entrepreneurship

AVENUE

Challenge. Innovate. Create.

PROBLEM

In 2014 we identified the following needs regarding entrepreneurship education:

- Too little entrepreneurship activities for students offered by universities

  (only 2-3% of 333,000 in Austria)

- No cross-university networking / opportunities for students to connect with

  students from other academic backgrounds / universities

- Programs / formats of other ecosystem players often times not suited to young

  students

GUIDING BELIEFS

- A greater proportion of students need to become **aware of entrepreneurship concepts** and **practice** in an inspiring and authentic way.

- More startups and greater success come from young founder's **gaining confidence and self-belief through experience**.

- Great business ideas come from **interdisciplinary collaboration**.

- Learning needs to include doing and the experiences of **testing, failing and iterating** towards success in a supportive environment.

- Founders **inspire** founders.

- Our economy needs continuous **reinvention**.

- People in our society need **inspiring and meaningful work**.

OUR PURPOSE

- **Create awareness**: to open many student's eyes to entrepreneurship, for their own and society's benefit

- **Stimulate growth**: to create an atmosphere where people are encouraged to expand their thinking & doing

- **Introduce skills**: to expose students to entrepreneurship skills and experience

- **Encourage collaboration**: to provide a collaborative and interdisciplinary learning environment

- **Be fund, engaging & dynamic**: to inspire participants, giving them confidence in an open and authentic way

- **Lead to action**: less talk, more do – participants see they can have an impact with startup outcomes

OUR DNA

- Low entry barrier

- Attracting several target groups

  - Inspiration and encouragement for explorers and wantrepreneurs

  - Active participation in the labs for wantrepreneurs and founders

- Entrepreneurship Education + pre-acceleration (learning by doing)

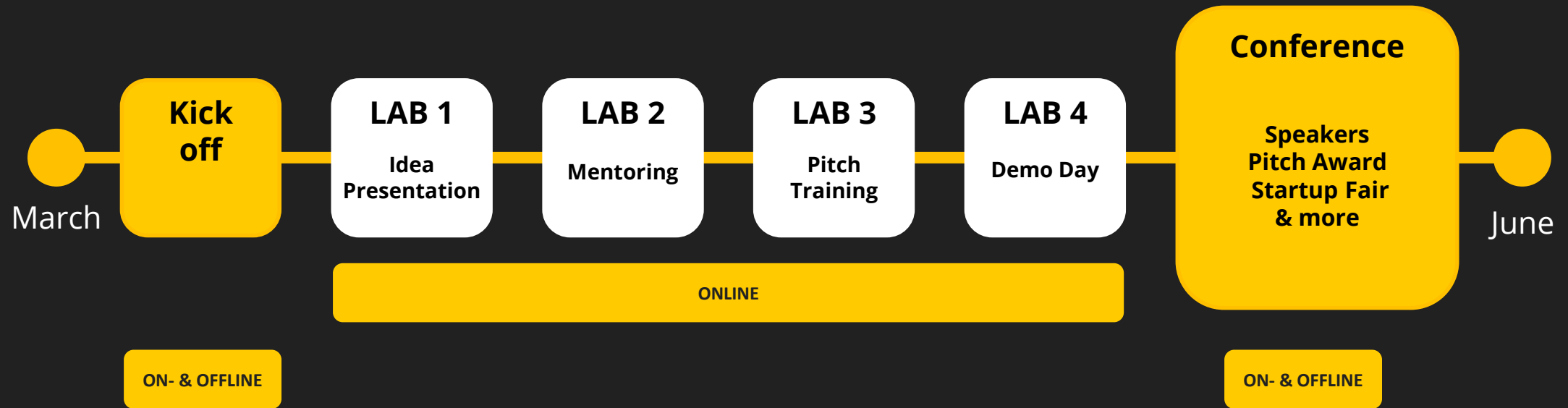- Interdisciplinary & cross-university positioning

In a nutshell, we are bridging:

Inspiration   **Doing**

OUR TARGET GROUPS

- **Wantrepreneurs**: students who know exactly what entrepreneurship and startups are and want to found the next unicorn.

- **Explorers**: students who have heard little or nothing about the entrepreneurship world and want to see and learn more

→ **turn explorers into wantrepreneurs**

PROGRAM OUTLINE

Kick off

LAB 1
Idea Presentation

LAB 2
Mentoring

LAB 3
Pitch Training

LAB 4
Demo Day

Conference
Speakers
Pitch Award
Startup Fair
& more

March

June

ONLINE

ON- & OFFLINE

ON- & OFFLINE

Labs: introduce students from different disciplines, in diverse teams, to entrepreneurship and help them gain hand-on experience (doing).

Conference: final event giving participants the opportunity to get to know the (inter)national start-up scene by inviting partners from the ecosystem

ORGANISATION: FACULTY & STUDENTS
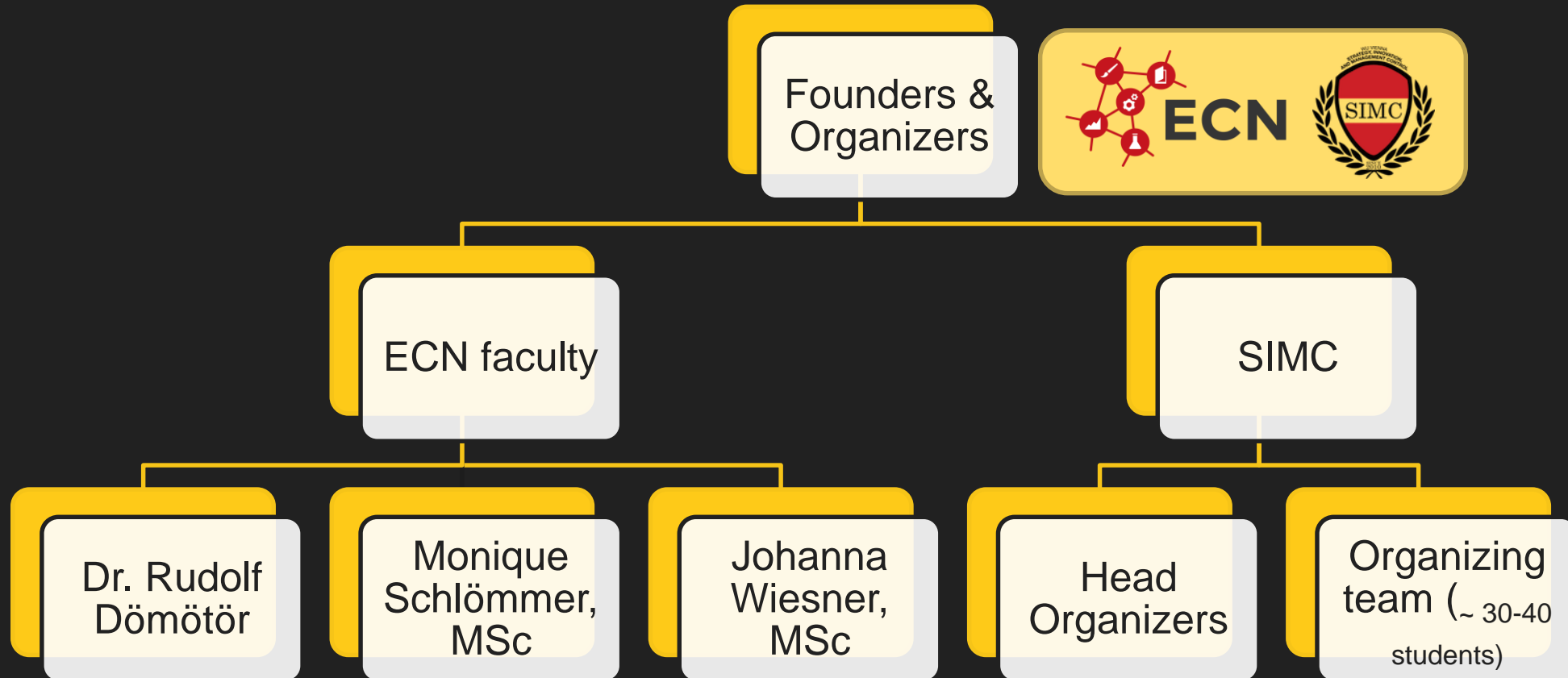
NUMBERS

- Growing number of participants
(from ~500 in 2014 to ~2,500 in 2017)

> 11,000
Students participated since 2014

- Interdisciplinarity is growing each year

> 70
Universities respresented

- Established community consisting of mentors and experts from the startup ecosystem
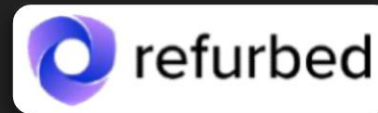
> 500
Pro-bono mentors and supporters

- Successful student startup stories (refurbed, hokify)

> 250
Start-up teams founded since 2014

- International recognition:
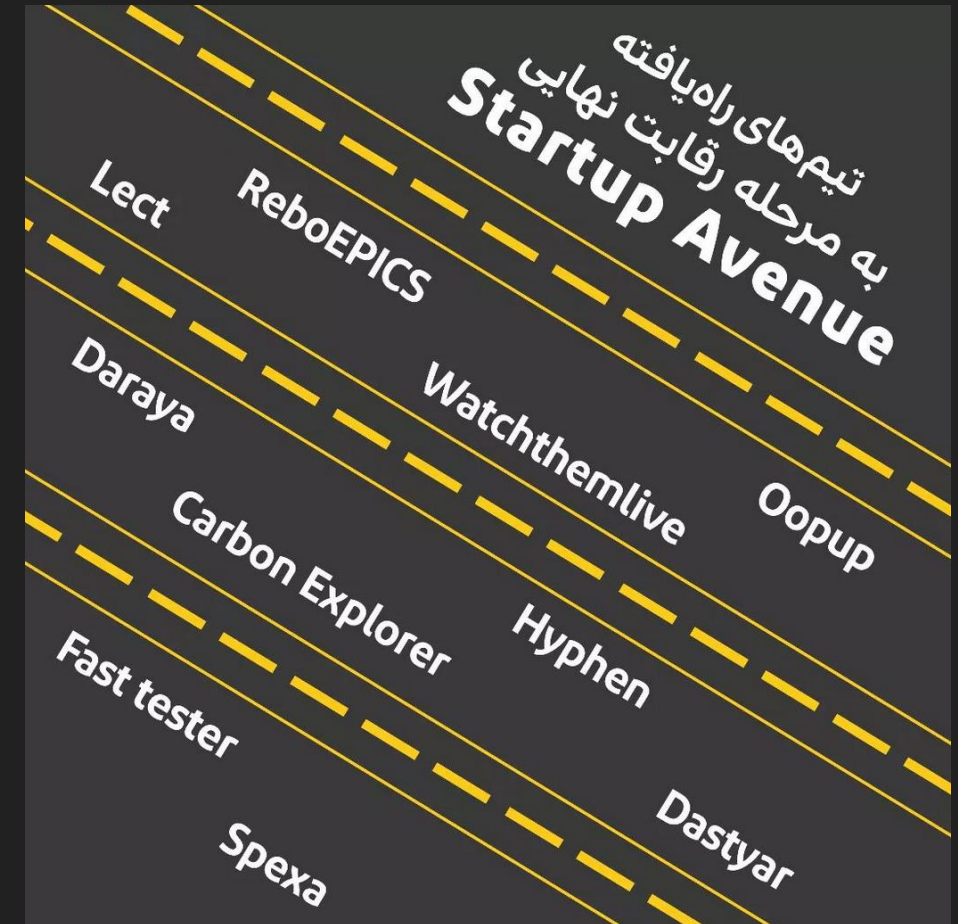AACSB award in 2017 (only european program out of 120 applications from 34 countries)

INTERNATIONAL VISIBILITY

The Iran Austria Joint Chamber of Commerce showed interest in our program, created the „Startup Avenue" in prepraration for students to participate in the Entrepreneurship Avenue.

Startup Avenue

دریچه ورود استارتاپ‌ها به فضای کسب‌وکار بین‌المللی

تیم‌های راه‌یافته به مرحله رقابت نهایی Startup Avenue

Lect
ReboEPICS
Daraya
Watchthemlive
Oopup
Carbon Explorer
Hyphen
Fast tester
Dastyar
Spexa

INTERNATIONALISATION

- From 2020 onwards: **increased international** students participating due to online program

- Adjusted format to online needs: hybrid events, bridging the online world with in-person connect events

- Participants representing the countries:

    58 countries in 2020

    78 countries in 2021

- First franchise concept with Ghana: Entrepreneurship Avenue goes Accra

- Adjusted program in Iran: Startup Avenue in Tehran (March 2022)

LEARNINGS

- **Working toward a common goal**

    - Close collaboration between faculty and organizing team: ensure everyone is on the same page

    - Highly motivated team working with strong dedication

- **Staying true to yourself**

    - Keep positioning → early stage & interdisciplinary program

- **Communicating in several „languages"**

    - Adjust communication to target group

    - Perception of entrepreneurship differs with academic background, e.g. art students

- **Taking nothing for granted**

    - Communication & promotion is key

CONTACTS

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