

Innovazione per lo sviluppo: l'impegno del Rotary per le start-up Fermo, 5 novembre 2022

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The strategy



Generate a new entrepreneurial culture in the region and raise the entrepreneurial awareness of students and staff within Univpm. Fostering the identification and scouting of business opportunities. Encouraging staff and students to propose ideas and share them in the ent@univpm community.

Start-up

Support would-be entrepreneurs to assess the viability of their ideas, creating prototypes and developing the business plan. Facilitating contacts with experts, firms, mentors and investors.

Support entrepreneurial teams and new companies as they decide to start-up. Services include the provision of location facilities, within and outside Univpm, as well as advice in legal, accounting, management and intellectual property matters.

Star-ups and spin-offs need connections, capital and expertise to growth and scaleup. Univpm leverages its formal and informal relations with national and international players (incubators and accelerators, business angels, venture capitalists, banks, etc.) to create the possibility for successful companies to growth and scaleup

| Entrepreneurial culture | Idea scouting | Business planning | Incubation | Growth and scaleup |
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The actions

Start-up **Entrepreneurial** Idea **Business** Growth and Incubation culture scouting planning Scale-up **I** cWork - Business co-wo Impresa in aula - Innovation co-wo Contamination Lab Univpm ent@univpm club | Proof of Concept cUp Entrepreneurship days | Call for entrepreneurial ideas Support to growth and scale up **Ecapital** Regional ecosystem MF | next equity

The role of entrepreneurship education

Entrepreneurship as a **mindset**

- **1. Entrepreneurship** is the ability to develop ideas and to turn them into action. It involves creativity, innovation and risk-taking, as well as the ability to plan and to manage projects.
- **2. Entrepreneurship education** seeks to prepare people to be responsible, enterprising and provide them with the attitudes, knowledge and skills to achieve the goals they set for themselves and create value for themselves and for the society

Where we want to be

Oslo agenda on entrepreneurship education (2006):

«promoting entreprenurial mindsets in society»

- B1. Better integrate entrepreneurship programmes and activities in the established curriculum for schools at all levels... as a horizontal element in all fields of study (entrepreneurial mindset) and as a subject in its own right (entrepreneurial skills).
- B4. Support the use of practice-based pedagogical tools whereby students are involved in a concrete enterprise project

Contamination Lab

It's a place to favor the *contamination between*:

- Students in different disciplines
- Student at different levels
- Academy and industry



where: cHub Univpm



c Lab is active learning

It a process of **active learning** based on:

- team working
- problem solving
- focus on results
- communication capabilities

Impresa in aula



An implementation of a European Best Practice



Innovative approach: Design Thinking



Entrepreneurial attitude as a cross-disciplinary competence



Each semester



Teachers, students and tutors



In and out class

"Impresa in aula" - 1st phase



"Impresa in aula" – 2nd phase









"Impresa in aula" – 3rd phase



The actions

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