1ZK30 – Entrepreneurship in Action : Ideation

Individual assignment: reflection competence development

ASSIGNMENT OBJECTIVE:

The aim of this assignment is to reflect on and demonstrate the development of entrepreneurial competencies through the lens of the societal challenge you focused on combined with the insights from guest lectures and podcasts, with a focus on the three key competences in the EntreComp Framework: Ideas and Opportunities, Resources, Into Action. This assignment connects the **team-based challenge work** with your **personal development** in the three competence areas: Ideas & Opportunities, Resources, Into Action, by comparing the insights collected from the entrepreneurs featured in **guest lectures and podcasts** with your own experiences, thus showing how theory and practice intersect.

ASSIGNMENT BRIEF:

Part 1. Challenge Reflection (Ideas & Opportunities) *(≈500 words, visuals allowed)*

- Select one **opportunity** your team explored during the Smart City challenge.

- In your own words, explain:

    o   What unmet need or problem was identified?

    o   Why you personally found it meaningful or relevant?

    o   Which ideation tools you used and how they shape the opportunity?

- **Connection to practice:** Refer to at least **three insights** from three different guest lectures or podcasts that inspired how to further develop your compentences in Ideation and Opportunity Discovery. Explain how this could strenghten or change the approach used by your team in the challenge

Part 2. Resource Reflection (Resources) *(≈400 words, table or matrix allowed)*

- Analyze the **resources** needed to move this opportunity forward:

    o   Human capital (skills/expertise).

- - Social capital (partners, networks, stakeholders).
  - Physical/financial resources (prototyping, funding, tech).
- Compare these to the resources your team currently has.
- Where do you personally see yourself contributing most strongly?
- **Connection to practice:** Reflect on how one entrepreneur/guest described mobilizing resources (e.g. leveraging networks, bootstrapping, partnerships). How does this relate to your own analysis?

Part 3. Action Reflection (Into Action) *(≈400 words, link to examples if available)*

- Reflect on your **actions and behaviors** during the course:
  - How did you deal with **uncertainty** in the ideation process?
  - Which choices or behaviors had the most impact on your team's progress?
  - How did you communicate/pitch your ideas to others, and what feedback did you receive?
- **Connection to practice:** Compare your own experience with how one entrepreneur from the podcasts or lectures described acting under uncertainty, making decisions, or pitching. Refer to at least two specif insights collected from two different guest lectures and/or podcasts.

Part 4. Personal Development Plan (Self-Reflection) *(≈400 words, bullet-point format allowed)*

- Based on the 7 course learning objectives, identify **two entrepreneurial competences** you want to strengthen further.
- Explain why you chose them, and design a **SMART learning goal** for each.
- Suggest at least one concrete activity you will do after this course to develop each competence (e.g., join a startup team, take a design thinking MOOC, volunteer in a student board).
- **Connection to practice:** Which entrepreneur (guest or podcast) do you see as a role model for these competences? Why?

RESOURCES

The following resources and workshop materials should be used to inform the reflection.

- All video lectures in Canvas
- The workshops and assignments related to the challenge
- The guestlectures hosted on Mondays
- The following podcasts:
  On Ideas and Opportunities
    - Where do great startup ideas come from?
      https://open.spotify.com/episode/3i3BYpawvOz4XDqCyCmUzj?si=XJeclt42Rp-wYp1YbtPGpw
    - Avoid these tempting startup ideas
      https://open.spotify.com/episode/5oCRaNLrh4JHxHrIb0L9Va?si=6RmpLWmARaSjOn3RzM0NHw

  On resources:
    - How to build a tech startup with no techical skills
      https://open.spotify.com/episode/60MSkEcOAfjoe8Y1W1kJew?si=862e9fa186ce4f36
    - Picnic's data-driven disruption of the supermarket industry
      https://open.spotify.com/episode/3C38TtQWOk0ahoZcoUFdpd?si=67826f823298407b
- Into action
    - What really matters for team success.
      https://open.spotify.com/episode/0tMJsxygtpNaHuRiYqANSF?si=7472adc81bd540c8
    - The art of Pitching
      https://open.spotify.com/episode/06uzHg67LgeEnZK3TQpJjl?si=yeCuR8J0TledVUr2IGOWsQ

DELIVERABLE

- Individual Report (max. 7 pages, including visuals).
- Must integrate at least 3 explicit references to guest lectures/podcasts (one in each main competence block).
- Style: professional but creative (visuals, diagrams, personal tone encouraged).

EVALUATION CRITERIA:

Criteria	Weight	Insufficient	Sufficient	Satisfactory	Good	Excellent
Ideas & Opportunities	20%	Superficial description of the challenge. No clear unmet need. No ideation tools used.	Challenge described but vague. Minimal use of ideation tools.	Clear description of challenge. At least one ideation tool applied. Limited depth.	Well-framed challenge. Multiple tools applied with good insight.	Deep, original challenge framing. Strong and creative use of tools. Convincing reasoning.
Resources	15%	No analysis of resources. Personal contribution unclear.	Limited list of resources, superficial analysis. Vague personal role.	Reasonable analysis of some resource needs. Some clarity on personal contribution.	Clear and structured mapping of resource needs. Personal role explained well.	Comprehensive and insightful resource mapping. Strong self-awareness of personal role.
Into Action	15%	No reflection on uncertainty, actions, or communication.	Limited reflection. Descriptive but not analytical.	Adequate reflection on some aspects (uncertainty, decisions, communication).	Thoughtful reflection with clear examples. Good self-awareness.	Deep, critical reflection. Strong links between behavior, outcomes, and learning.
Integration of Guest Lectures/Podcasts	25%	No references to lectures/podcasts.	1 reference included but superficial or off-topic, raising suspicion whether guest lectures were attended.	2 references included, somewhat relevant to reflection.	At least 3 relevant references, well-integrated into reflection.	Multiple references, woven seamlessly throughout. Shows critical engagement with entrepreneurial examples.
Personal Development (SMART goals & role models)	15%	No goals or vague, non-SMART goals; no role model connection.	One basic goal. Little link to EntreComp or role model.	Two goals stated partially SMART. Some role model connection.	Two clear SMART goals. Relevant role model. Good reasoning.	Two excellent SMART goals. Strong justification. Role model deeply connected to competence growth.
Clarity & Engagement	10%	Disorganized, unclear writing. No visual aids to enhance readability.	Minimal structure. Poor readability. Limited visuals.	Adequate structure and readability. Some visuals.	Well-structured, clear writing. Engaging style with visuals supported narrative.	Professional, polished, and creative. Highly engaging. Excellent integration of visuals.