Do It For Real:
Bringing the Educational Experience to the Real World.

Edward Rubesch, Ph.D.
Director, IMBA Program
Thammasat Business School
Bangkok, Thailand
Can Entrepreneurship Be Taught?
What is Entrepreneurship?

How to come up with a great idea?
How to pitch?
How to raise funds?
How to validate customers?
How to creatively combine of problems, people, solutions, and resources?

Willingness to Act? Start and Scale (Succeed or Fail)
What makes us **Act**?

What prevents us?

A drive to succeed and change the world.

I don’t need to act: I’m an apps developer and can do everything from my computer.

**Peer pressure?**
Step #1: View the Opportunity
Step #2: Develop a List...

Assumptions to Test:
#1...
#2...
#3...
#4...

Things to Do:
#1...
#2...
#3...
#4...

Questions to Answer:
#1...
#2...
#3...
#4...
Go Out and Test, Do, or Answer...
Go Out and Test, Do, or Answer...
Go Out and Test, Do, or Answer...
Go Out and Test, Do, or Answer...
Go Out and Test, Do, or Answer...

Too-Kab-Kao
Conclusions and Lessons Learned...

• Create a culture: push students a little further each time (and every year).
• Test, Answer, and Do in Bite Sizes—small enough to act on now.
• Make sure students manage time (lots of regular, small interactions, instead of one big thing). \( \Leftarrow \text{Still a work in progress!} \)
• This action part is in addition to our usual messages:
  • Fear the Known
  • View every problem as an opportunity
  • Look for big problems and turn them in to big opportunities.
    • 3I’s: International, Innovation, Impact
  • Leverage resources of others
  • Think Big, but Act Small
Interested in More?
GSVC—SEA
A Competition.
A Symposium.
A Mentoring Program.
An Educators Program for Social Innovation.
GSVC—SEA: The Competition

• Teams from throughout Southeast Asia...
  • Comprising at least one Master’s level student in any discipline compete for...
  • The opportunity to win prize money and
  • To represent Southeast Asia at the Global Finals at UC Berkeley.

• In Bangkok in March 8, 2014 (but we are always looking for partners to rotate the GSVC—SEA to other locations in ASEAN!)
GSVC—SEA: The Educator’s Program

March 5-7, 2014

Best Practices for Encouraging Social Innovation:
• Design Thinking
• Impact Measurement
• Activity Based Teaching
• Creativity and Innovation

The Facilitator Team:
• Some Design Thinkers from IDEO in Shanghai
• A Computer Scientist and a Neuroscientist from Dartmouth College in the US
• An Impact Investor and a Technology Mentor from Silicon Valley
...(and me)
Still Interested?

Let’s Talk!
erubesch@alum.mit.edu
www.gsvc-sea.org