



Technology Entrepreneurship

IEB/IBICT 2019

October 14th 2019

Entrepreneurship:

What do we mean by this?

Imprenditore?

Who is the entrepreneur?

Qualities of the entrepreneur

Types of entrepreneurs

Who are the entrepreneurs
What does entrepreneurship mean

“The entrepreneur always searches for change, responds to it and exploits it as an opportunity” ... Peter Drucker

“I am always doing that which I cannot do, in order that we may learn how to do it”

Who are the archetypes of entrepreneurship? The Industrial Age Role Models

Ford; Mr. IKEA; Edison; Walt Disney;
Mr. Walmart; Mr. FedEx; Olivetti; Ferrari...

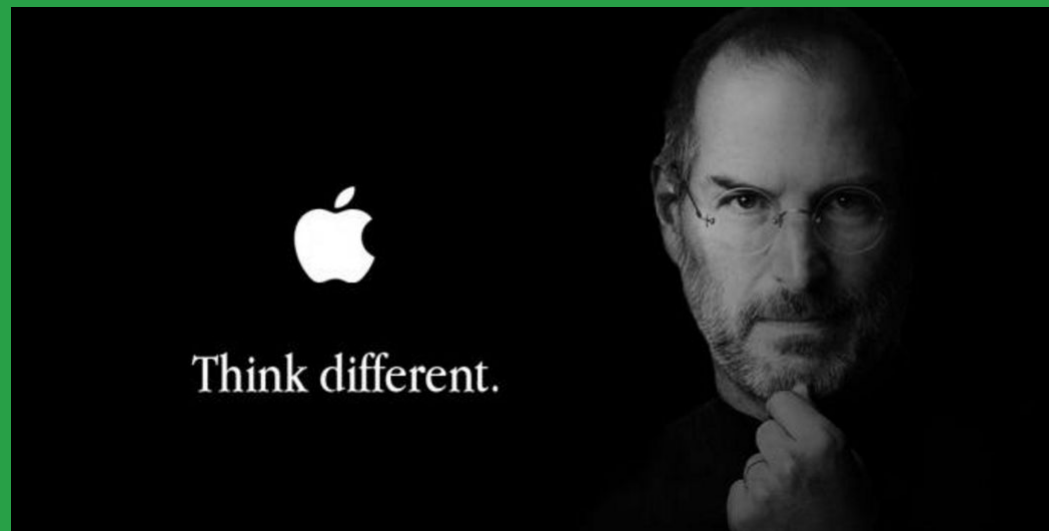
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31; 28

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20; 17





Technology Entrepreneurship:

Entrepreneurship in the Domain of Technology

“Technology encompasses all **new methods, processes, artefacts, tools and devices** that can be used in commercial and industrial use.

New technologies form the basis for technology firms where entrepreneurs **CREATE** innovations by combining their technological **KNOW-HOW** with **BUSINESS** practices.

These technology firms create new **commercialised solutions, i.e. INNOVATIONS**” /Byers,et. Al 2015/

Collaboration, Team Work

Old Model of IT

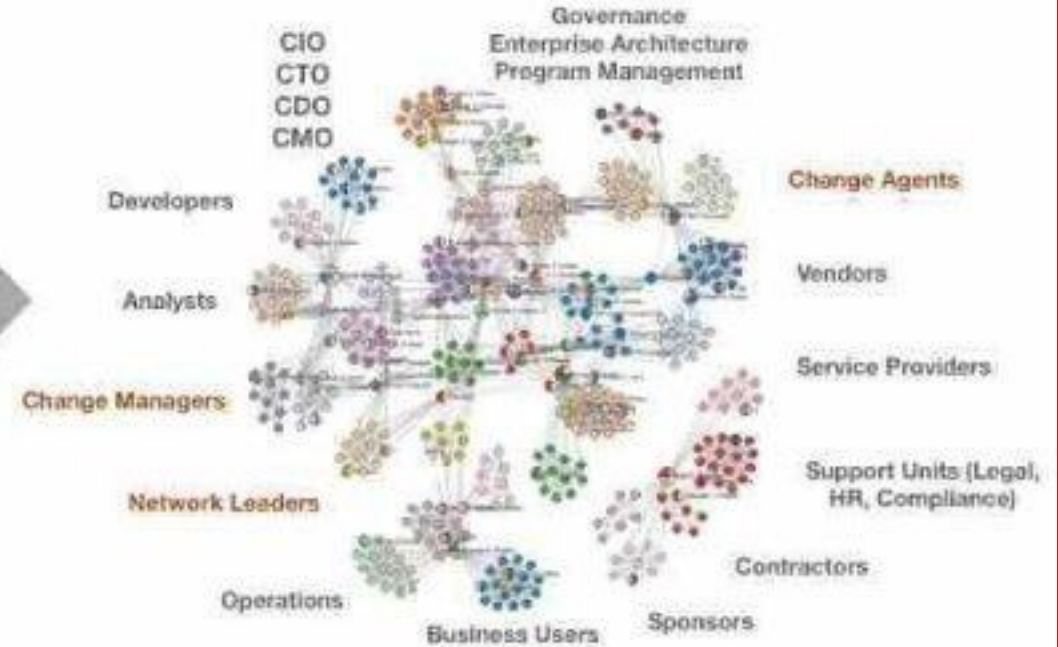
centralized hierarchical
automation of business



- Applies technology to what the business does today
- Good at maintaining status quo
- Focus on efficiency, economy of scale, continuity
- Well-defined processes designed for monolithic IT

New Model of IT

decentralized network enablement
of digital transformation



- Explores how technology re-imagines the business
- Good at managing constant technology change
- Focus on responding to opportunities at scale
- Dynamic self-organizing processes for small IT in volume

Who are the archetypes of entrepreneurship? The Post-Modern Role Models

Konica–Minolta; Xerox; 3M;
N26/Revolut; Barnes & Nobles; Financial Times

Organisations, not superheroes

Tech Entrepreneurship was about the “performers”
It is more and more becoming about the “performance”

The jobs of the industrial age and before were based on physical labour; and knowledge was a plus/ the distinguisher

The post WW II era was dominated by knowledge with skills as a plus/ distinguisher (physical labor taken for granted)

In the Digital Era, knowledge and skills become the mainstream and the distinguisher is the entrepreneurial mindset

Entrepreneurship as a mindset based on...
exploration
exiting one's comfort zone
collaboration

“Moving from commodity based to rock'n'roll economy”

Michio Kaku, Theoretical Physicist

The jobs of the future to be built on new skills

The new jobs will be based on human abilities and non-repetitiveness; non-algorithmic type of skills:

Creativity, Imagination, Communication, Critical Thinking,
Collaboration, Team Work, etc

The Big Shift :

4th Industrial Revolution – Digital Era

Globalization

Demographic change

The Entrepreneurial Age – human capital is the new asset

Business is about impact on society, not money-making

The Electric light did not come from the continuous improvement of candles

Radical innovations at the basis of progress:

Examples:

The combustion engine; the railroad; electrification; the telephone; the car; the airplane; the computer

Technology Entrepreneurship:

Is a behavior that can be defined as “ an

investment in a project that assembles and deploys specialized individuals and heterogeneous assets **to create and capture value for the firm.**

What distinguishes technology entrepreneurship from other types of entrepreneurship, e.g. social entrepreneurship, small business management, self-employment, etc. is the **collaborative experimentation and production of new products, assets and their attributes** which are intricately related to advances in **scientific and technological knowledge and the firm's assets ownership rights**“ /Bailetti 2012

Technology Entrepreneurship:

Technology is a horizontal, no longer a vertical

Technology's dual role:

There are more opportunities and skill-based labour

Yet, there are more requirements and competition

The characteristics of entrepreneurial age:

Work/life boundaries are blurred

Technology makes work pervasive of social life



Next Steps

- Battle Preparations
 - IBICT Group 1 → A218
 - IEB Group 1 → A220
- Whoever wants
 - 17:30 “skill sharing” kick-off @ Povo2 2nd floor (in front of elevators)
- Next class
 - IBICT → Wednesday, 14:30 @ A205
 - IEB → Wednesday, 14:30 @ A208



Questions?

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