

Entrepreneurial Resource Mapping Journey



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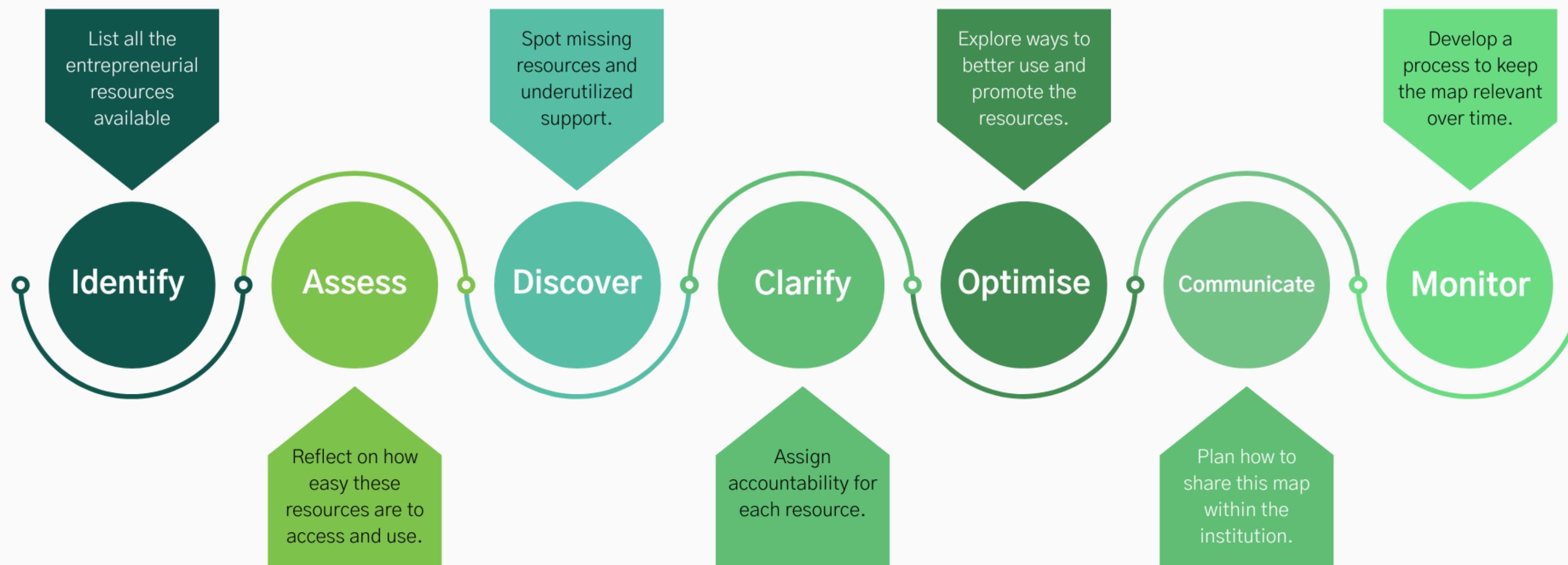
Welcome to the Entrepreneurial Resource Mapping Journey!

The Entrepreneurial Resource Mapping tool is designed to help universities identify, clarify, and optimise the support services available for entrepreneurial activities. It provides a step-by-step approach to clarify the support services at your institution and ensure they are effectively categorised, utilised, and communicated across departments and stakeholders.

By the end of the journey, you will:

- **Identify and categorise** the resources your university can access (internal and external).
- **Assess** their accessibility and effectiveness.
- **Spot Gaps** where support might be missing.
- **Clarify** who is responsible for each resource.
- **Optimise** how resources can be better used and shared.
- **Communicate** the resource map for better visibility across the institution.
- **Monitor** the resource map to ensure it stays relevant and accurate.

This tool is divided into seven steps, each guiding you through a specific phase of the journey:



Tip! You can easily transfer each step of this tool to a digital collaboration board like Mural or Miro to facilitate team discussions and mapping activities.

Step 1: Identify

Objective: Identify and list all the resources available for entrepreneurial activities at your university (both internal and external).

Instructions: Fill in the sticky notes with all the resources that come to mind—do not limit yourself. Add more sticky notes if needed.

Financial Resources	Human Resources	Material Resources	Intellectual Resoruces	External Resources
Think Beyond Budget: Include grants, funding competitions, alumni donations, or innovation funds.	People Are Power: Include mentors, entrepreneurship chairs, alumni experts, admin teams, and faculty.	It's Not Just Office Space: List dedicated spaces, co-working spaces, tech labs, pop-up kiosks, and event venues.	What Knowledge Is On Offer? Include entrepreneurship courses, workshops, case libraries, toolkits.	Tap The Outside World: Include accelerators, local government support, business networks, or private sector mentorship.
Example: Crowdfunding platform for student ventures.	Example: Staff coordinating student business clubs.	Example: Shared printer lab used for prototyping.	Example: Course on business model development offered by the business school,	Example: Regional Startup hub offering pitch nights.

Step 2: Assess



Objective: Evaluate how accessible and used the listed resources are for students, staff, and faculty.

Instructions: Move sticky notes from Step 1 into the relevant categories.

Easy Accessibility

What this mean: Resources that are clearly communicated and easy to access for students, staff and faculty.

Limited Accessibility

What this mean: Resources exists but are only available to certain groups or are poorly promoted.

Unknown Accessibility

What this mean: Resources where access conditions are unclear or you are unsure whether students, stuff or faculty know they exist.

Step 3: Discover

Objective: Identify missing resources and those that are not being used.

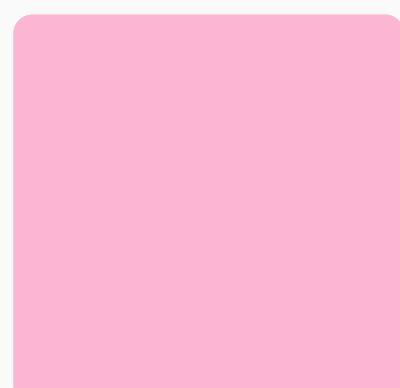
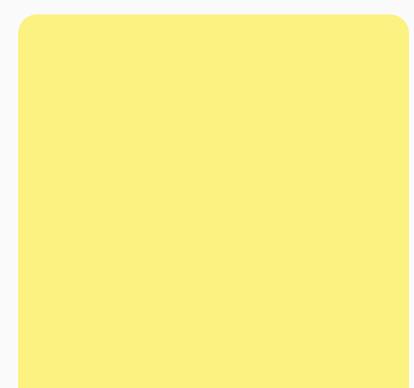
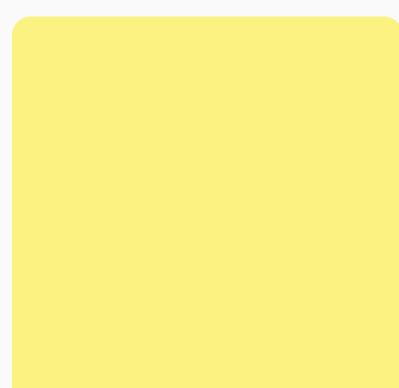
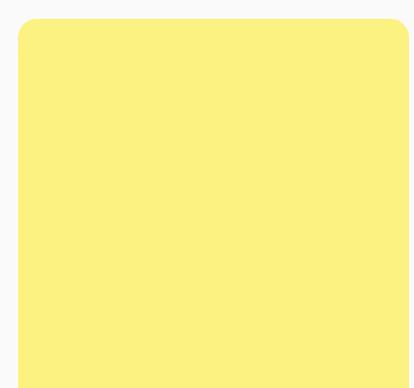
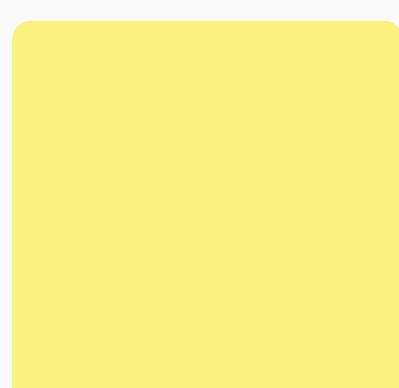
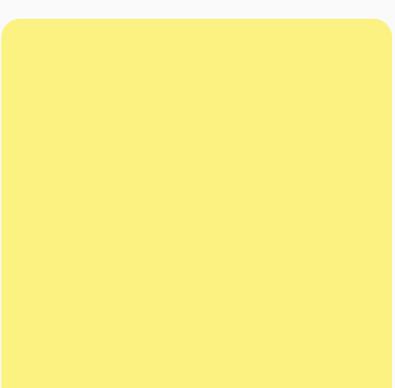
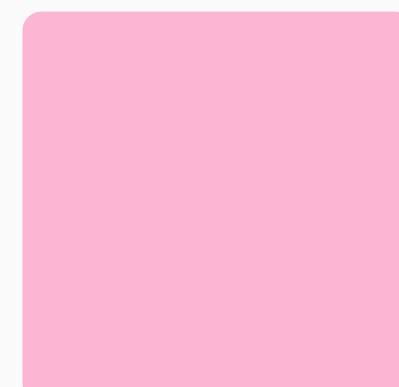
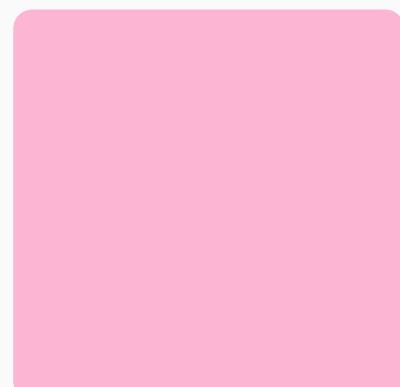
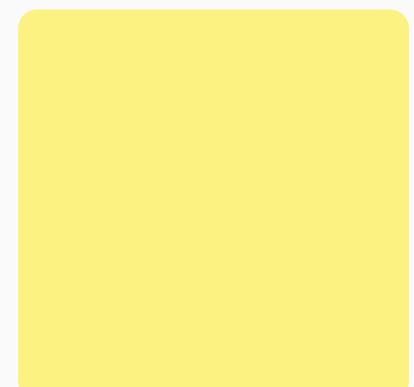
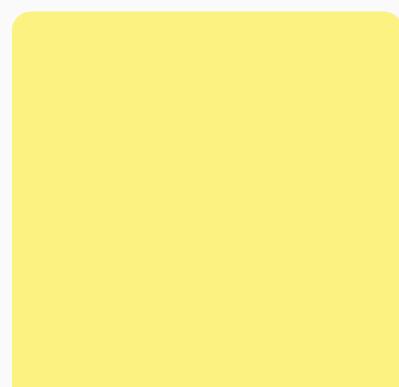
Instructions: Reflect on the resources your institution currently has and those that are missing.

Missing Resources

What this mean: Resources that should exist to support entrepreneurship at your university

Resources That Are Not Being Used

What this mean: Resources that exist but is ignored



Step 4: Clarify

Objective: Clarify who manages or oversees each resource and ensure accountability.

Instructions: Identify who is responsible for each resource and how it is managed.

Managed Within University

Who runs this within the university?

Think of academic departments, entrepreneurship centers, student services, or facilities staff

Example: Innovation Hub Leader, Dean of the Faculty of Management

Managed by External Partners

Who Handles This Outside the Institutions?

Think about incubators, funders, municipal programs, or tech parks.

Example: Social innovation hubs, Public innovation grants and hubs, Technology and science parks

No clear owner

Unsure who owns or maintains this resource?

Think to clarify roles and responsibilities

Example: Digital startup guide exists online, but no one knows who updates it.

Step 5: Optimise

Objective: Explore strategies to better use existing resources, obtain missing ones, and clearly assign ownership for more effective entrepreneurial support.

Instructions: Brainstorm ideas and add a sticky note for each one.

Maximise Existing Resources

- Are there ways to share resources across departments?
- Can we promote underused resources more effectively?
- What resources can increase the impact of entrepreneurship in the institution?

Example: Open up the design lab (currently reserved for engineering) to student startup teams from other faculties.

Obtain Missing Resources

- How can the missing resources identified earlier be obtained?
- Are there funding sources we haven't explored?
- What partnerships could help get these resources?

Example: Partner with the regional development agency to create a micro-grant fund for early-stage student ventures.

Clarify Resource Ownership

- Who should be responsible for managing the no-owner or newly added resources?
- Is there a need to create clearer documentation for accountability?
- Are there roles missing for effective resource management?

Example: Assign the university's entrepreneurship coordinator to oversee all mentorship programs and track usage.

Step 6: Communicate

Objective: Reflect on why and how to communicate the resources effectively, and how they can contribute to entrepreneurial growth at your university

Instructions: Identify why it's important to share the mapped resources, how to do so effectively, and how these resources can positively impact entrepreneurial development within the university community.

Why Communicate? (Purpose and Impact)

- Why is it important for the university community to know about these resources?
- What problems could better communication solve?
- How does resource visibility promote entrepreneurial growth?

Example: To ensure faculty understand the mentorship programs available.

How to Communicate? (Methods and Channels)

- What are the best ways to share this information across the university?
- Which channels will be most effective?
- What formats would work best? (e.g., visual maps, workshops)

Example: Create a digital resource map on the university portal.

How Can These Resources Help Drive Entrepreneurship?

- How do the identified resources directly support entrepreneurial activities?
- What value can these services bring to students, staff, and the university?

Example: Innovation grants can fund faculty-driven entrepreneurial initiatives.

Step 7: Monitor

Objective: Establish a process for regularly updating the resource map to ensure it remains relevant and effective.

Instructions: Plan how to keep the resource map current and useful over time. Consider regular reviews, feedback collection, and assigning responsible teams.

Update Frequency

How often should the resource map be reviewed?

Point of Contact

Who will be responsible for overseeing the updates?

Feedback Collection

How can feedback be gathered to improve the map?