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Innovation-based Entrepreneurship Education : Ecosystem & Education Pattern

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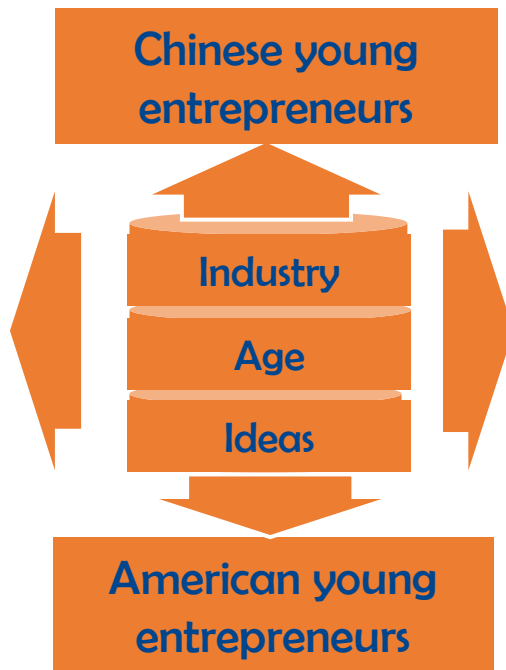
1 Why we need IBE: A few facts



The differences between U.S.A & China

1. Americans mainly focus on the Internet, biological medicine, new energy, media, catering and other fields.
2. The average age on the list is 26.
3. Better at **technology, product and service innovation, Disruptive innovation & design.**

U.S.A



1. Chinese young entrepreneurs are clustered in the internet industry, E-commerce.
2. The average age on the list is 28.
3. Better at making application, Internet+ traditional industries, Traditional Services.

China

Forbes : Comparison between American & Chinese entrepreneurs under the age of 30



1 Why we need IBE: A few facts



What kind of entrepreneurs we need ?

Zhejiang has a resident population of 54.42 million and the number of registered enterprises is more than 3.7 million, among which individual businesses account for over 2.5 million. Zhejiang people has a entrepreneurial gene by nature. There are 10 people in one enterprise if we estimate the population from 18 to 60 years old. What does that mean?

Wenzhou is the cradle of private economy and has been regarded as the “Oriental Jews” because of their strong business sensibilities. However, under the traditional culture of “better be the head of a dog than the tail of a lion”, Wenzhou faces the very difficulties of industrial upgrading, and less developed in the past five years regarding to their economic growth. What does that mean?



Mr. Zong



Jack Ma



Mr. Duan



Mr. Shi



Mr. Ren

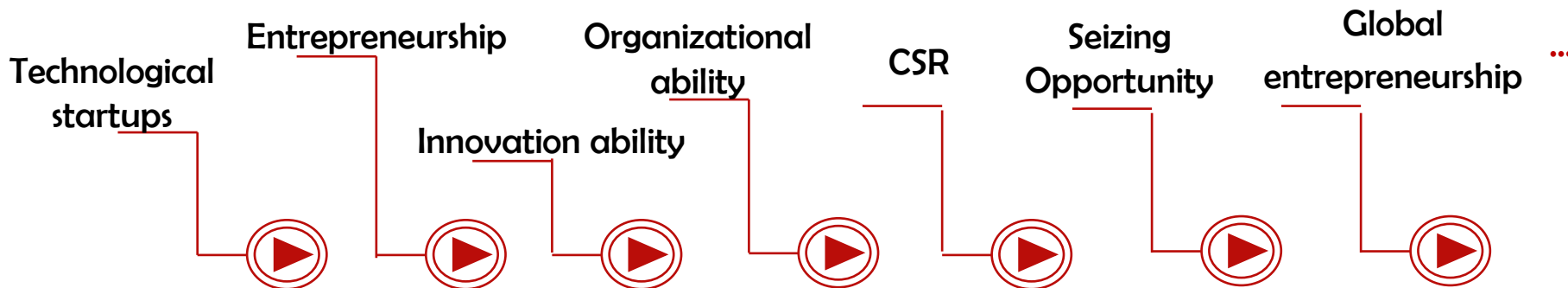


1 Why we need IBE: A few facts



What kind of entrepreneurs we need ?

- We need Jack Ma, or we need Ren Zhengfei more ?
- We need Mr. Wang, but we still need Qinghou Zong ?
- We have Pony, but we dream to have a Chinese Steve jobs?



2 What kind of new entrepreneurs we need?



Evolution from 1st generation, 2nd and 3rd generation of entrepreneurs

Entrepreneurs in the 1980s

- Courage
- Diligence
- First-mover advantage
- Connections
- Cost & Marketing advantages
-

Entrepreneurs in 1990-2000

- Exporting-oriented
- Cost-oriented
- Brand operation
- Disruptive production
- Manufacturing advantage
-

Entrepreneurs today

- Abundant knowledge
- Innovative business model
- Global vision
- Business inherent law
- Core competence
-

Survival Type
Entrepreneurship



Manufacturing type
Entrepreneurship



Innovation-Based
Entrepreneurship





Natures of IBE Entrepreneurs

- The **spirit** of observing insightful and exploring bravely;
- The **consciousness** of taking risk, challenging themselves;
- The **ability** of never giving up when getting frustrated;
- The **ability** of identifying opportunities and taking actions fast;
- The **morality** of cooperating honestly and appreciating others sincerely;
- The **responsibility** to create values to contribute to the society.



Entrepreneurial university
is facing the challenges
regarding to the talent
training issue, how to
reconstruct a new talent
training mode based on
innovation driven?



**We need to build IBE
education ecosystem !**



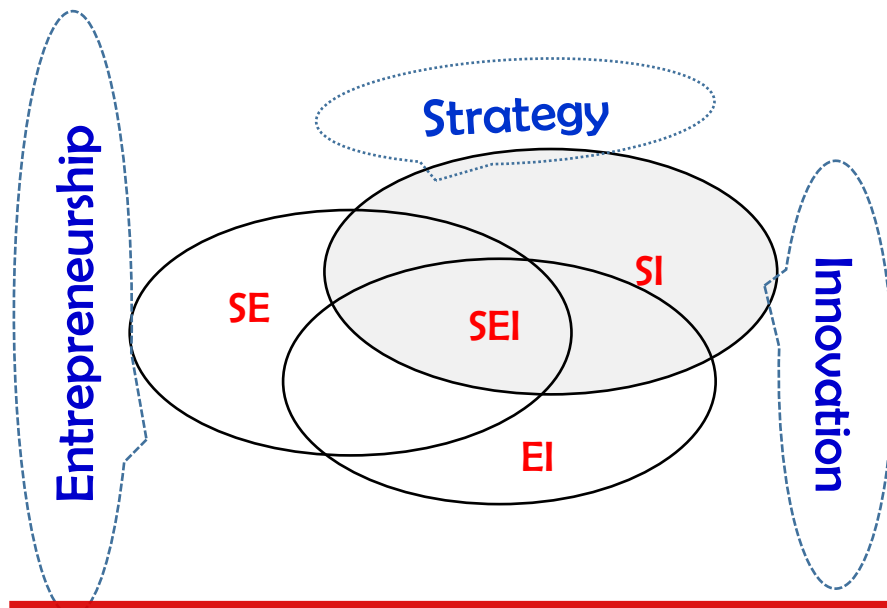
SEI Model of Innovation-Based Entrepreneurship Education

Strategy 2 Entrepreneurship

- **Motivation: Entrepreneurship**
- **Strategy: Disruptive construction**
- **Key factor: voice of technology**

Innovation 2 Entrepreneurship

- **Innovation is a significant dimension of entrepreneurship**
- **Innovation is a significant step of entrepreneurship**



We need to build IBE education ecosystem !



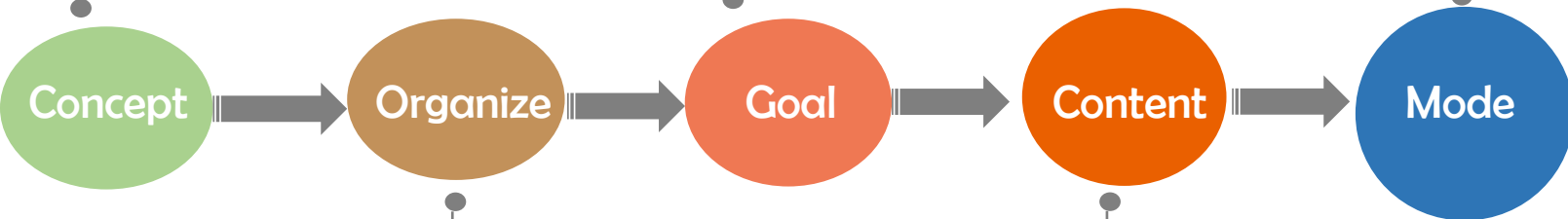
IBE Education Ecosystem thinking

Under global vision

- Emphasizing the innovation based on entrepreneurial talents training.
- Making use of engineering talents resources + entrepreneurship education

Training Global leaders with international vision, innovation awareness, entrepreneurship abilities and CSR in the personnel training program

Gradually form the model of "research-production" by recognizing **students' demand as its orientation**, **entrepreneurship skills as its core**, **values creation as its motivation**, **entrepreneurship practice as its methods**



building **world-class university**, the work of promoting students to innovative entrepreneurship has **become an important part in the program of training "international oriented talents"**

- Curriculum system is constructed based on "general education"
- Promoting education level based on the "technology industrialization"
- Expanding international vision based on the "global village"
- Experiencing the process of entrepreneurship education : **awareness inspiring, skills cultivating, teams building, angel investment matching, projects implementing**





IBE Education Ecosystem thinking

Entrepreneurship education carriers

ZJU Entrepreneurship Development Center

ZJU Entrepreneurial Nursery

ZJU Entrepreneurship Education Center

Science and Technology Experiment Park

ZJU Entrepreneurship Capital matchmaking

ZJU Entrepreneurship Forum

ZJU International Entrepreneurship Practical platform

Student entrepreneurship organizations

ZJU Entrepreneurship Association

ZJU Entrepreneurship Practical Guidance Center

ZJU Entrepreneurial Training Camp

ZJU's Entrepreneurship Editorial Department

ZJU Future Entrepreneur Club

ZJU Postgraduate's Innovation and Entrepreneurship Center

ZJU "KBA" Club

Entrepreneurship competitions

ZJU Angel Matching Project Competition

ZJU Dandelion Entrepreneurship Competition

ZJU "PBE" Entrepreneurship Competition

Entrepreneurship Idea Show Competition

Entrepreneurship Competition of Province and City

"The Challenge Cup" Entrepreneurship Competition

The Xinshang Cup" Entrepreneurship Competition

Entrepreneurship supporting platforms

The National University Science Park

Industrial Technology Research Institute

Research Institute of innovative technology

Technology Transfer Center

Local cooperation Center

Entrepreneurship Program Supporting Fund

Special Funds (SQTP, "985")





Pattern 1 : Engineering education+ innovation+ entrepreneurship (V1.x)



Intensive Training Program of Innovation and Entrepreneurship of Zhejiang University, short for ITP, which belongs to Chu Kochen Honors College, has trained more than 800 students.

Aim to train talents with a solid professional knowledge, strong innovation awareness, outstanding innovation skills and innovation abilities; aim to train would-be entrepreneur with international vision and native wisdom.

Recruit 60 students over 5000 sophomores from engineering departments by voluntary application, open competition, merit-based enrollment. The 60 students need to complete a two-year ITP learning at the premise of finishing their original major.

1999-2014: Domestic exploration

Teaching Features

- Plan professionally, train systematically
- Case teaching, class lecturing
- Going out of class, strengthening practices

Program Operation

- **Entrepreneur tutor [platform]**
 - Activities: truth seeking salon, truth seeking elite meeting, entrepreneurial front diary.
 - Positioning: ITP and entrepreneurs matching
- **Alumni association**
 - Activities : ITP & Enterprises joint job fairs, Wechat account operation

Reputation: National outstanding class





Pattern 1 : Engineering majors+ innovation+ entrepreneurship (V2.0)

2014- : A new journey, a new start

1. Selecting system reform

- **Students consisting reform (60 students)**
 - 40 undergraduates: full-time & non-management major students
 - 10 postgraduates: full-time, preferring to science & engineering & agriculture & medical science
 - 10 alumni: ZJU educational background, preferring to people with working experience
- **Elimination System (Elimination rate 30% within 2 years)**

2. Teaching reform

- **Training plan reform**
 - Grouping: 60 students, 10 groups, each one has 4 undergraduates, 1 postgraduate and 1 alumni
 - Entrepreneurship project: each group is in charge of one project
 - Project evaluation: two project evaluations at the end each semester of Junior, top three teams who win the entrepreneurship competition receive investment directly
 - Elimination System : Each evaluation eliminates last two groups, in aggregation 30%, but they still have resurrection chances

Curriculum reform

- Practice-oriented, curriculum practice integration
- Cooperate with entrepreneurship projects, intensify entrepreneurial skills
- Wide range of faculty, lectures from previous graduates

3. Training periods

1 Second semester of Sophomore

- Building groups
- Choosing tutors and directions
- Completing courses

3 Second semester of Junior

- Perfecting BP
- Completing courses

2 First semester of Junior

- Finishing BP draft and defense
- Completing courses

4 First semester of senior

- Taking part in the competition
- Top three groups receive investments





Pattern 1 : Engineering majors+ innovation+ entrepreneurship (V2.0)

2014- : A new journey , a new start

Cases of IBE



个推



小美生活
XIAOMEI.COM



Outstanding entrepreneurs

- Fang Yi : 1999itper, CEO of Getui
- Chen yichao : 2001itper, CEO of Youxiduo
- Shen Y.L : 2001itper, Chama go e-commerce , CEO Maggies home
- Wang Runyu : 2002itper , COO of Hangzhou Funcity Tech company
- Guyingying : 2004itper, CEO of Chuanyizhushou
- Yangyang: 2007itper , CEO of Youqian Network, founder of 11'11.....

Entrepreneurship Data

- In 2014, the national college students' entrepreneurship rate is under 1%; ZJU students' entrepreneurship rate is up to 4%.
- For 16 years, the entrepreneurship rate is up to **20%** after 5 years graduation in the ITP class, much higher than the average rate in ZJU, particularly the rate of 2004 itper is up to **30%**.
- Most entrepreneurs from ITP are serial entrepreneurs, most of them are outstanding entrepreneurs, as well as top managers in MNCs.





Pattern 2 : Education internalization(interactions internationally and domestically)



Joining international entrepreneurship eco-system

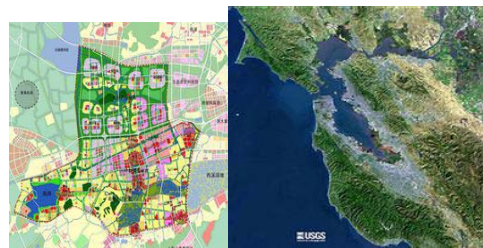
- Students from ZJU and other universities in Scotland, America, New Zealand, South Korea etc. will jointly participate the REAP program. Fanghui and Jiangxiaoying's groups grow quickly.
- ZJU, American BAS business school/school of management in Purdue university, Lyon GEP project in France, four international teams, entrepreneurship education in 28 countries.

Creating a laboratory jointly

- ZJU creates laboratories with north Carolina, Stanford, Lund university jointly, more than 10 students will enter Stanford venture lab

Hangzhou Haichuang Garden+ Bay Area jointly entrepreneurship platform

- Hangzhou & Bay area build an incubator jointly, 6 students including overseas ITP & students in bay area to do start-ups now.



HaiChuang
Garden

Bay area



4 IBE talents training program



Pattern 3: Micro-entrepreneurship alliances--ZJUers-xi ecosystem

Administrative power to guide students' entrepreneurship activities

High participation: an increasing number of students participating in entrepreneurship competitions (over 1000 students, 120 teams in the Dandelion entrepreneurship competition)

Excellence performance: eight gold medals, two silver medals in the ninth "Challenge cup"

- Media advertising ;
- Consulting service ;
- Mechanical electronics
- Education training ;
- Cultural creativity ;
- Biochemical environment ;
- Agriculture & foods ;
- Software network.



Entrepreneurship ecosystem: being formed around ZJU, many angel investments are in favor of ZJUers

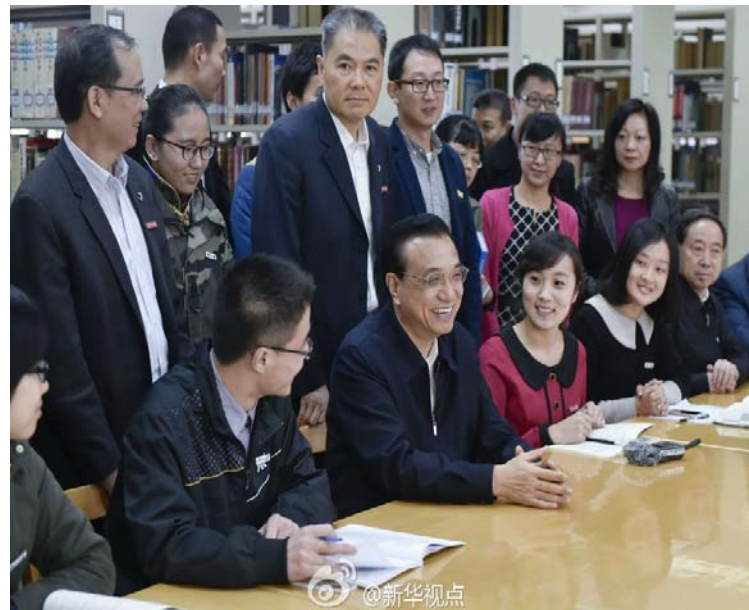
Rich capitals: ZJU micro-entrepreneurship association gathers over 150 teams, among which 40 teams registered, 20 teams invested, 182.4 million totally



Pattern 3: Micro-entrepreneurship alliances--ZJUers-xi ecosystem

Administrative power to guide students' entrepreneurship activities

- ▶ In recent three years, over 115 enterprises are founded by ZJUers in ZJU technology park, among which quite a lot of star enterprises.
- ▶ “Dream town” + ZJU entrepreneurship network: building ZJU ecosystem of technology, entrepreneurship, investment, incubation, tutor+.....
- ▶ More than 20 teams financed by angel investment, among which 10 teams financed more than 5 millions
- ▶ A report from People's network in 22ed May that the entrepreneurship rate of undergraduates in ZJU is ranking top , ZJU+Alibaba is the oriental “Stanford+Silicon valley” mode



Thank you !

