

PEN Entrepreneurship Talk

June 2024

Reg.em.prof.dr.ir Richard Welke

Corporate titles: CEO, CIO, CTO, CSO

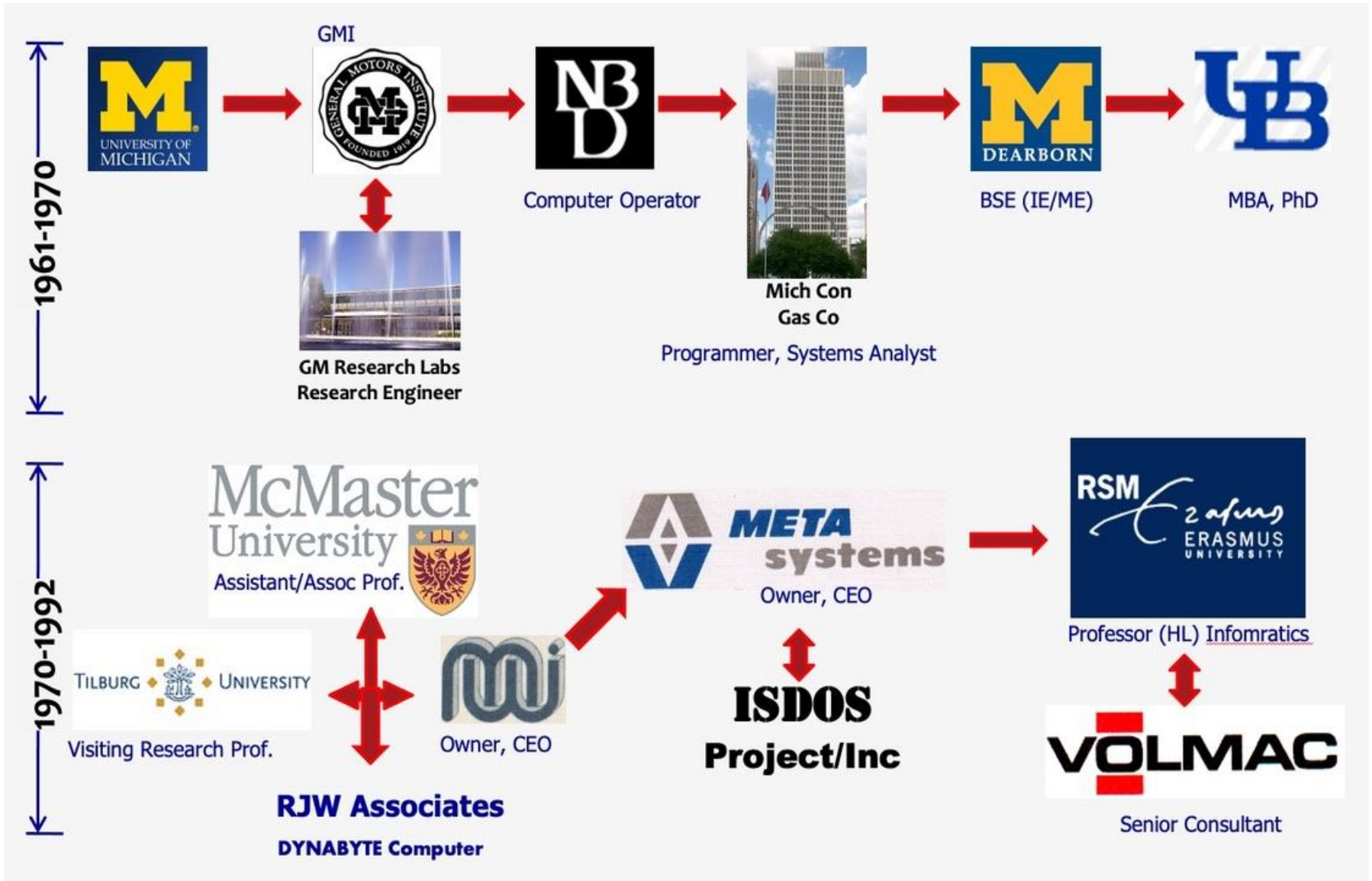
aka: Pracademic

Roles you can play

- Entrepreneurial
 - (Co-) Start a company
- Intrapreneurial
 - Embed and change
- Encourage/Support
 - Univ's launch ENI programs
 - Angel investor
 - Mentoring
 - Help others w/skills & knowledge you have
 - E.g. "Subject Expert"



My background (and Roles)



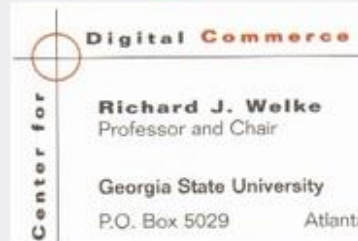
1992-2000
2000-2018
Now

Georgia State University

CIS Department Chair (1992-1999)



Interim CIO



Founding Director, CEDIC



Consortium (Global) Director



Interim CIO



CIS Faculty, CEPRIN Director (2000 -)



Founding Director, **ECI**



Cor Wit Research Prof.



Founding Director



Founding Entrepreneur & Innovation Institute



Entrepreneurial Mindset

Version 1 (Old):

“If it isn’t broke, don’t fix it.”

Version 2

(New/Entrepreneurial):

“If it isn’t broke, you haven’t looked hard enough”

(Fixing it is the value proposition)



Your possible “value add”



- **Knowledge:** Subject expert, testing value propositions
- **Emotional:** Providing emotional support to CEOs
- **Financial/structuring:** Understanding cash-flow, etc.
- **Hiring:** Focusing on team building
- **Marketing & PR, Legal**

What's in it for you?

- Engage with passionate individuals
- Assist in solving common problems
- Clarify value propositions and pivot as needed
- Learn new skills and how to help entrepreneurs
- Become an entrepreneur (preferably with student help)
- Maybe equity?

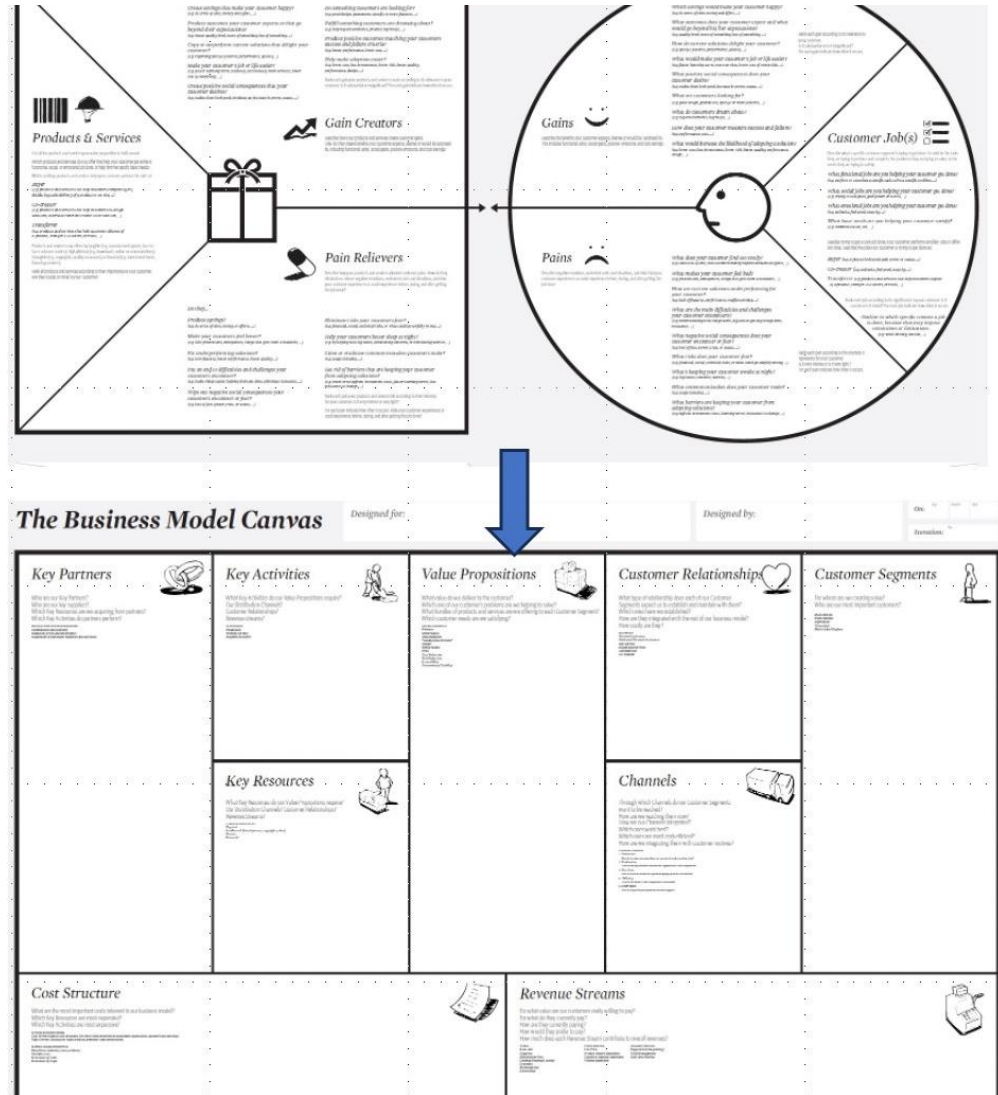


Communicating with Start-ups

Need for common basis:
Value Proposition
and Business Model

- Use of Pigneur and Osterwalder's diagrams

Tools: Strategizer.com
model sheets



How to start?

- Join university entrepreneurship programs/clubs
- Volunteer as a mentor
- Act as a judge in pitch competitions
- Register as an Angel investor



Benefits to you

- Helping groups become economically viable
- Solutions better match actual needs
- Potential fiscal rewards via equity
- Outcome influence



Further on Roles (Q&A; time permitting)



or



•Starting



•Transitioning



•Embedding



•Mentoring



or ENI

•Creating (Univ)

Conclusion and Q&A

- Recap of key points
 - Many roles you can play
 - Each have both unique value and issues to be addressed
 - Start slow and adapt
- Questions?