience- and Praxis-based scientific research

- Dynamic Innovation builds on **numerous qualitative interviews** with **innovation experts, entrepreneurs, and startups**.
- Dynamic Innovation is based on **20 years** of **experience and expertise** as a leading innovation and entrepreneurship center.
- Dynamic Innovation **takes into account existing innovation methods**, tools, and approaches.
- Dynamic Innovation builds on the **Pattern Thinking Theory** by Christopher Alexander, aiming to capture and reflect implicit and practice-based experiential knowledge about successful innovation.

The Dynamic Innovation Canvas

DYNAMIC INNOVATION CHANGE THE PATTERNS. CHANGE YOUR THINKING.



Team and Collaboration
The Team

Dedicated people with experience

RELATED PATTERNS
Create a vision and a mission - Learn to take on responsibility - Strengthen strengths - Trust and complements each other in the team - Ask the team - Self-reflection - Governance - Other environments - Flexible structures - shared vision

B-04

Customers, Stakeholders, and Systems
Empathy

Observe and ask questions

RELATED PATTERNS
Empathy and future vision - It's about Tighten the screw - Focus and distill Build relationships and trust

The Entrepreneur
Entrepreneurial thoughts and actions

Strong advocates

RELATED PATTERNS
Grow and evolve - The safe framework - Never give up - Build relationships and trust

A-04

DYNAMIC INNOVATION PHASES - REMARKS

- The phases help to structure the innovation journey and course curriculum
- Innovation is **not** a linear process
- Phases do not need to be checked off, one after the other
- Depending on where you're at, you can jump between phases

The DYNAMIC INNOVATION process

5 Phases - START



- **Teamwork and Project Management:** Learn essential skills in teamwork and project management, viewing them as integral parts of the innovation system.
- **Value Clarity:** Understand and communicate personal values to foster effective collaboration within the team.
- **Future Vision:** Envision a desirable future to guide project direction and adapt it based on project learnings.
- **Flexibility:** Encourage reflection and adjustment of values, future vision, and team dynamics as needed throughout the innovation journey.

The DYNAMIC INNOVATION process

5 Phases - DISCOVER & EXPLORE



- **Embracing Complexity:** Approach the problem with empathy, curiosity, and holistic thinking, recognizing the challenge of understanding complex systems.
- **Research and Data Collection:** Learn techniques for researching and gathering data to gain deep insights into the problem landscape.
- **Empathetic Discovery:** Dive into the problem with empathy for all stakeholders involved, seeking to understand their perspectives without assumptions.
- **Experiencing Complexity:** View this phase as an opportunity to practice navigating complexity and exploring potential interventions for positive change.
- **Open-Mindedness:** Stay observant and avoid centering your own perception of the problem, inviting diverse perspectives within your team for discussion.

The DYNAMIC INNOVATION process

5 Phases



- **Synthesizing Complexity:** Transition from understanding the problem broadly to narrowing down to a specific point of intervention within the system.
- **Clear Problem Boundaries:** Define clear boundaries for the problem area to focus interventions effectively.
- **Alignment and Reflection:** Ensure alignment within the team and reflect on the previously set vision to ensure it still aligns with the problem understanding.
- **Empathetic Approach:** Reflect on personal experiences in problem-solving, emphasizing the importance of understanding before offering solutions.
- **Strengthening Team Dynamics:** Encourage spending adequate time understanding problems, fostering deeper connections and insights within the team.

The DYNAMIC INNOVATION process

5 Phases



- **Creative Exploration:** Encourage free-flowing creativity to generate multiple solutions for the defined problem, exploring various perspectives and possibilities.
- **Respectful Collaboration:** Foster a supportive environment where team members treat each other with respect and refrain from judging ideas, recognizing that potential solutions may not immediately align with the problem.
- **Idea Selection and Prototyping:** After brainstorming, choose one idea to develop further and create a prototype that allows interaction with stakeholders in the problem field.
- **Iterative Process:** Understand that decision-making may be challenging initially, but remain open to revisiting and refining ideas throughout the entrepreneurial project.
- **Systems Thinking:** Maintain a systems perspective when developing the prototype, considering how various dynamics and aspects within the problem system react to the solution.
- **Establishing Business Logic:** Utilize insights gained from prototyping to inform the development of a business model logic for the chosen idea, ensuring alignment with the problem field dynamics.

The DYNAMIC INNOVATION process

5 Phases



- **Crafting Your Story:** Develop a compelling narrative about your project, highlighting its importance and impact from a systemic perspective.
- **Systemic Understanding:** Demonstrate a deep understanding of the problem and its implications on user groups, politics, society, ecosystem, and competitors, illustrating the transformative potential of your idea.
- **Pitching Excellence:** Deliver a persuasive pitch that conveys your conviction and vision, leaving no doubt about the value and feasibility of your project.
- **Think Ahead:** What are your next steps and plans for your project? Think about how to reach out to your target group and how to maximize the reach and impact of your idea. Who can help you and what do you need to continue?

The Dynamic Innovation Canvas

DYNAMIC INNOVATION CHANGE THE PATTERNS. CHANGE YOUR THINKING.



The DYNAMIC INNOVATION process

6 categories help to guide your reflection



DYNAMIC INNOVATION CATEGORIES - REMARKS

- The categories are based on success factors (patterns) for innovation
- The success factors are based on interviews with founders, experts and coaches and cover many aspects around the entrepreneurial journey
- To summarize these patterns the categories were defined and assembled in a matrix vertically to the horizontal phases

BREAK

**DYNAMIC
INNOVATION**



INTRODUCTION OF OUR CHALLENGE GIVER

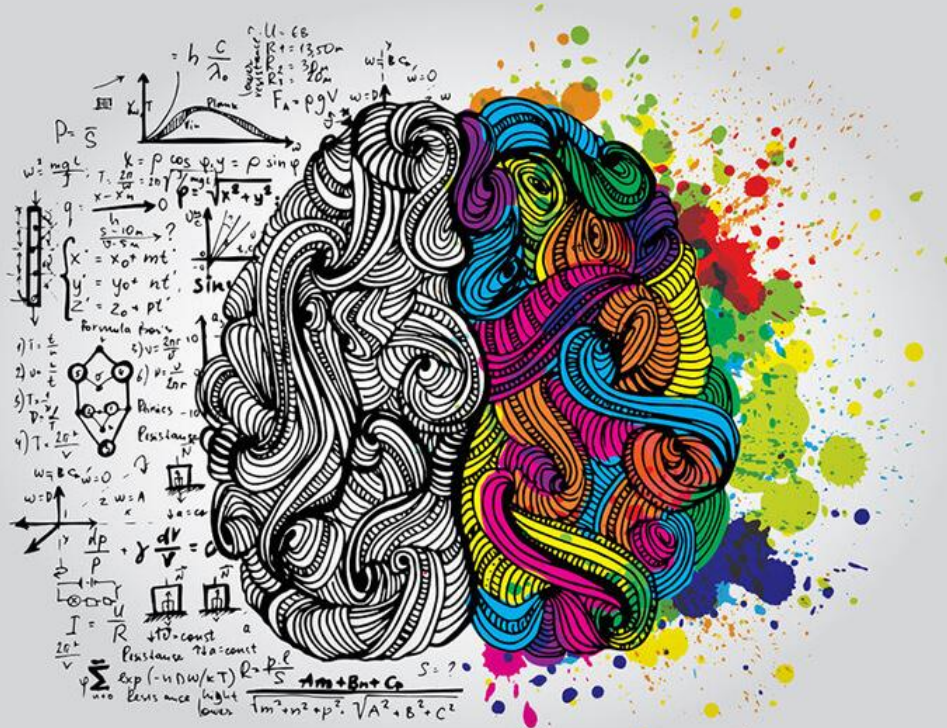
Booking.com

BREAK

**DYNAMIC
INNOVATION**



INTRODUCTION OF OUR ACCOMPANYING SURVEY



WHAT TO PREPARE NEXT?

- **Enroll in the course on MOODLE (Password: „Digi25") and sce.academy**
- **Watch all Introduction Videos (09:40 mins)**
 - Introduction to the course
 - Project Management for Teams
 - Coach Introduction to the Course
 - Dynamic Innovation Process
- **Watch these START videos (20:24 mins)**
 - Coach Introduction to Start
 - Introduction to Team Work
 - Diversity in Teams
 - Team Culture & Conflict Management
 - Remote Team Work

NEXT SESSION

- Creative Hall
- Thursday, 27.03.25
- Phase: START with focus on team-building

