

Teaching entrepreneurship and business creation in today's universities of science and technology

*A case study from
the Grenoble Institute of Technology*

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LOCATION & DATA

Population

- 2 % population
- 7 % PNB
- 12 % patents
- > 100 start-ups in 5 yrs

● Europe

● France

● Rhône-Alpes

● Grenoble-Isère



495,000,000

61,600,000

6,068,000

1,185,400

ECONOMIC ASSETS

Research, University and Industry

Industry
95,500 jobs

**Fostering
innovation:**

**the driving force
behind the local
economy**

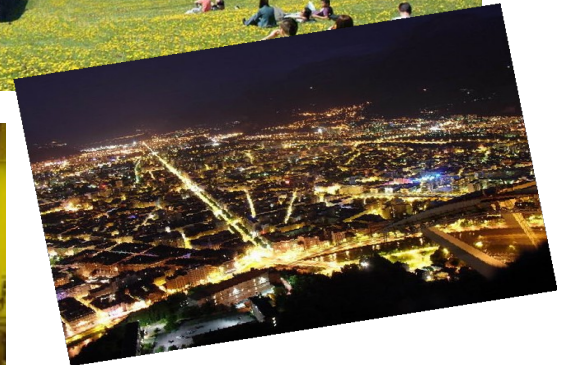
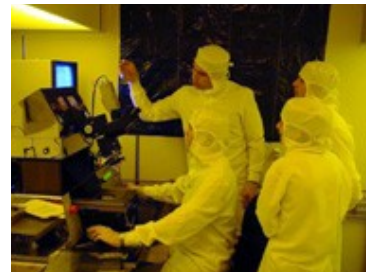
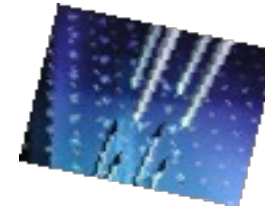
**Higher
Education**

4 Universities

63,000 students

Research
21,000 jobs

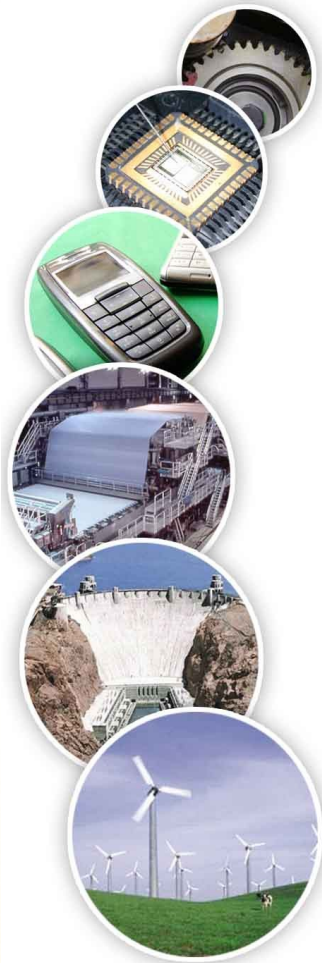
The Grenoble Institute of Technology



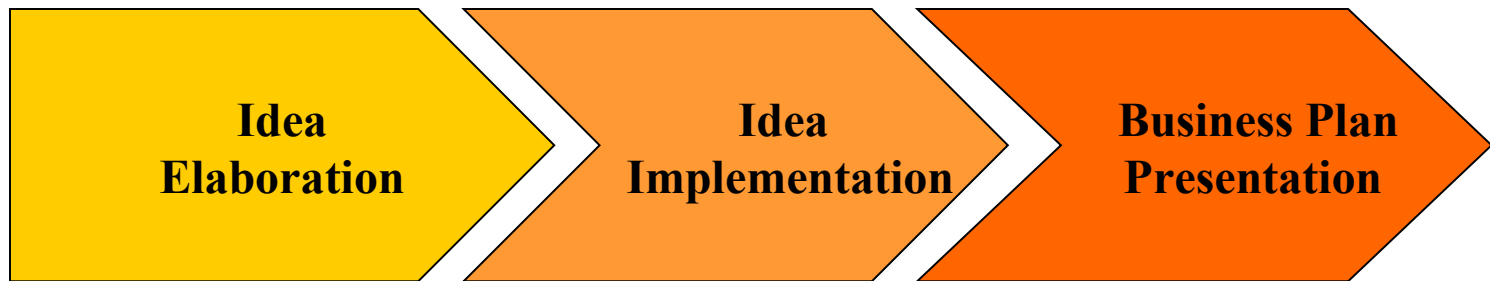


Teaching entrepreneurship

- Entrepreneurial spirit
- Understanding of the business world
- Project under real conditions
- Team work
- Communication and soft skills
- Final business plan

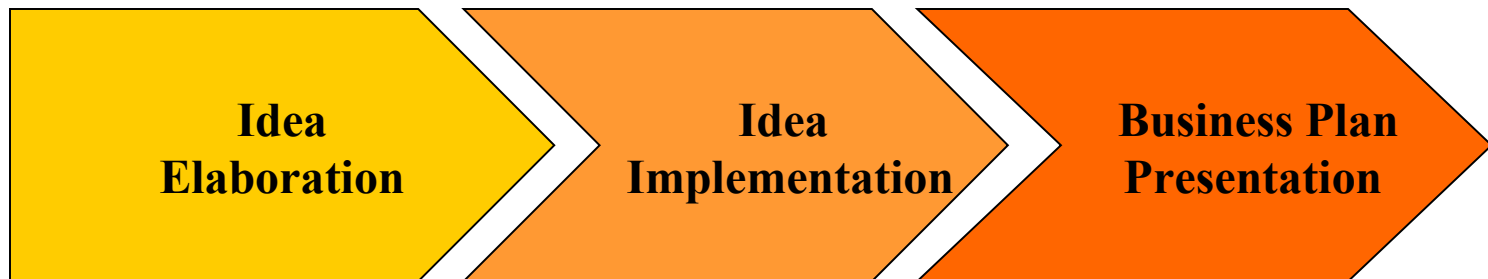


From the idea ...to the business plan



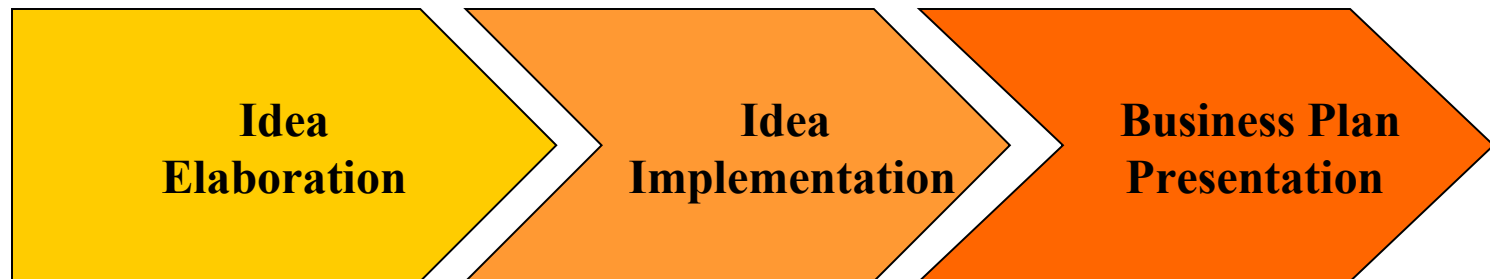
- Group organisation
- Knowledge research
- Networking

From the idea ...to the business plan



- Project management
- Market analysis
- Strategy development

From the idea ...to the business plan



- Evaluation committee of professionnals
- Business plan report

Pedagogical support

- Intranet platform
- Conferences by business creators
- Seminars with experts
- Entrepreneurship contests



Examples

H3C Energies



- since 2003
- energy auditing, carbon footprint, renewable and new energy systems feasibility studies
- Lyon international airport, Voiron Hospital
- today 100 employees



Examples



Syride.com



GPS & Motion capture

Quick installation

Business Projects Database

- Pool of students business plans
- Assessment by business angels
- Open projects for new developers
- Student-developer negotiation

Student feedback

- 15 years of existence
- 500 projects
- 2000 students
- Why this elective class?

Key success factors

***Engagement,
Responsibility***

***Individual choice of
Team and project***

***Motivation,
Participation***



For further information

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