Entrepreneurship Education Network: Model for building capacity

3rd UNESCO-APEID Meeting on Entrepreneurship Education
Entrepreneurship Education for Global Prosperity
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WADHWANI FOUNDATION
NEN NATIONAL ENTREPRENEURSHIP NETWORK
Why are we here?

• Globally, inspired entrepreneurs solve problems, create better living conditions, higher prosperity & jobs

• Entrepreneurs thrive in enabling eco-systems

• Entrepreneurship education a fundamental back-bone of a vibrant eco-system

• More success is clearly desired in developing vibrant entrepreneurship education eco-system in emerging economies

...We need more volume and success in e-ship education!
This presentation

• Sets **overall context of India** with **key** conditions of an **emerging** economy

• Presents ‘**outcomes’** from a **decade long experiment** of **eco-system building** through **network resources**

• Articulates broadly the **model for scalable & sustainable development**

• Presents **emerging & advancing opportunities** in the **network**
Key sections in this presentation

Overall Context - India as an emerging economy
*Key conditions, opportunities & challenges in realizing them (2000s)*

Section 1.
‘Outcomes’ – experiment in eco-system building through network resources

Section 2.
Building a scalable & sustainable model – implications for emerging economies

Summary recommendations for emerging economies
Overall Context - India as an emerging economy

Key conditions, opportunities & challenges in realizing them
Early 2000s in India

Emerging conditions for entrepreneurship to take roots

• **Open economic policies**
  – Socialist to **market driven economic** structures
  – Global **MNCs increasing** their **footprint**
  – **Privatization** of public companies by the government

• **Emerging opportunities**
  – New growing **consumer** base
  – **Aspirations** of better lives, health, education, entertainment

• **Beginnings of an entrepreneurial infrastructure**
  – Some new **role model first gen entrepreneurs** in IT
  – Fledgling **investment** community shaping up
  – Fledgling **start-up group** (IT) TiE started
Early 2000s in India contd.

Critical gaps

• Culturally larger number of Indians averse to entrepreneurship
  – Being an entrepreneur perceived as being a loser (can’t get anything better)
  – No transfer of entrepreneurial knowledge through the eco-system (historically segregated societal communities)

• Education system promotes rote learning not critical thinking & problem solving

• Not enough indigenous solutions to local problems – tendency to look to the West at all times

• No effective eco-system to support entrepreneurial development
Educational sector landscape

• **Large # in higher education**
  – 30,000 academic institutes of higher education
  – 20 Mn young people enrolled in these institutes

• **Small # offering quality education** capable of creating employable youth
  Estimated only 5% offering quality education

• **No focus on building entrepreneurial leaders**
  These top institutes focused on creating managers for the world; no focus on innovation & entrepreneurship
Educational sector landscape contd.

Scenario in 2002 vis-a-vis entrepreneurship

- **Entrepreneurship education** community **miniscule** in nature
  - 5 premium institutes doing **anything** at all in **entrepreneurship**
  - 2 student entrepreneurship **clubs** across **India**
  - 20 **faculty** engaged in **research** with **small and medium** enterprises
  - Government funded **incubators** exist on campuses – most **barely functioning**
  - No focus on training, mentoring or supporting start-ups

- **Enterprise development** not a **recognized goal** of education – no
  - student entrepreneurs on campus
  - support for young people wanting to start-up from campus
  - Learning / teaching methodology completely lecture based

- Little or no **engagement** of **industry** with **academia**
Manifestations of the gap

• **Not enough** people **starting up**
  
  *The best & brightest of India’s young did not consider entrepreneurial career options*

• **Enough start-ups not growing** into large opportunities
  
  *Eco-system did not adequately support the building of entrepreneurs’ attitudes, knowledge, or skill to grow & access funding & new markets*

• **Society not celebrating** entrepreneurship adequately
  
  *Entrepreneurial career choice still giving parents ulcers; boot-strapping out of your home office evoked sympathetic whispers*
Recognized major need in India (2002)

• **More start-ups**
  – Larger scale
  – Opportunity based – the best and brightest of Indians

• **Higher rate of success** of start-ups
  – To result in more high growth companies
  – More jobs
  – More economic development

*Will take too long for the system to evolve naturally to enable that*
Section 1.
‘Outcomes’ from systematic experiment
*Eco-system building through network resources*
Core premise to fill the need

Kick-start an entrepreneurship eco-system in India

Pro-actively build an entrepreneurship education eco-system

– With infrastructure, program & knowledgeable people
– Capable of helping
  • Create wide spread awareness, exposure & aspiration for entrepreneurial career
  • Young people build the knowledge, experience & confidence to start-up early in their careers
  • Support existing entrepreneurs to grow their companies

Do it at scale

– 100s of institutes systematically building their own eco-systems
– Sharing information, resources, best practices
– 1000s of students participating in entrepreneurship programs and activities on campus
– 1000s of them pro-actively choosing entrepreneurial career options
Network of networks

Academic institution Partner

NEN Trust

Entrepreneur community
Expectations from the network

- 70% Institutes also build programs to help students start-up
- 20-25% Institutes also build programs to support community entrepreneurs
- 85% Institutes build programs to help students develop aspiration & interest in entrepreneurial careers
# National Entrepreneurship Network

## 2013 status

**India’s largest entrepreneurship eco-system**

- Overall engaged 700 institutes
- 500 institutes initiated e-ship activities and infrastructure
- 300+ institutes significant capacity & development in E-ship (Impact institutes)

## Outcomes from the network in 2013

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals exposed to entrepreneurship through national platforms / yr</td>
<td>700,000</td>
</tr>
<tr>
<td>Students actively participating in e-ship programs on campus / yr</td>
<td>64,000</td>
</tr>
<tr>
<td>Network experts, entrepreneurs, investors engaged in programs</td>
<td>4500</td>
</tr>
<tr>
<td>Programs by Faculty on campus / yr</td>
<td>3000+</td>
</tr>
<tr>
<td>Educators actively facilitating e-ship programs</td>
<td>1500+</td>
</tr>
<tr>
<td>Growth start-ups Supported</td>
<td>5000+</td>
</tr>
<tr>
<td>New Start-ups Created</td>
<td>700+</td>
</tr>
<tr>
<td>Student Start-ups formed</td>
<td>600+</td>
</tr>
</tbody>
</table>
Overall new capacity built
(resource for new & existing entrepreneurs)

<table>
<thead>
<tr>
<th>INSTITUTIONAL DEVELOPMENT</th>
<th>FACULTY DEVELOPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>154 programs for new &amp; existing entreps</td>
<td>167 Run programs to support students to start-up</td>
</tr>
<tr>
<td>140 Run programs to create awareness</td>
<td>435 train &amp; mentor entreps.</td>
</tr>
<tr>
<td>500 initiated and / or grew their programs + people</td>
<td>586 train &amp; mentor student start-ups</td>
</tr>
<tr>
<td>690 engaged in e-ship dev</td>
<td>708 facilitate student activity</td>
</tr>
<tr>
<td></td>
<td>1800 trained &amp; implementing programs</td>
</tr>
<tr>
<td></td>
<td>3900 engaged in e-ship dev</td>
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## Institutes with key E-ship programs

*for ongoing and in-depth support (sustainable eco-system)*

<table>
<thead>
<tr>
<th>Type of program / infrastructure</th>
<th>No. of institute</th>
</tr>
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<tbody>
<tr>
<td>Regional or national e-ship event</td>
<td>40</td>
</tr>
<tr>
<td>Workshop</td>
<td>360</td>
</tr>
<tr>
<td>Courses</td>
<td></td>
</tr>
<tr>
<td>University Course</td>
<td>103</td>
</tr>
<tr>
<td>Introductory course for students</td>
<td>160</td>
</tr>
<tr>
<td>Advanced courses for students</td>
<td>83</td>
</tr>
<tr>
<td>Campus company program</td>
<td>100</td>
</tr>
<tr>
<td>Student venture mentoring Unit</td>
<td>105</td>
</tr>
<tr>
<td>Startup internship</td>
<td>103</td>
</tr>
<tr>
<td>E Cells</td>
<td>400</td>
</tr>
<tr>
<td>Innovation Center</td>
<td>15</td>
</tr>
<tr>
<td>Student Entrepreneurship Center</td>
<td>35</td>
</tr>
<tr>
<td>Incubators or Entrepreneur Support Centers (Community)</td>
<td>20</td>
</tr>
</tbody>
</table>
Institutes in the network have impact

Able to ‘Create’ & ‘Support’ Entrepreneurs

28% increase in new entrepreneurs CREATED

700 companies started by 1071 entrepreneurs (largely graduating batch)

*Self reported data from 71% of impact zone institutions in the faculty impact survey May 2013.
Likely another 400 companies started by impact institutes that did not respond to survey
‘Impact’ Zone Institutes Deliver More
New Entrepreneurs and Active Entrepreneurs Support

‘IMPACT’ zone institutes - have built teams of faculty; experience & knowledge building programs; stronger engagement with the entrepreneur community

Impact zone institutes have (10-12x) higher numbers of NEW entrepreneurs than other institutes

Impact zone institutes SUPPORT (3-12x) number of growing entrepreneurs than others
Institutes in the impact zone have more programs, stronger faculty teams and higher focus and commitment.

Impact institutes are increasing even as total number of active institutes stays flat.
Section 2.
Building a scalable & sustainable model

Implications for emerging economies
Process of E-ship Development on an academic campus

Support Capacity
Growing Start-ups

Create Capacity:
New Entrepreneurs graduating students + young alumni

Basic Capacity:
Inspired & engaged students

Advance Knowledge, skills, direct experience & confidence:
Experiential courses; Campus companies/student ventures; Mentoring Units; Start-up internships & jobs

Build culture & Create surrounding sound:
Large #; easy to engage activities including interaction with entrepreneurs

Advance Knowledge, skills, & access to resources to grow:
short courses; incubation; mentoring; networking; access to $
Entrepreneurship development
Holistic approach with academic institutes

**PHASES**

- **‘SUPPORT’ Stage**
  - Entrepreneur knowledge, resources, networks

- **‘CREATE’ Stage**
  - Entrepreneurial skills and experience

- **INTEREST & ENGAGE’ Stage**
  - Entrepreneurship exposure & interest

**BENEFICIARIES & GOALS**

- **‘SUPPORT’ Stage**
  - Student Entrepreneurs; Entrepreneurs from Community
  - Start-up successfully
  - Grow the business

- **‘CREATE’ Stage**
  - Advanced students (investing greater time in entrepreneurship)
  - Develop & practice skills
  - Become confident

- **INTEREST & ENGAGE’ Stage**
  - Everyone on campus
  - Become inspired
  - See relevance in entrepreneurial leadership

**INFRASTRUCTURE & PROGRAMS**

- **Technology Business Incubators**
  - Entre. development programs
  - Training
  - Mentoring
  - Networking

- **Innovation & Entrepreneurship**
  - Dev Centers (IEDC); Student Entre. Center
  - Experiential courses
  - Campus company program
  - Startup internship & consultancy
  - Mentoring: student startups
  - Start-up jobs
  - Technology product development

**LEADS**

- **‘SUPPORT’ Stage**
  - Professional head for incubator;
    Faculty for training, mentoring;
    Mentors from industry

- **‘CREATE’ Stage**
  - Faculty
    Entrepreneurs, investors, professionals

- **INTEREST & ENGAGE’ Stage**
  - Student E Leaders;
    Faculty Advisors;
    Entrepreneur Advisors

**E Cell**

- Talks, panels, exercises, games
- Competitions & e-ship events
  - Start-up showcase & jobs
  - Workshops, un-conference
Key resources for capacity building

- **National platforms** for celebration, showcase
- **Resource experts** connect
- **Consulting guidance** for program design
- **E-ship Educators’ training**
- **Content** – program content, how-tos, curricula
- **Start-up resources** – self learning tools + plug-ins for classroom learning

NEN Trust
Entrepreneurship Educators’ Training
Entrepreneurial issues, Skills, Concepts & frameworks, teaching methodology

Mentor level
*Class room training + apprenticeship + practice*

Faculty *train & mentor entrepreneurs*

Advanced teaching level
*Classroom training + practice*

Faculty *design, facilitate and manage training & experience building for student entrepreneurs; help start-up*

Foundation Teaching level
*Classroom training + practice*

Faculty - *design, facilitate & manage experiential programs for students on campus – workshops, games, exercises, competitions...*

20 courses for faculty –

Contextualized content delivered by experts drawn from networks of practitioners & experts from across the world – Stanford, LBS, Columbia univ, Thammasat univ, IIM B, IIT B, IIMA...Babson
Content & Know-how
for Faculty leaders, student leaders

Course content & curricula – students, entrepreneurs, mentors, angels

How tos & guides – To structure & build programs

Frameworks & models – To shape new content & infrastructure

Open source content development & dissemination policy
Start-up resources (New)
For entrepreneurs + educators

Entrepreneur Academy – courses, video insights, tips (online)

Weekly Webinar Series - for Start-ups (online)

Entrepreneur Clinics – diagnostic & solutions for your start-up (online)

8 Months

8 Courses
100+ Videos
8000+ Learners
42% entrepreneurs
200K Views

www.nenonline.org/tv
Consulting guidance

Help Launch & build programs
- structure, content, positioning, integration, resource experts

Initiate local clusters
- Innovation, incubation, social enterprises

Facilitate co-teaching & other collaborations

Enable participation across the network programs
- 100+ National competitions, summits, courses run by network members
Resource expert connect

**4500 Volunteer experts** – Entrepreneurs, Investors, Professionals
Work with students and new entrepreneurs

**500-600 Volunteer experts** annually connected to campus programs - as topic experts or practitioners in courses, speakers, mentors, judges and panellists

**Mentor connects** – Short term + long term mentoring associations
between entrepreneurs and experts
National Platforms

E Week India
Annual week long campaign to celebrate entrepreneurship
600,000+ participants

Tata First Dot powered by NEN
Student entrepreneur showcase, support & competitive platform
450 student entries; 600 aspiring student participants; 50+ speakers
Upcoming Opportunities

Advancing the network effect

Collaborative courses for entrepreneurs
(lead jointly by Engineering & Mgmt inst)

Startup Jobs
(anchored at a NEN lead institute)

Innovation clusters
(anchored by lead institutes + tech transfer bodies)

Faculty Case Fellowship
(anchored by 2 lead institutes)
Thank you

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