

Entrepreneurship promotion based on an Entrepreneur Maturity Model

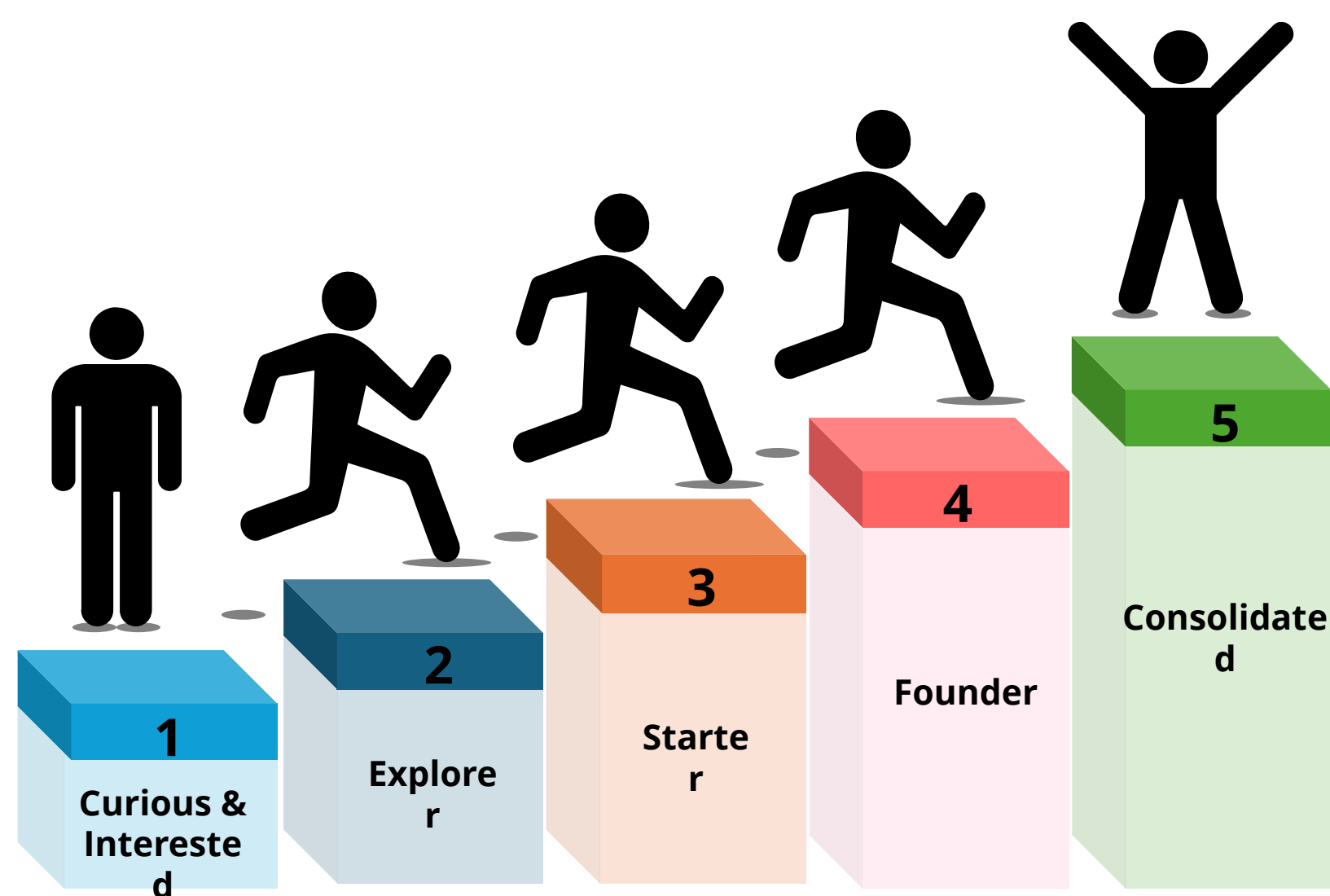


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We have established a strategy to promote entrepreneurship among students based on our proposed Entrepreneur Maturity Model



Level 1. Curious and interested

The student begins to become interested in the business world and entrepreneurship. He/she explores ideas, attends talks and workshops, and seeks inspiration.

Level 2. Explorer

The student goes more deeply in the process of creating a business, researching opportunities, connecting with other students and learning about business models.

Level 3. Starter

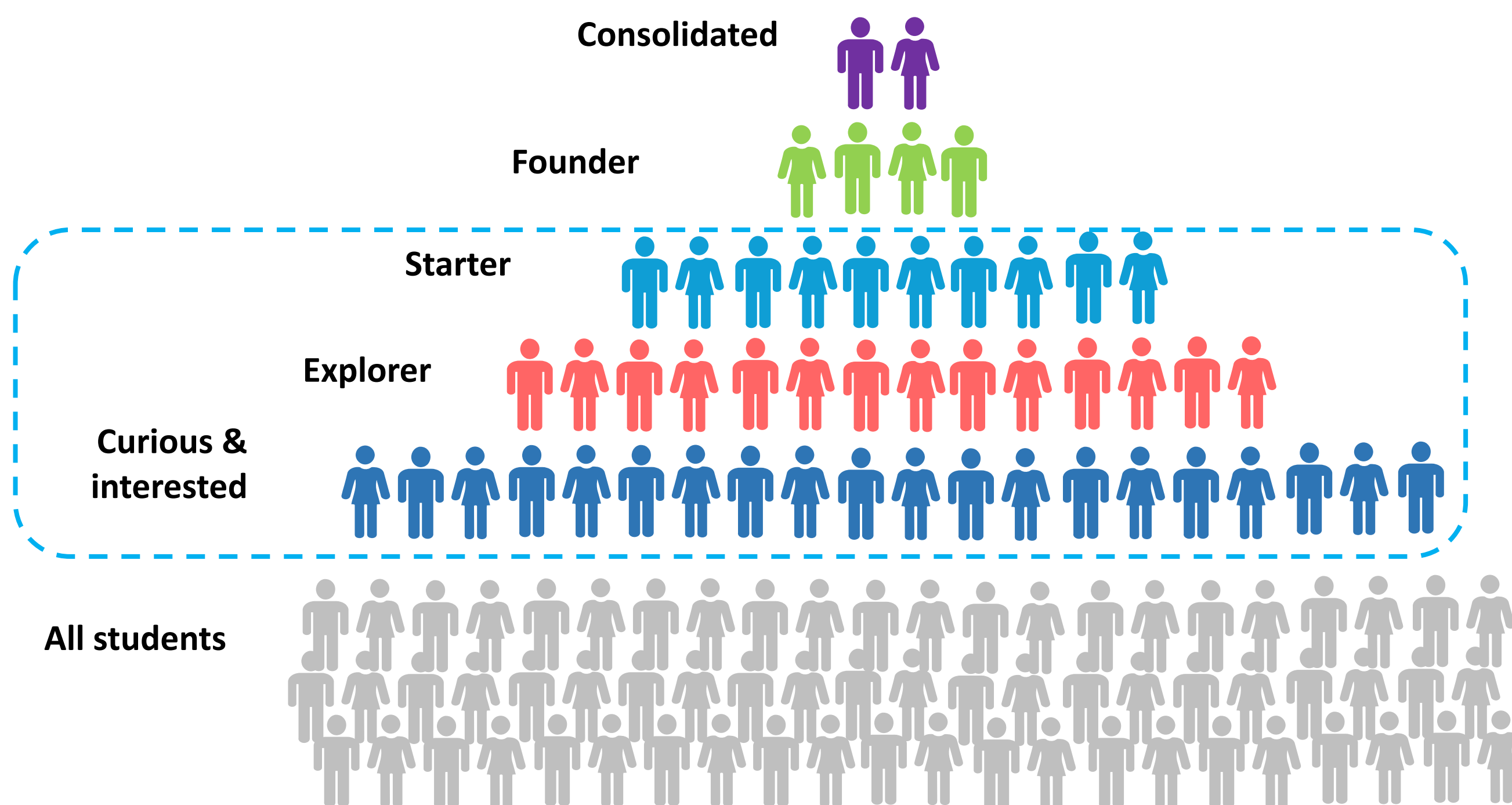
This is where the first real step towards creating a company is taken. An MVP (Minimum Viable Product) is developed and presented to early adopters. Search for investment partners begins.

Level 4. Founder

The entrepreneur formally establishes a business. He/she faces challenges such as team management, customer acquisition, and strategic decision making.

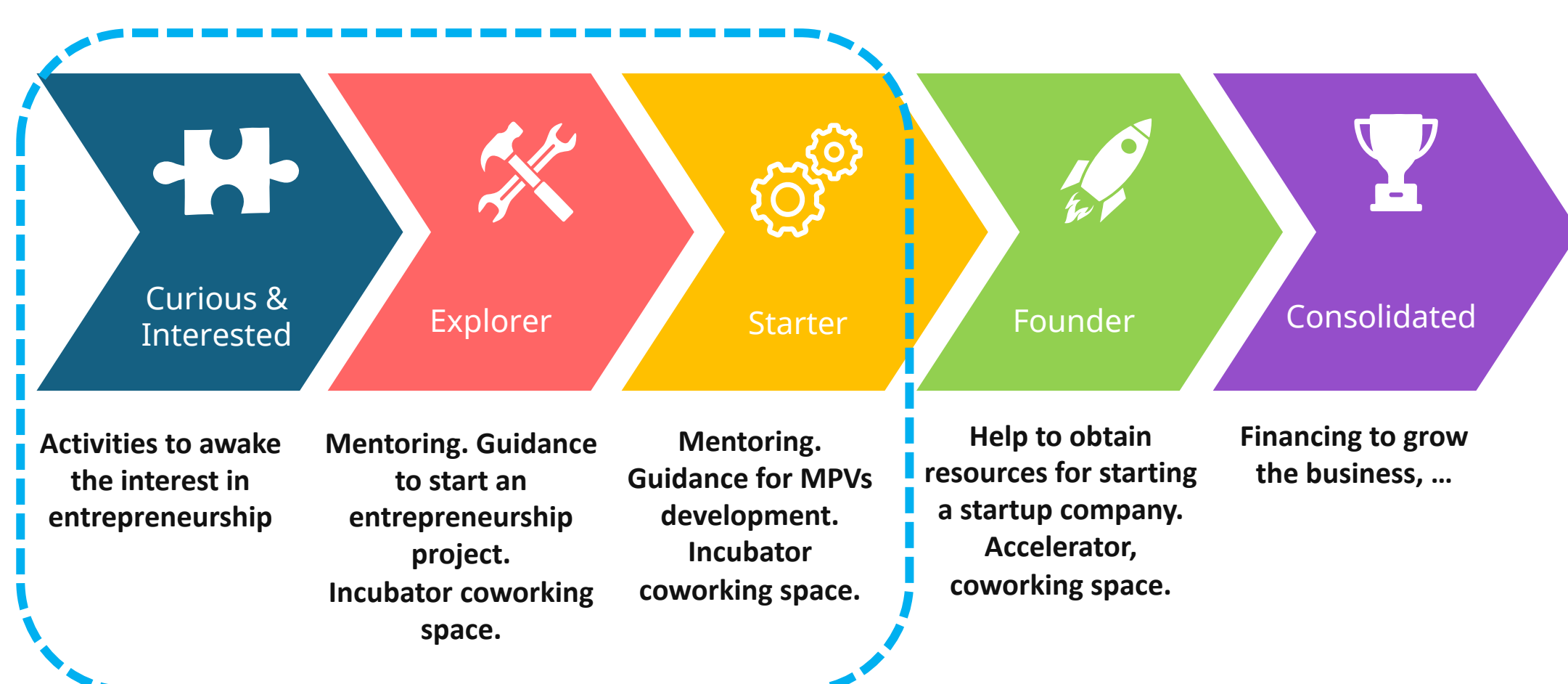
Level 5. Consolidated

The business has grown and consolidated. The entrepreneur focuses on expansion, innovation and long-term sustainability.



Being realistic about the dedication a student can give to an entrepreneurial project without neglecting their studies, we consider it feasible that some students will reach at least one of the first three maturity levels as entrepreneurs.

To promote entrepreneurship progressively through each level, we have identified 14 support activities or initiatives that should be offered to students.



- A01. Entrepreneur talks
- A02. Visits to companies
- A03. Visits to accelerators/incubators
- A04. Active learning methodologies in classes (related to innovation pedagogy WP2)
- A05. Workshops for developing entrepreneurship knowledge and/or skills
- A06. Activities developed by student groups/clubs
- A07. Degree or Master Thesis (Final Undergraduate Dissertations)
- A08. PBL (Project Based Learning) (related to innovation pedagogy WP2)
- A09. Projects Fair
- A10. Contests or competitions
- A11. Hackathons
- A12. Advertising entrepreneurship in classes
- A13. Entrepreneurship course for teachers
- A14. Entrepreneurship course for students