

PROMOTING INNOVATION-DRIVEN START-UPS AND ACADEMIC SPIN-OFFS – the *Context* and the *Issue*

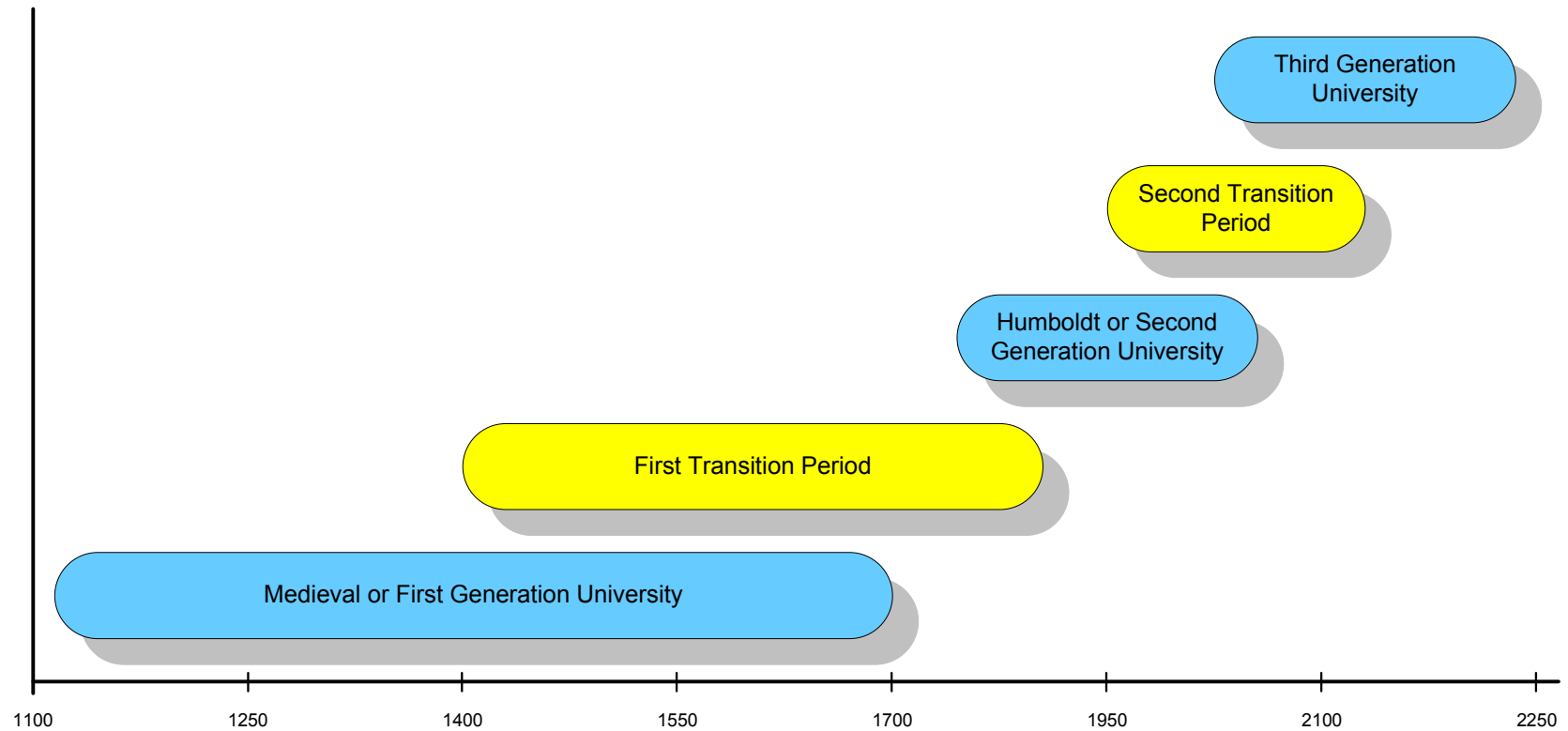
INTERNATIONAL CONFERENCE
“FROM APPLIED RESEARCH TO ENTREPRENEURSHIP:
PROMOTING INNOVATION-DRIVEN
START-UPS AND ACADEMIC SPIN-OFFS”
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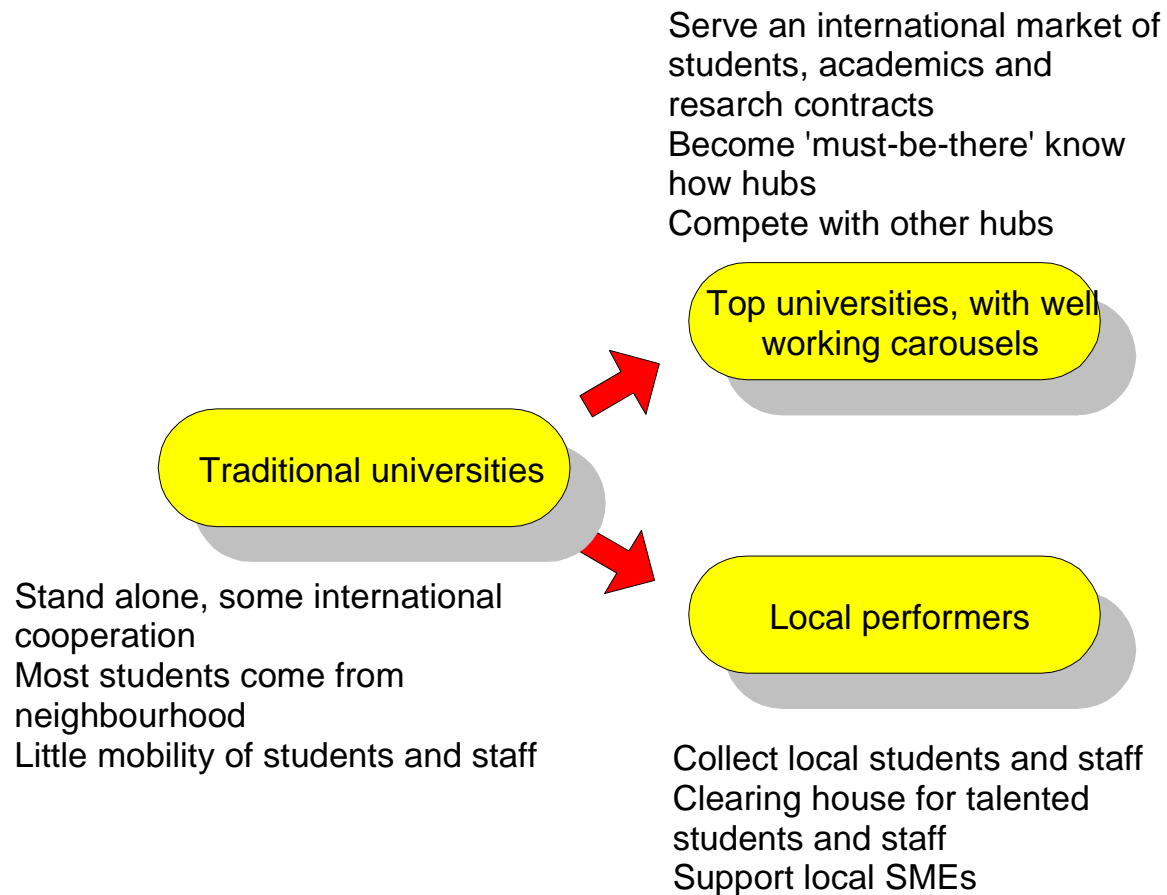
The context

- Universities are subject to a number of developments that are changing them in a fundamental way
- This will lead to a new business model for universities called the 3GU
- At this point in time, we can make a motivated speculation of what the 3GU will look like
- The developments will create winners and losers
- Winners will be those universities that adopt the 3GU model
- The emergence of 3GUs has important consequences for Higher education Policy

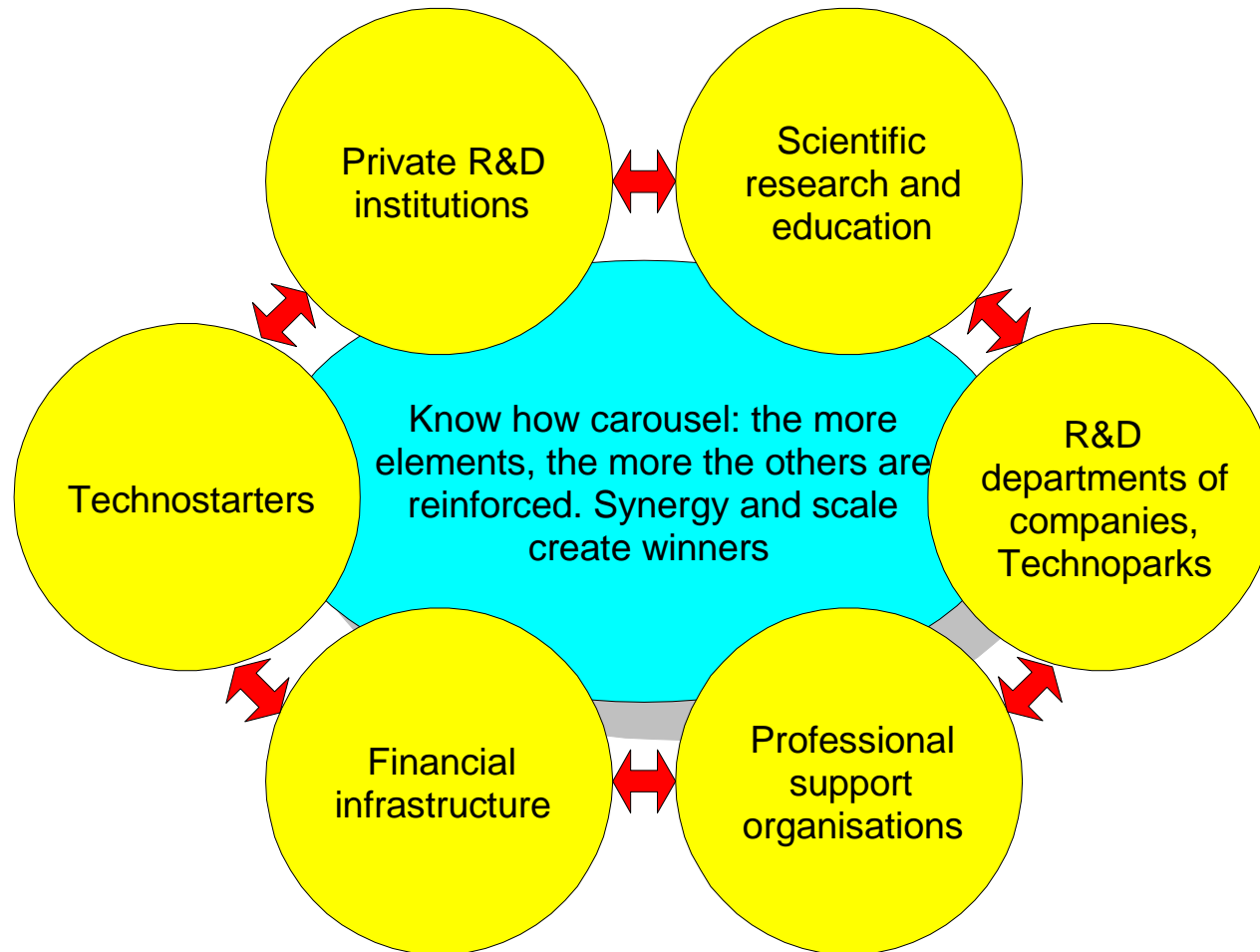
Three generations university



Competition leads to two kinds of universities



Emerging: The 3rd generation university and the know how carousel



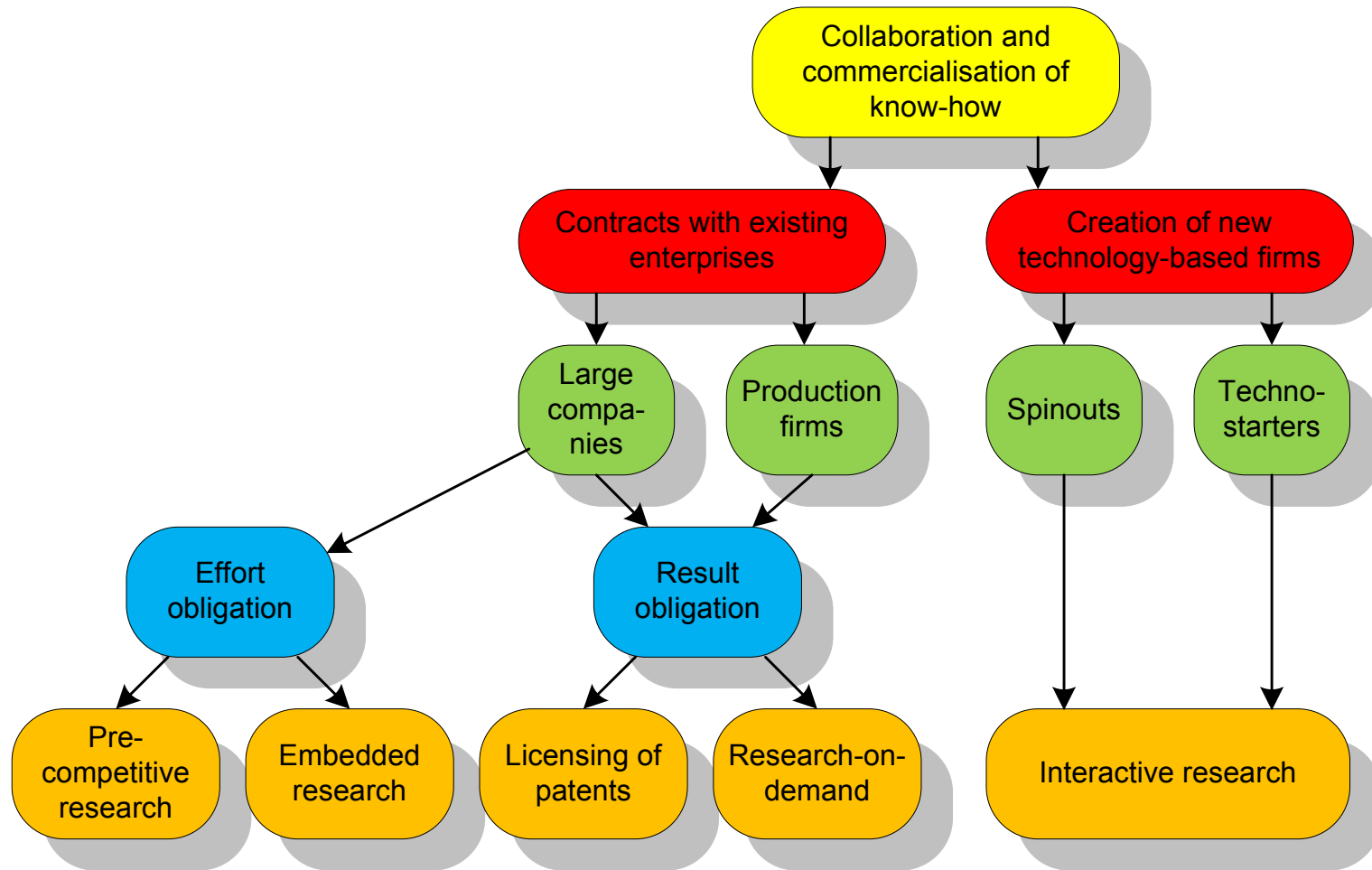
Contours 3rd Generation University

1. The basis is a good deal of fundamental research
2. Research is mainly transdisciplinary research carried out in Institutes, managed by academics
3. In research, education and commercialisation of know-how there is considerable cooperation with industry (technology-based enterprises, production firms, start-ups). The 3 GU is an open university: via know how carousel and including an academic hospital
4. International competition for students, academics and corporate research contracts
5. Two-tier university: mass university with special arrangements for the best and brightest (staff and students)

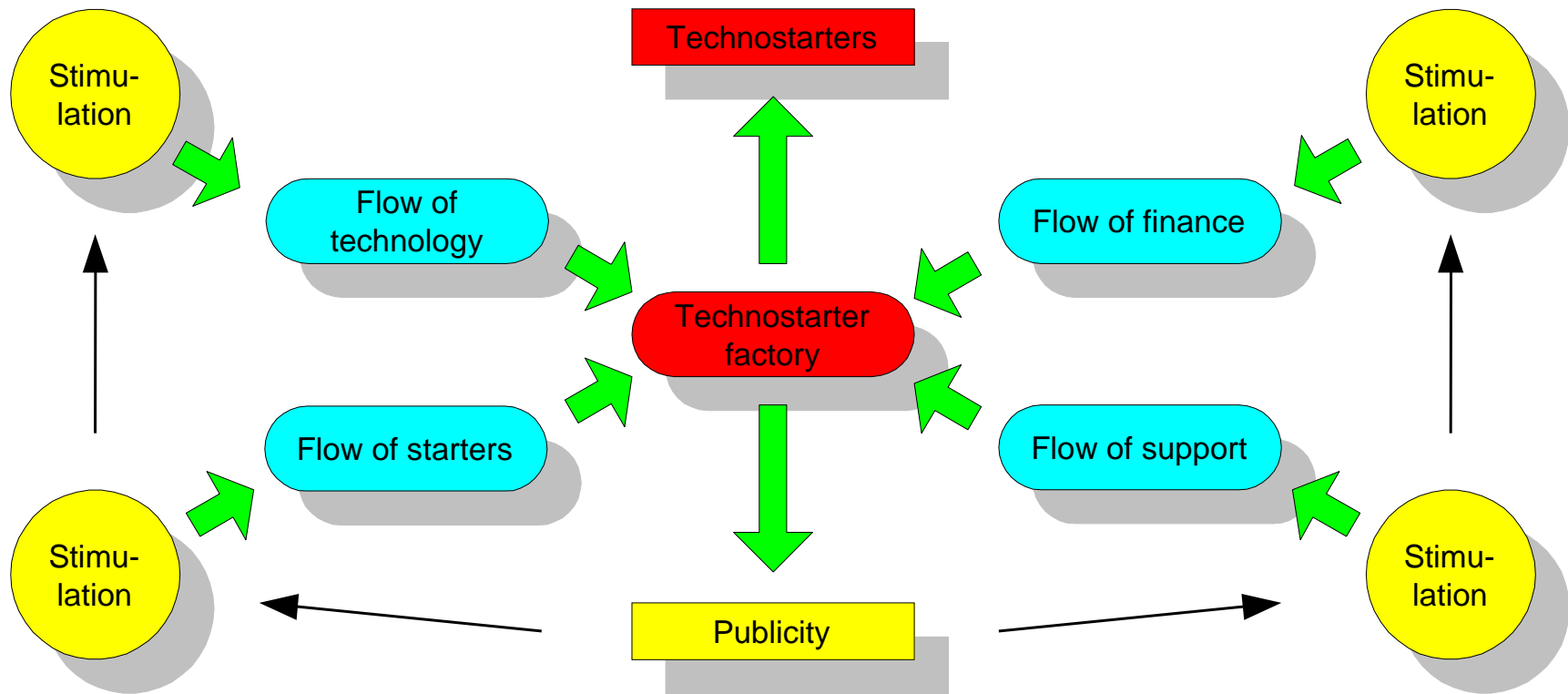
Contours 3rd GU continued

6. Recovery of academic creativity. Central role for the Design Faculty
7. Cosmopolitan university with English as *lingua franca*
8. Know-how exploitation becomes the third objective with a range of specific instruments including a 4th member of the Board of Management. Know how exploitation or service to society will be integrated with research and education
9. Disentangled from the state: End of *direct* government contribution
 - Fundamental research from state grants/donations
 - Applied research from industrial and state grants
 - Education via market mechanism, students pay full fees and get support from state or other grant

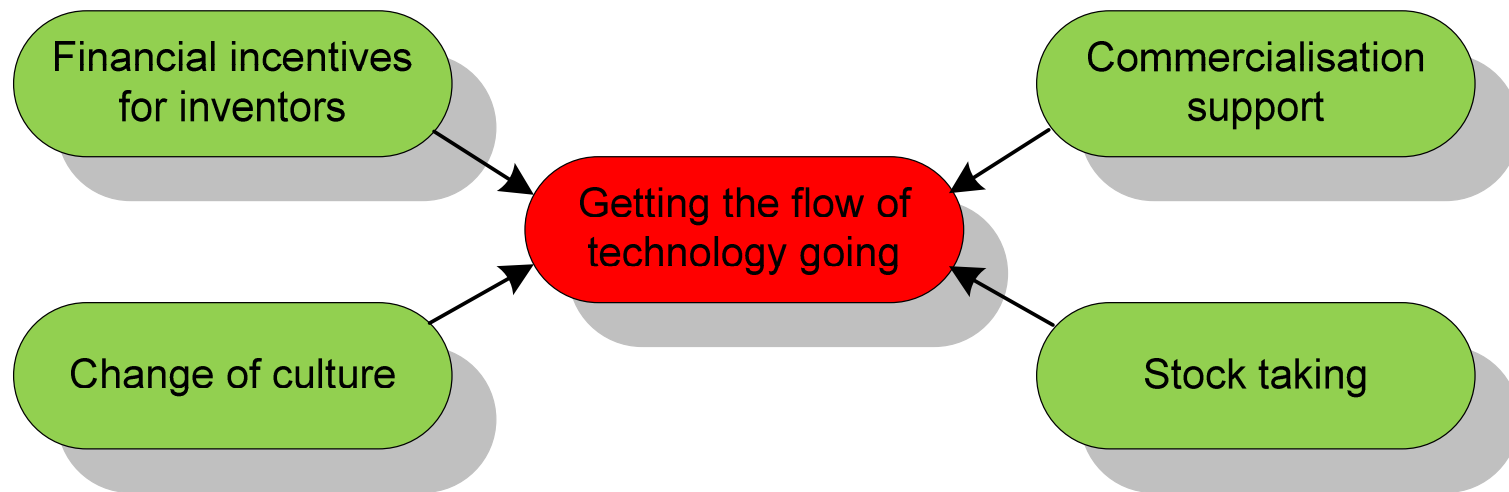
The issue: Know how commercialisation



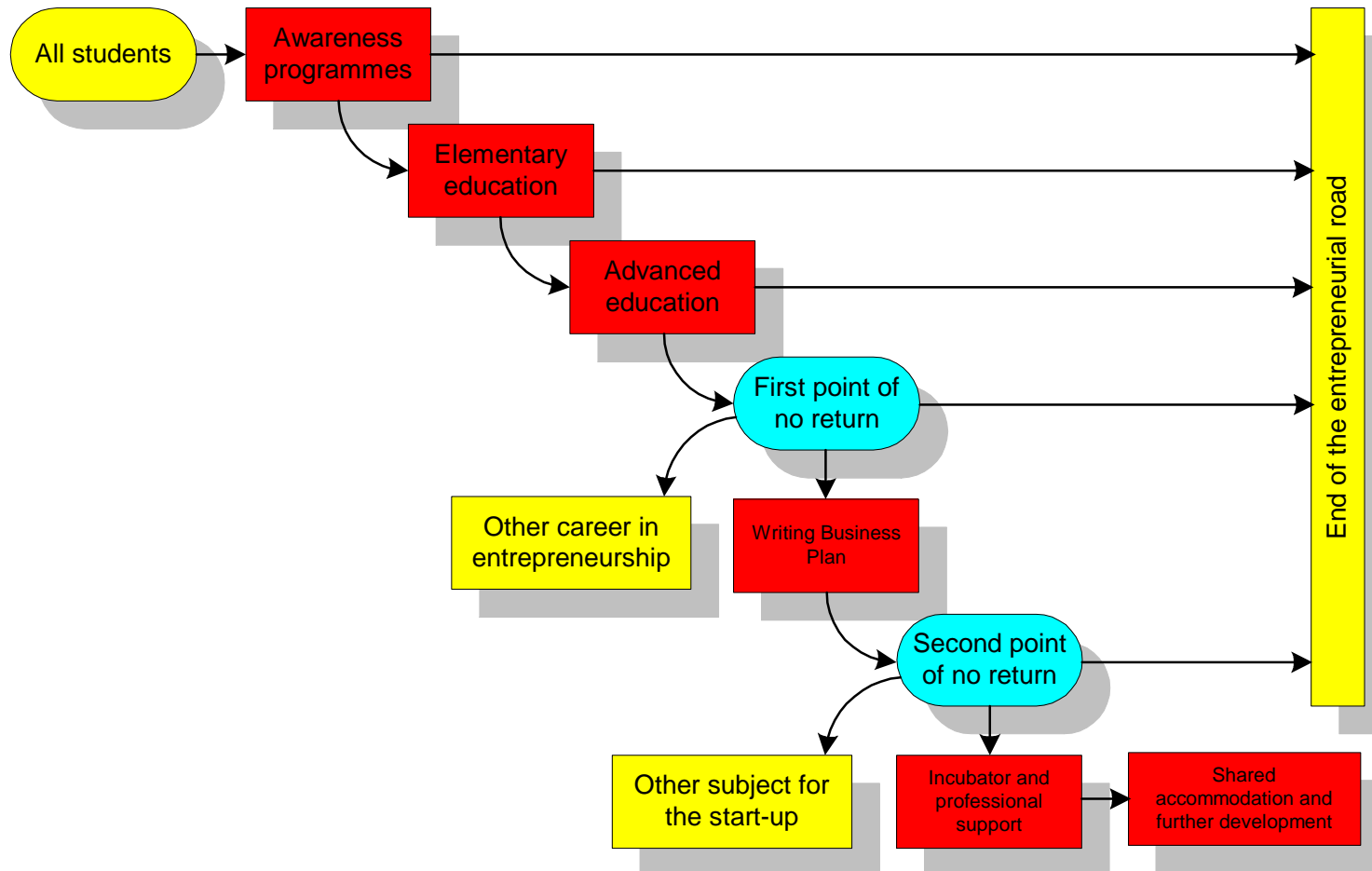
Focus on technostarters: How to create them?



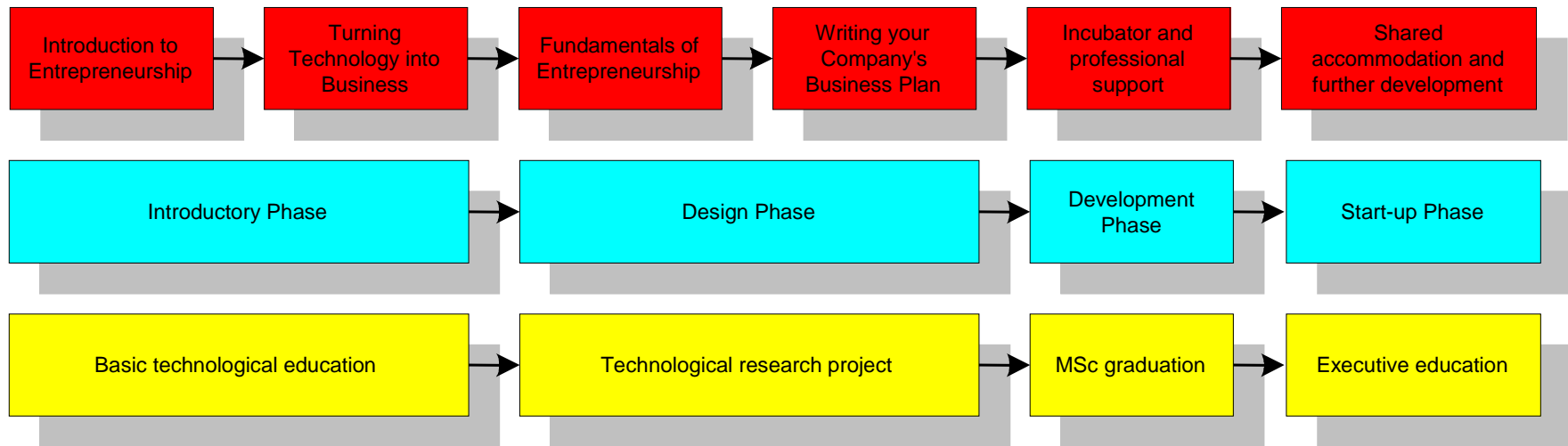
1. Creating the flow of technology



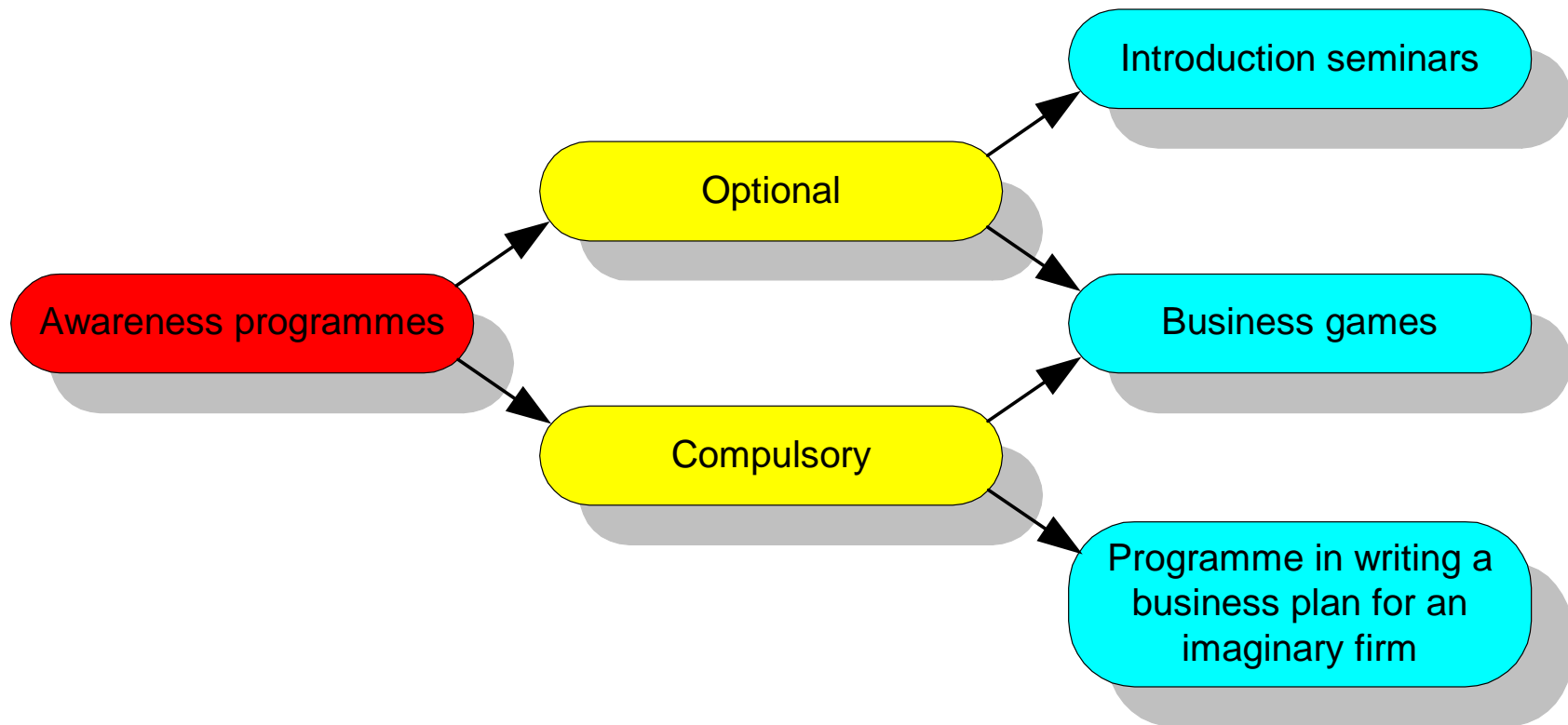
2. Creating the flow of starters



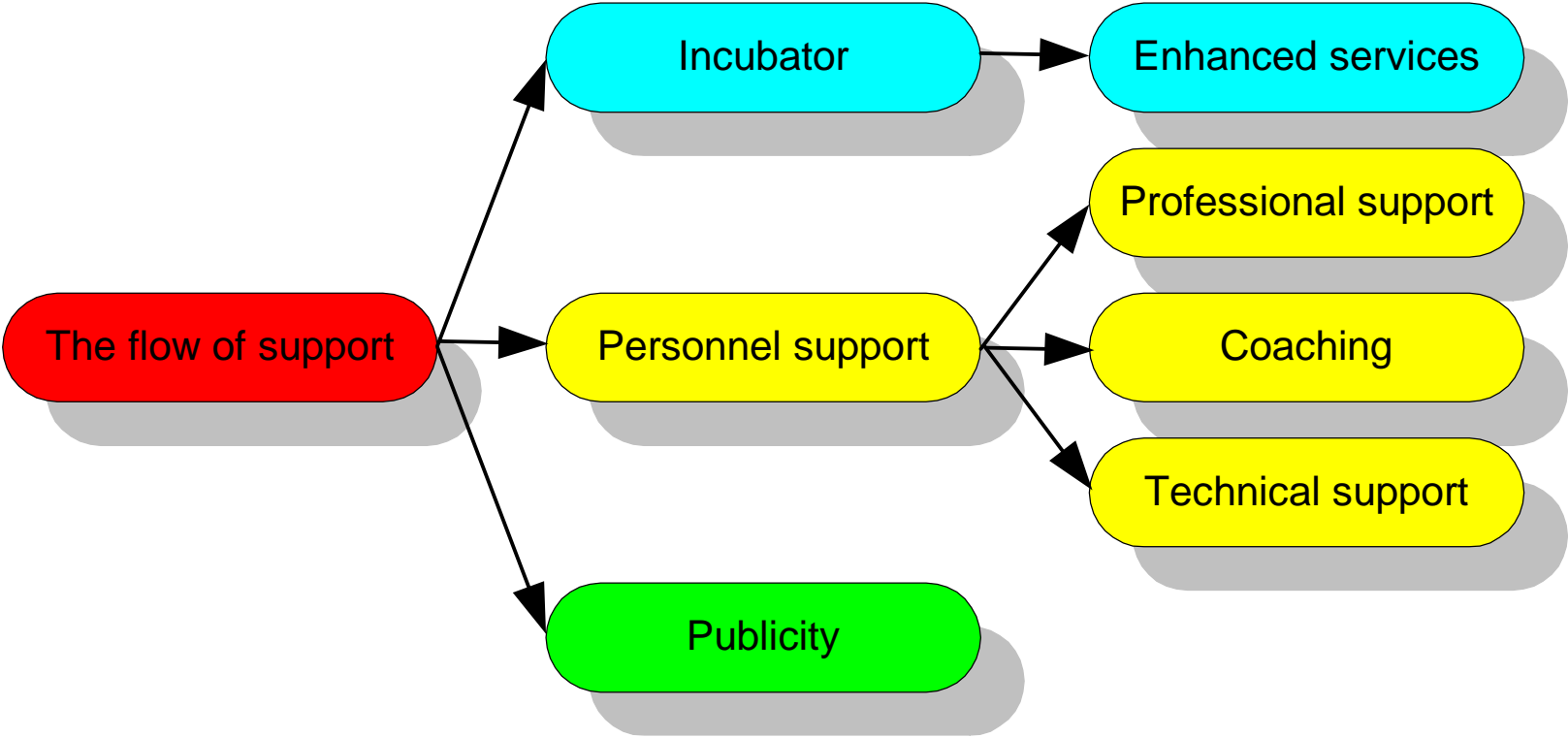
Synchronised education



Awareness programmes



4. Creating the flow of support



Creating the flow of support: Professional support by sponsors

Foundation “Network Young Entrepreneurship”



Activities

