Funded by the European Union

bashkëpunimi gjerman
DEUTSCHE ZUSAMMENARBEIT

Suedi Sverige

EU for Innovation

# SLIDES & SUMMARY: EU for Innovation Workshop on hackathons for universities

## 9.10.2019

*The 'EU for Innovation' project, funded by the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Swedish International Development Cooperation Agency (Sida) is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Embassy of Sweden Tirana.*

Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

# 3/600

Number of university students who would like to become entrepreneurs at a class of Aalto Univeristy in 2007

# SLUSH 2008

400 participants
… of which 200 were no-shows


SLUSH
KEY PARTNERS
Mäkitalo
F-Secure
EVLI
elit
IROKEESI
TRANSFLUENT
futurice
SPA
SPA
SPA

# SLUSH 2019

25 000 participants
4000 startups
2000 investors

+ side events globally


“Don’t copy Silicon Valley, do your own thing.”

Aalto Entrepreneurship Society and other Finnish **grassroots** startup movements grew soon after

**LESSONS LEARNED:**

People first

Bottom-up

Learning by doing

***Culture & attitudes can be changed.***

# AGENDA

Introduction & best practices on entrepreneurial universities

Role of hackathons as a catalyst to foster university-industry-cooperation

How your university, its faculty and students can help to solve challenges initiated by industry?

Next steps

# OBJECTIVE

Share information on the hackathon process and industry expectations in Albania

Shape the hackathon process

Get organized to activate students and deliver the hackathons together

# CHECK-IN

Who are we?

**DR. MARKO SEPPÄ**

**MIKKO KORPELA**

**TONI PIENONEN**


crazy town
OVER 200 COMPANIES
AND UNIVERSITIES
WORKING TOGETHER

Round of introductions:

Who are you (name, organization)?

# INTRODUCTION &
# BEST PRACTICE CASES


## European university-business-cooperation study

**All study materials:** https://ub-cooperation.eu/

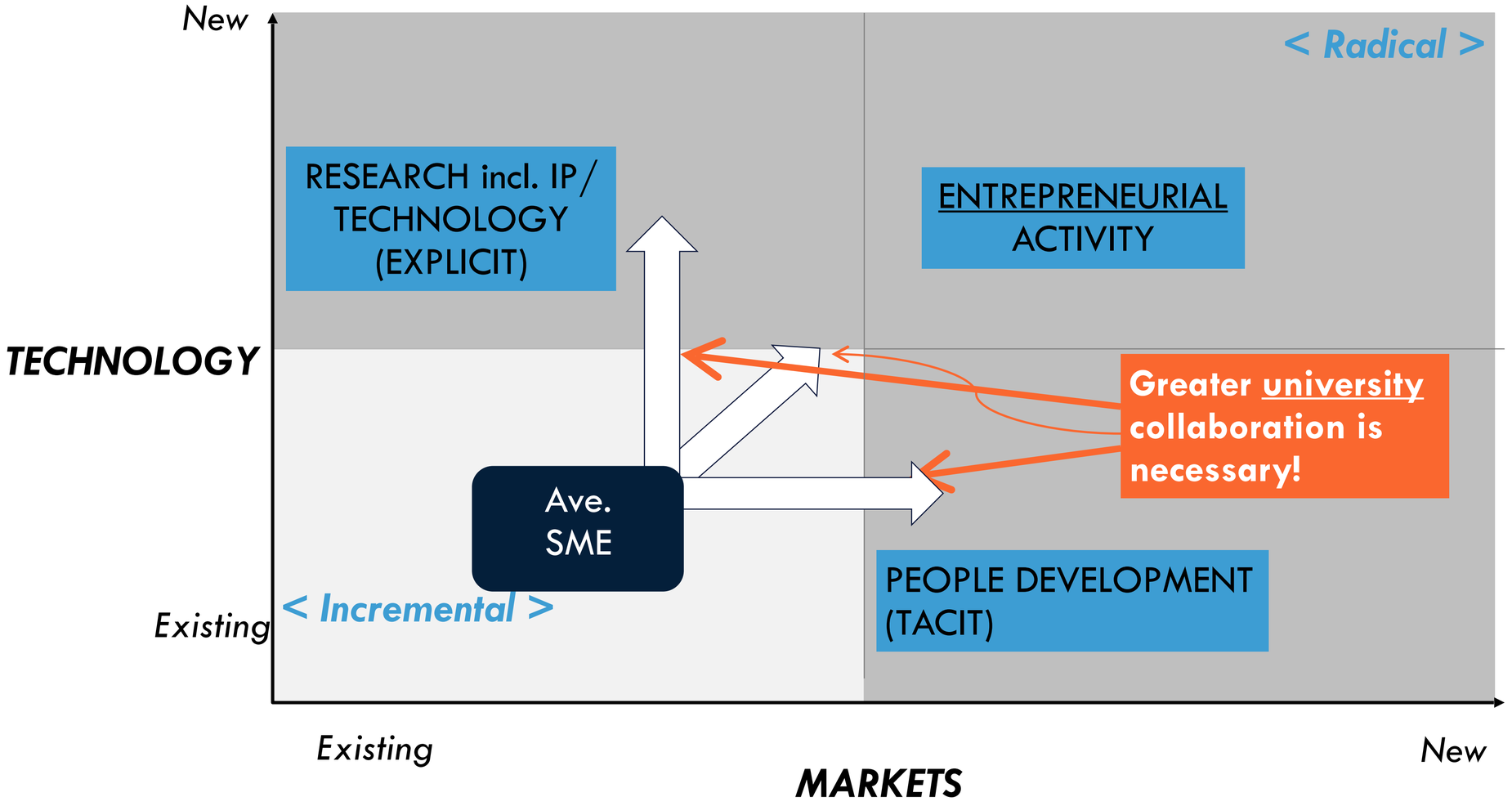
**Key points of the report as slides:**
https://www.dropbox.com/s/kkdqqf6qmprt08u/The%20State%20of%20European%20UBC_v2.pdf?dl=0

**Full PDF report:**
https://www.ub-cooperation.eu/pdf/final_report2017.pdf

## UIIN - University Industry Innovation Network

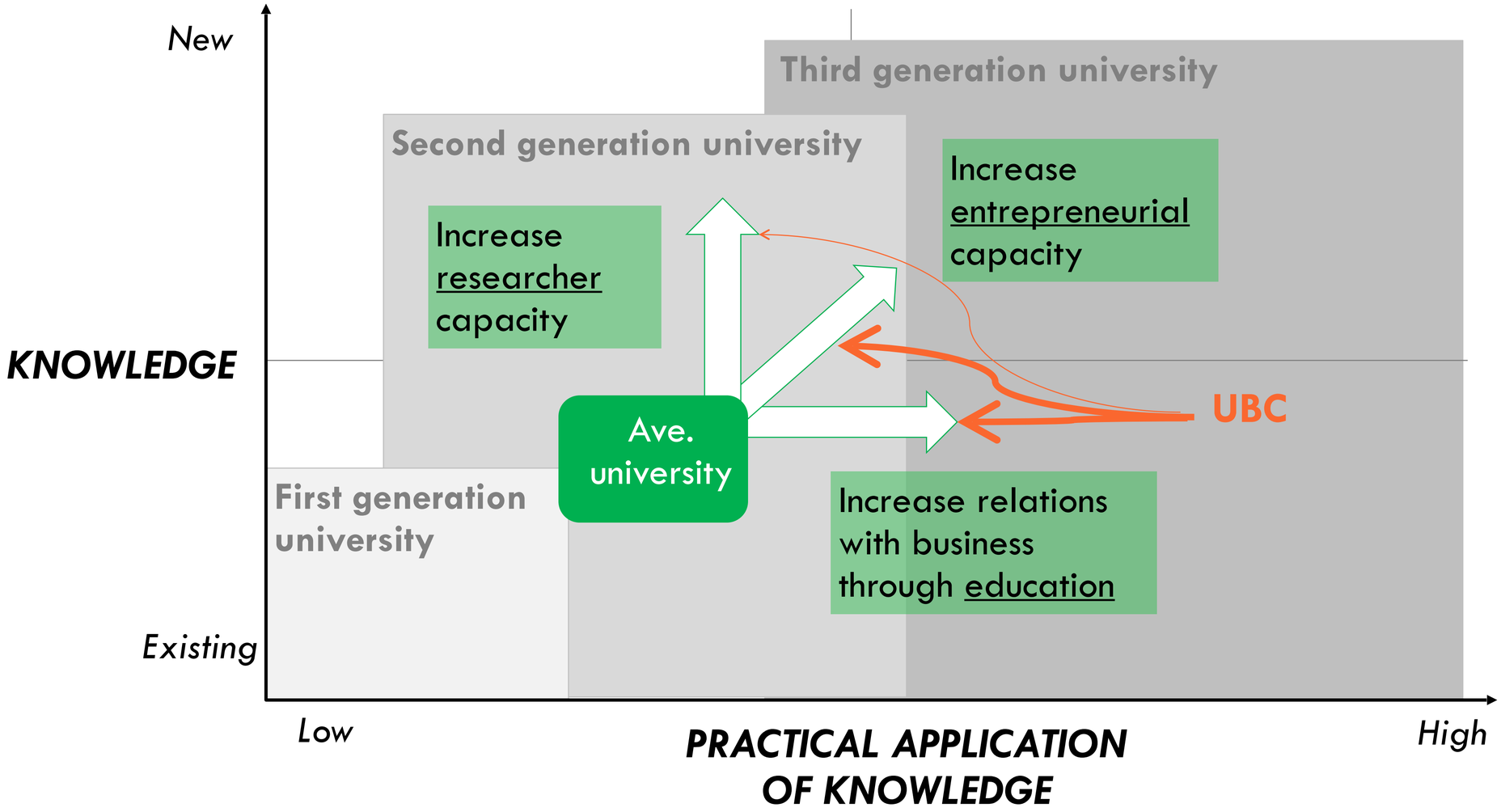
Resources and info on the topic of university-business-cooperation: https://www.uiin.org/

# … UBC is crucial for (business) innovation development




**Slides: Todd Davey / UIIN**

# … and university-cooperation is vital to develop the 3rd GENERATION UNIVERSITY




**Slides: Todd Davey / UIIN**

… but university-business relationships don’t *(automatically)* work

**Slides: Todd Davey / UIIN**

- Lack of risk
- Long term orientation
- Routine
- Knowledge and accuracy
- Rules to follow

# UB relationships don’t *(naturally)* work



**Slides: Todd Davey / UIIN**

- Lack of risk
- Long term orientation
- Routine
- Knowledge and accuracy
- Rules to follow

- Medium-high risk
- Short term orientation
- Dynamism
- Intuition
- Bend (make, or break) rules

# UB relationships don't *(naturally)* work



**Slides: Todd Davey / UIIN**

- Change of risk profile
- Change of time frame
- Change of speed
- Change of mindset – logic
- Change of skills needed
- Change of environment
- Change of paradigm

# UB relationships don’t *(naturally)* work



**Slides: Todd Davey / UIIN**

# Different types of university-business-cooperation (3rd mission)

| | | |
|---|---|---|
| EDUCATION | Mobility of students | Student internships, projects and thesis work. |
| | Curriculum co-design | Employers involved in curricula design with HEIs (higher education institutes) |
| | Curriculum co-delivery | E.g. guest lectures |
| | Life long learning | Executive education, industry training and professional courses. |
| | Dual education programmes | Part academical / part practical courses and programs. |

| | | |
|---|---|---|
| RESEARCH | Joint R&D | Joint-funded research and RDI projects. |
| | Consulting | Contract research and service sales |
| | Mobility of staff | Temporary mobility of academics to business; and of business people to HEIs. |

| | | |
|---|---|---|
| ENTREPRENEUR-SHIP AND INNOVAITON | Commercialisation of R&D results | Technology transfer, licencing / patenting. |
| | Academic entrepreneurship | Spin offs, business development. |
| | Student entrepreneurship | Startups, business development. |

| | | |
|---|---|---|
| MANAGEMENT | Governance | Mentoring and sparring, such as participation of academics on business boards, advisory activities and vise-versa. |
| | Shared resources | Infrastructure, personnel, equipment, shared (coworking) spaces. |
| | Industry support | Endowments, sponsorship and scholarships. |

# European academics: “To what extent do you cooperate with business on scale 1-10?”

| | | | |
|---|---|---|---|
| EDUCATION | Mobility of students | Student internships, projects and thesis work. | 5.6 |
| | Curriculum co-design | Employers involved in curricula design with HEIs (higher education institutes) | 3.6 |
| | Curriculum co-delivery | E.g. guest lectures | 4.3 |
| | Life long learning | Executive education, industry training and professional courses. | 3.6 |
| | Dual education programmes | Part academical / part practical courses and programs. | 3.6 |

| | | | |
|---|---|---|---|
| RESEARCH | Joint R&D | Joint-funded research and RDI projects. | 5.4 |
| | Consulting | Contract research and service sales | 4.8 |
| | Mobility of staff | Temporary mobility of academics to business; and of business people to HEIs. | 2.8 |

| | | | |
|---|---|---|---|
| ENTREPRENEUR-SHIP AND INNOVAITON | Commercialisation of R&D results | Technology transfer, licencing / patenting. | 3.0 |
| | Academic entrepreneurship | Spin offs, business development. | 3.0 |
| | Student entrepreneurship | Startups, business development. | 3.1 |

| | | | |
|---|---|---|---|
| MANAGEMENT | Governance | Mentoring and sparring, such as participation of academics on business boards, advisory activities and vise-versa. | 3.1 |
| | Shared resources | Infrastructure, personnel, equipment, shared (coworking) spaces. | 3.0 |
| | Industry support | Endowments, sponsorship and scholarships. | 3.6 |

# Around half of European academics do not cooperate in these types at all

| | | | |
|---|---|---|---|
| EDUCATION | Mobility of students | Student internships, projects and thesis work. | 5.6 |
| | Curriculum co-design | Employers involved in curricula design with HEIs (higher education institutes) | 3.6 |
| | Curriculum co-delivery | E.g. guest lectures | 4.3 |
| | Life long learning | Executive education, industry training and professional courses. | 3.6 |
| | Dual education programmes | Part academical / part practical courses and programs. | 3.6 |
| RESEARCH | Joint R&D | Joint-funded research and RDI projects. | 5.4 |
| | Consulting | Contract research and service sales | 4.8 |
| | Mobility of staff | Temporary mobility of academics to business; and of business people to HEIs. | 2.8 |
| ENTREPRENEUR-SHIP AND INNOVAITON | Commercialisation of R&D results | Technology transfer, licencing / patenting. | 3.0 |
| | Academic entrepreneurship | Spin offs, business development. | 3.0 |
| | Student entrepreneurship | Startups, business development. | 3.1 |
| MANAGEMENT | Governance | Mentoring and sparring, such as participation of academics on business boards, advisory activities and vise-versa. | 3.1 |
| | Shared resources | Infrastructure, personnel, equipment, shared (coworking) spaces. | 3.0 |
| | Industry support | Endowments, sponsorship and scholarships. | 3.6 |

University-business-cooperation takes place in **many forms**

**Engagement** should be the key word, not individual types of cooperation such as technology transfer

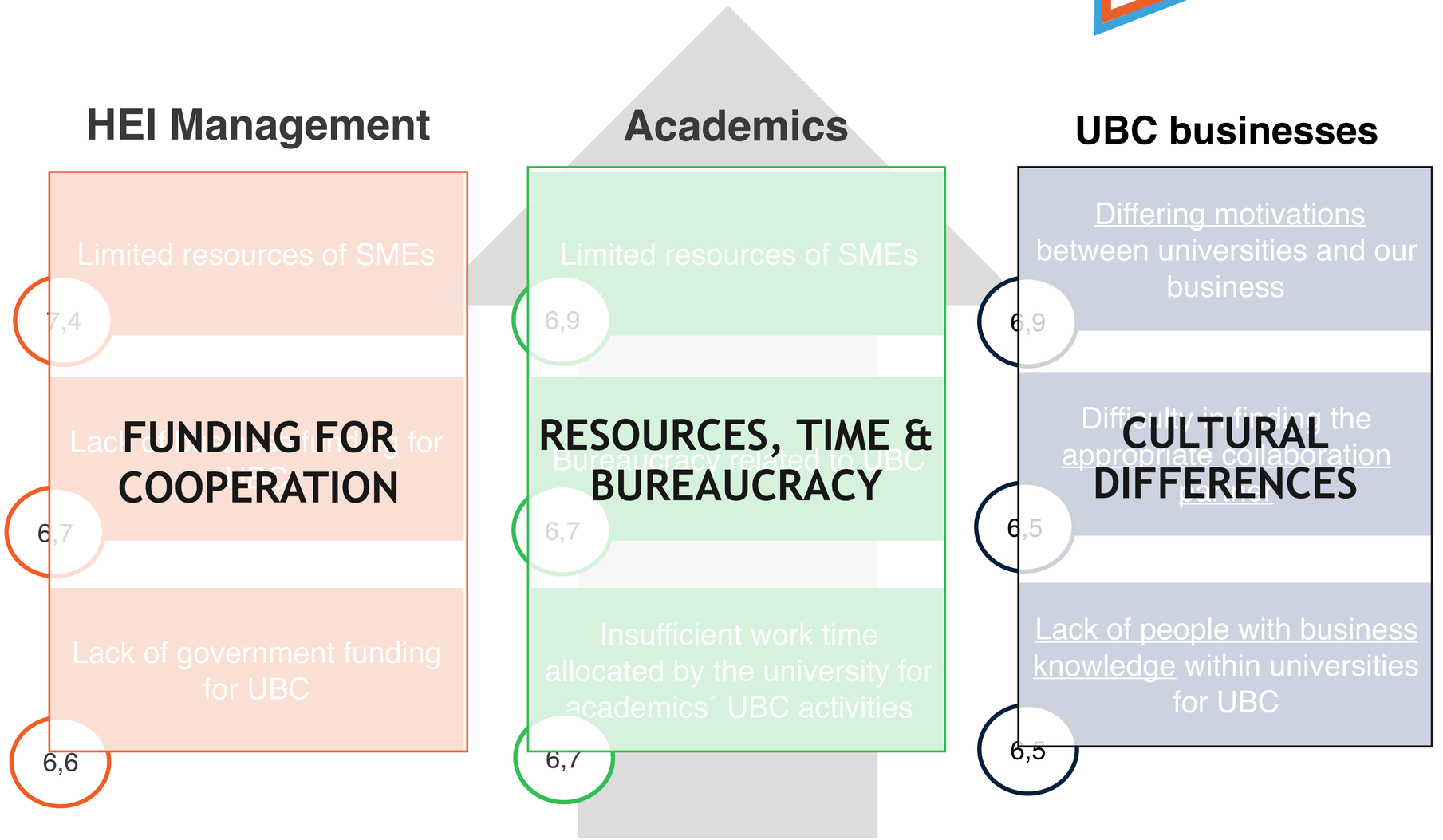
**UBC is a people's game** - individuals cooperate

# BARRIERS

*What is hindering UBC?*

**Slides: Todd Davey / UIIN**

# BARRIERS | TOP 3 MOST RELEVANT




Scale: 1 = “Not at all relevant” to 10 = “Extremely relevant”

**Slides: Todd Davey / UIIN**

# What happens if you remove the barriers?

# Nothing!

# DRIVERS

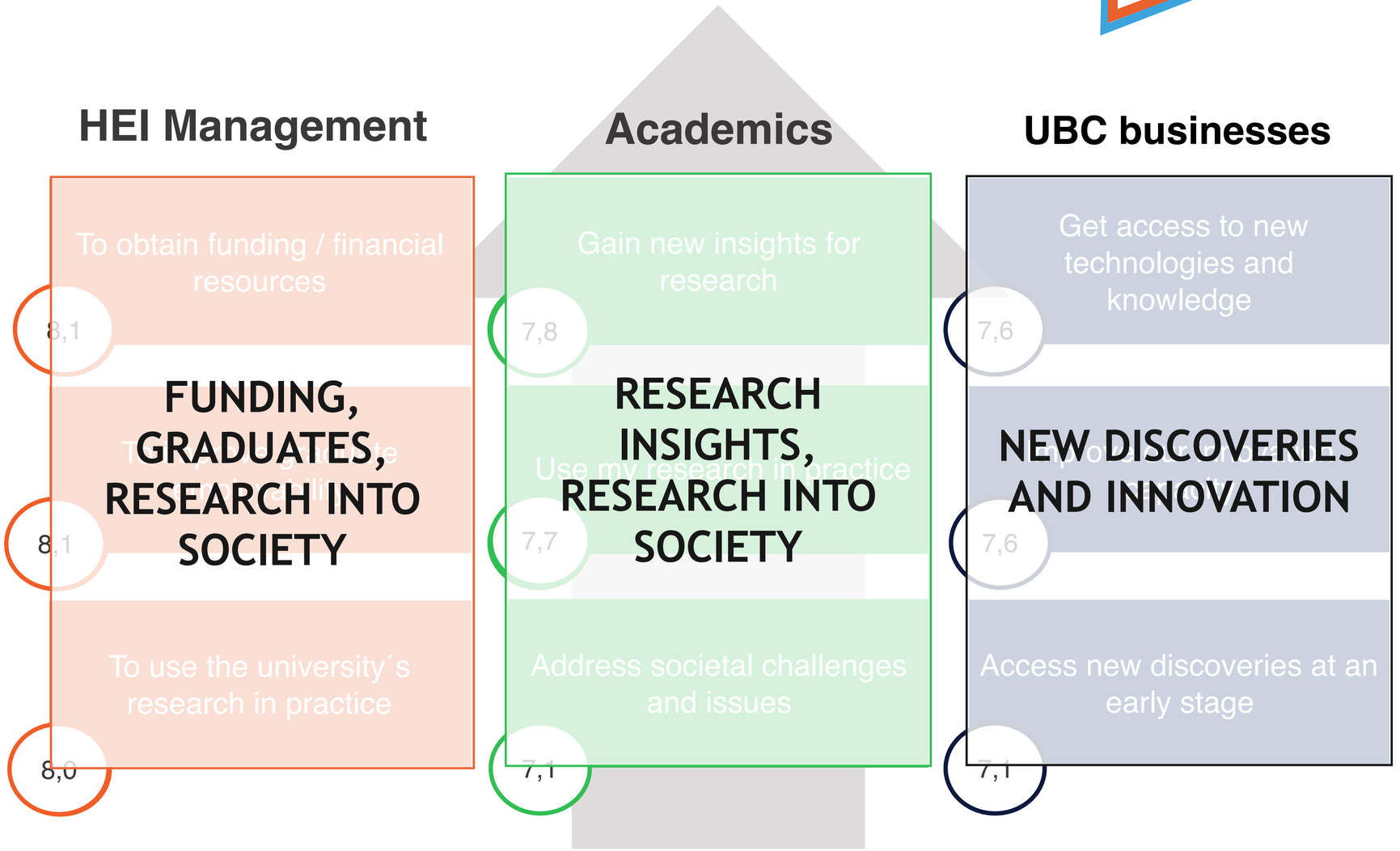
## *What is driving UBC?*

Motivators

Facilitators

**Slides: Todd Davey / UIIN**

# MOTIVATORS | TOP 3 MOST RELEVANT




Scale: 1 = “Not at all relevant” to 10 = “Extremely relevant”

**Slides: Todd Davey / UIIN**

# DRIVERS

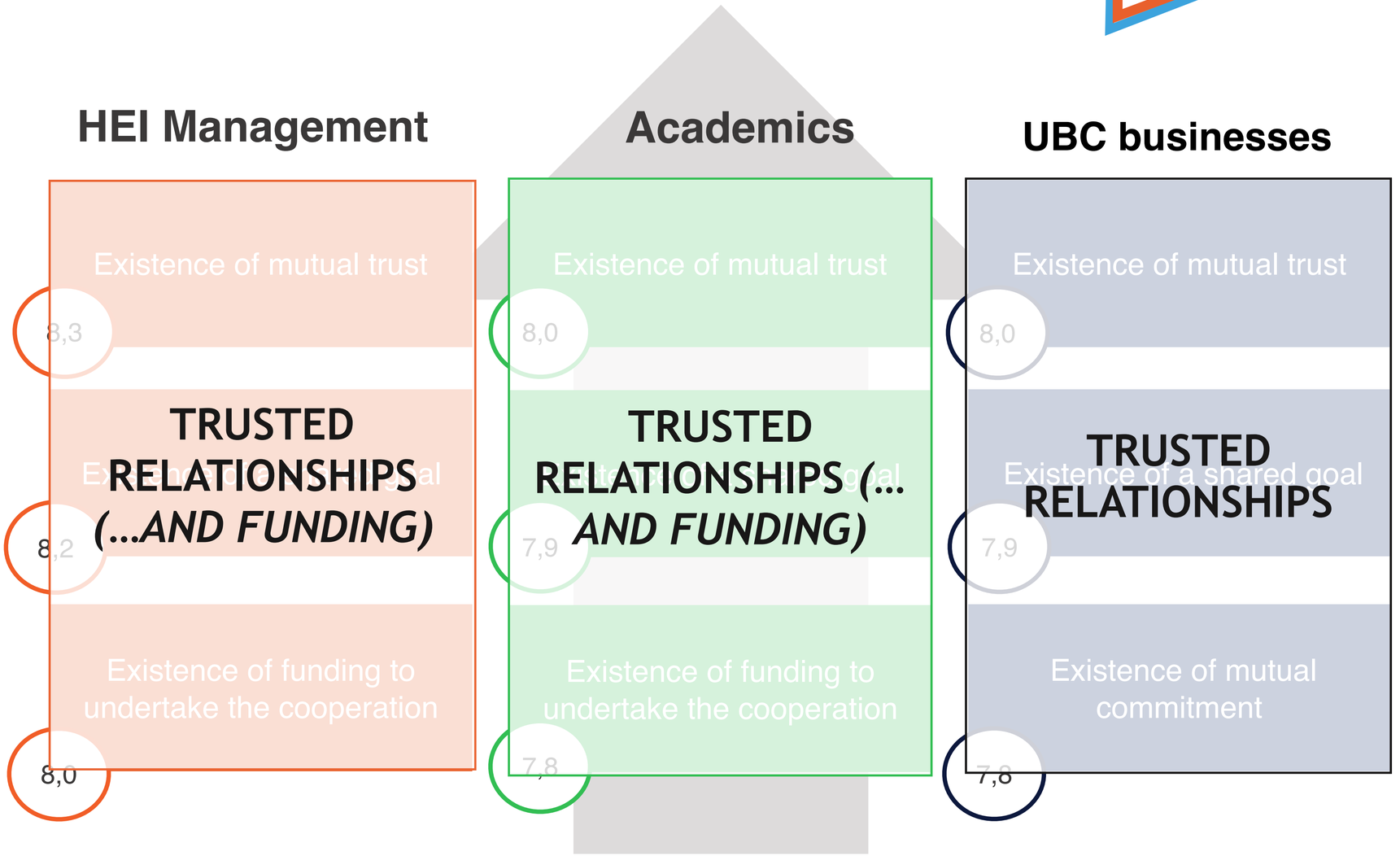
## *What is driving UBC?*

Motivators

Facilitators

**Slides: Todd Davey / UIIN**

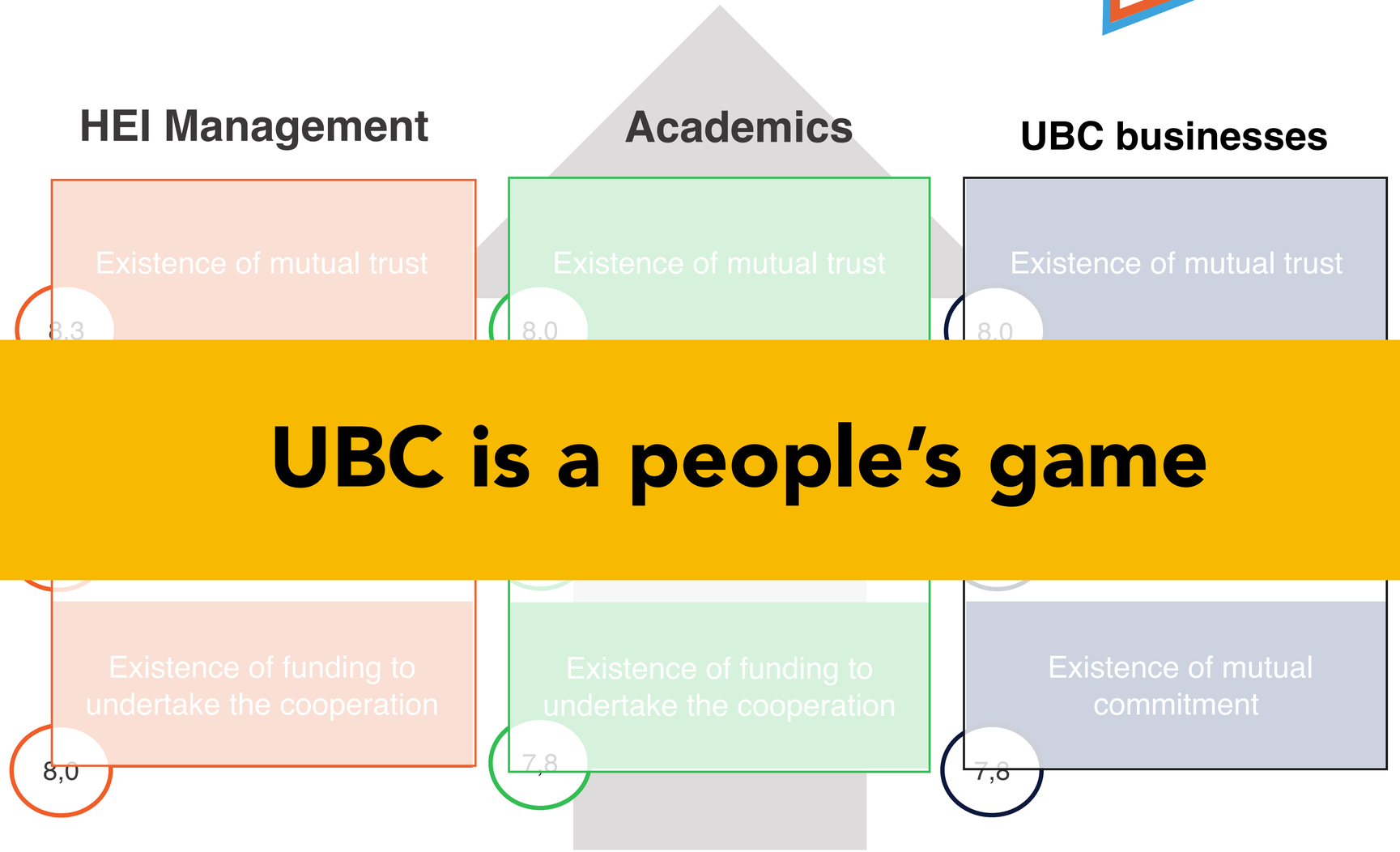
# FACILITATORS | TOP 3 MOST RELEVANT




Scale: 1 = “Not at all relevant” to 10 = “Extremely relevant”

**Slides: Todd Davey / UIIN**

# FACILITATORS | TOP 3 MOST RELEVANT



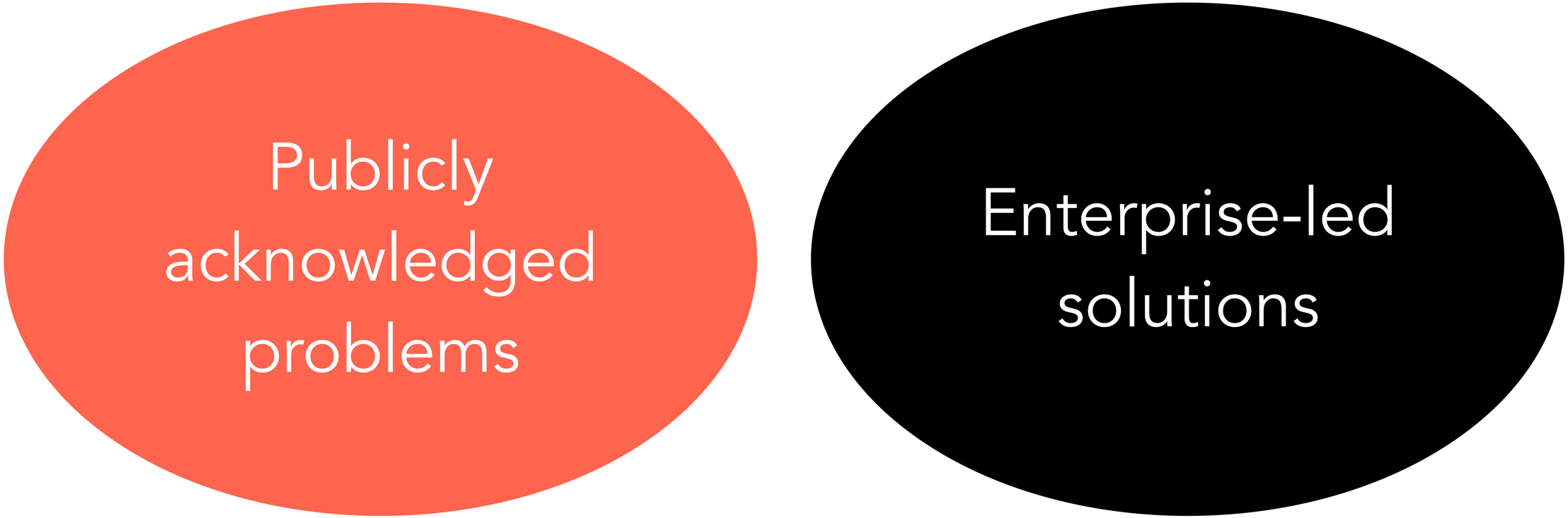

**UBC is a people's game**

Scale: 1 = "Not at all relevant" to 10 = "Extremely relevant"

**Slides: Todd Davey / UIIN**

# HOW YOUR UNIVERSITY, ITS FACULTY AND STUDENTS CAN HELP TO SOLVE CHALLENGES INITIATED BY INDUSTRY?

# PROBLEMS & SOLUTIONS APART



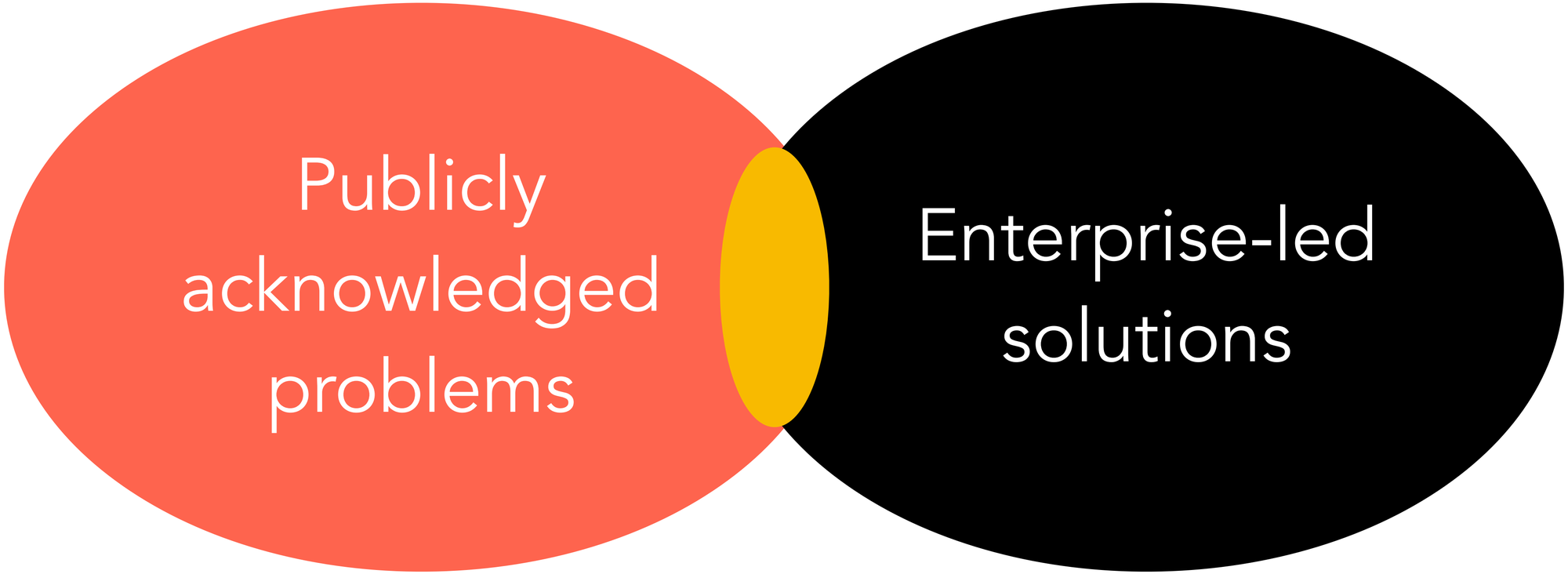
# PUBLICLY ACKNOWLEDGED PROBLEMS

- Worthwhile problems, ecological, societal
- Typically associated with humanists, passion, personal conviction, non-profit nature, "**red**"
- Dealing with, e.g., education, energy, health, food & water, natural resources, transport
- Economically/financially relevant & budgeted

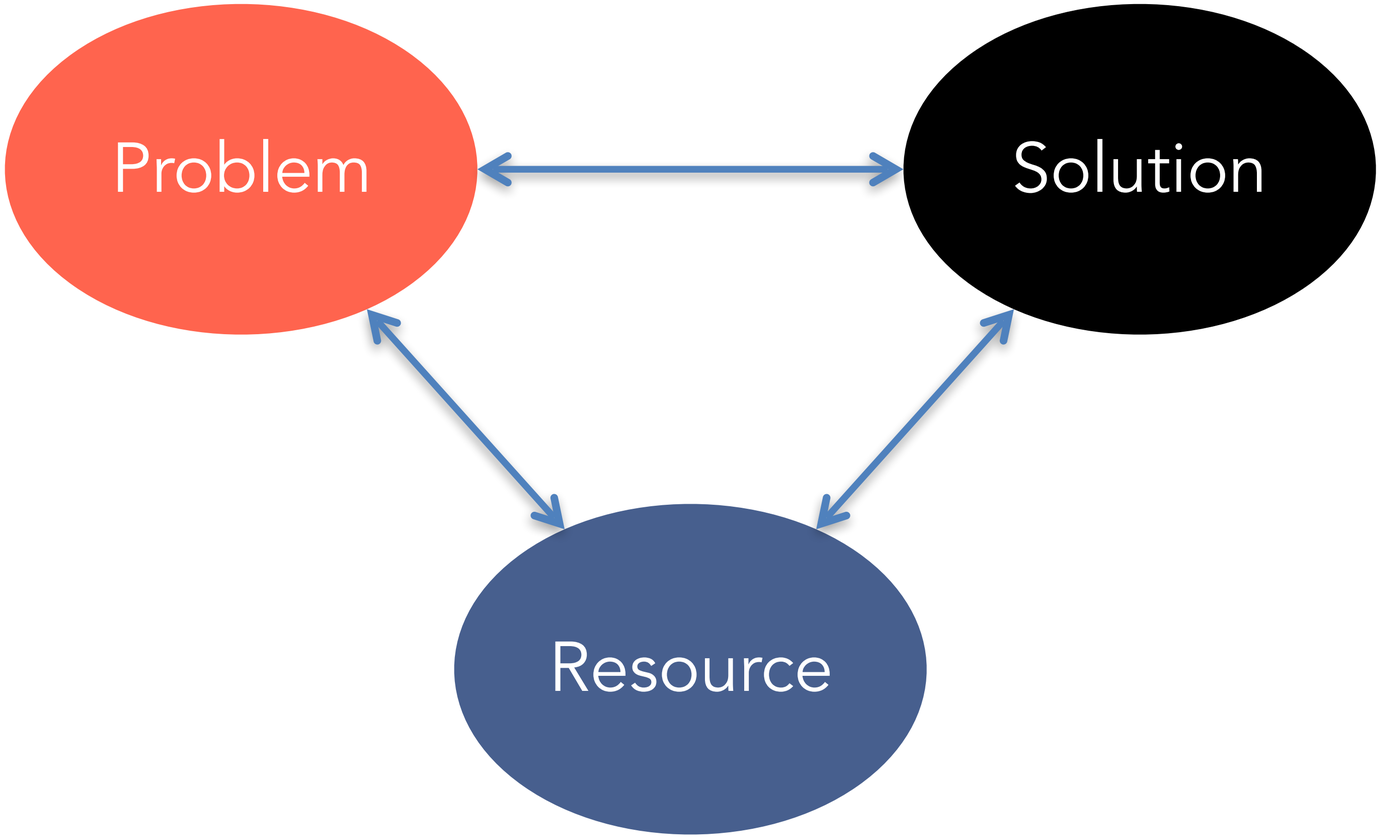
# ENTERPRISE-LED SOLUTIONS

- Market tested & proven solutions that work
- Typically associated with technocrats, cold rational analysis, for-profit nature, “**black**”
- Dealing with value propositions, output>input
- Comparable offers, actionable take-up plans, price points, milestones, measurable impact

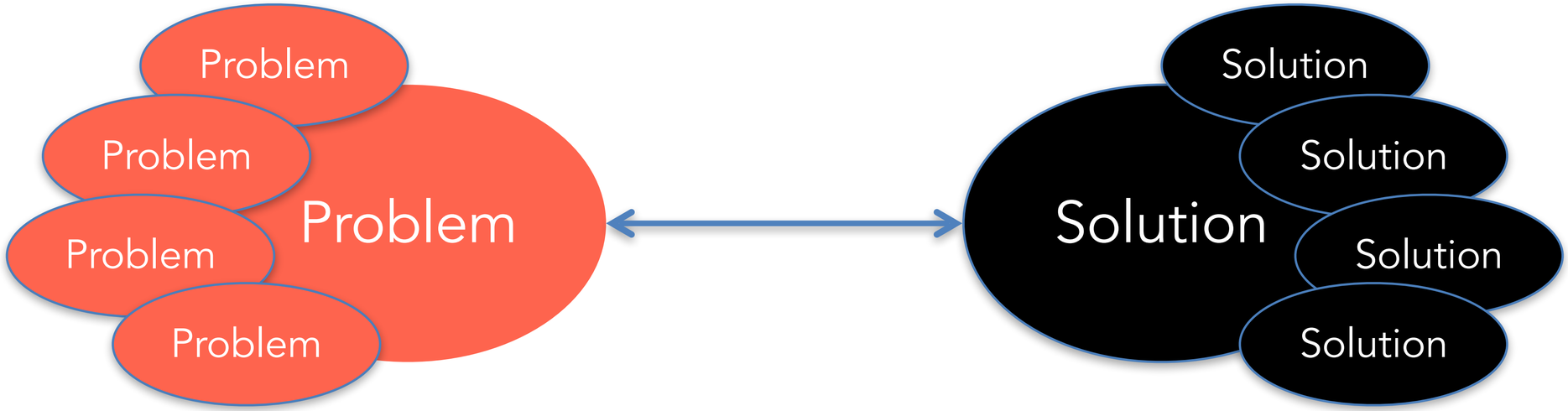
# PROBLEMS & SOLUTIONS IN UNION



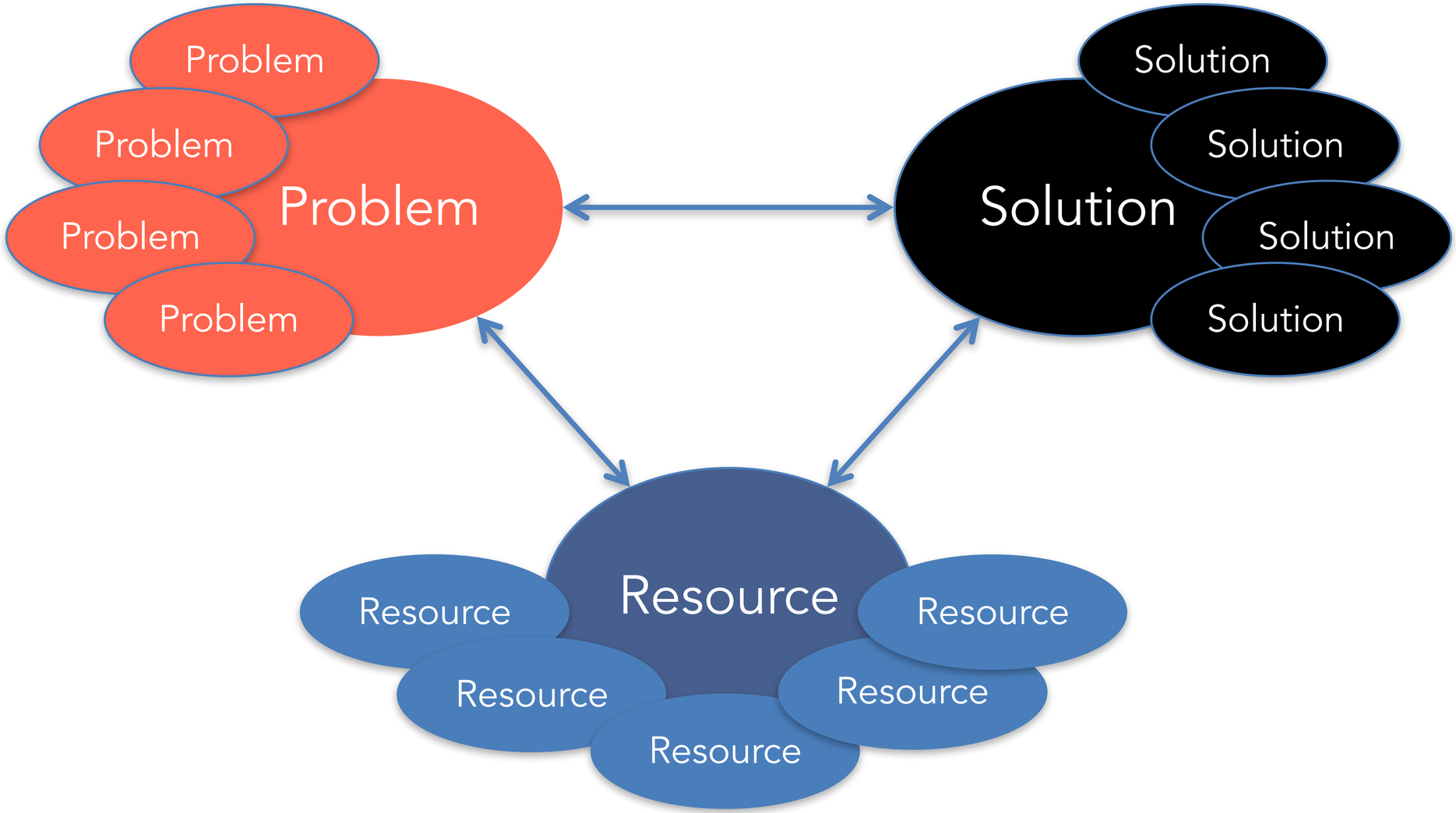
# BECAUSE THIS IS COMPLICATED



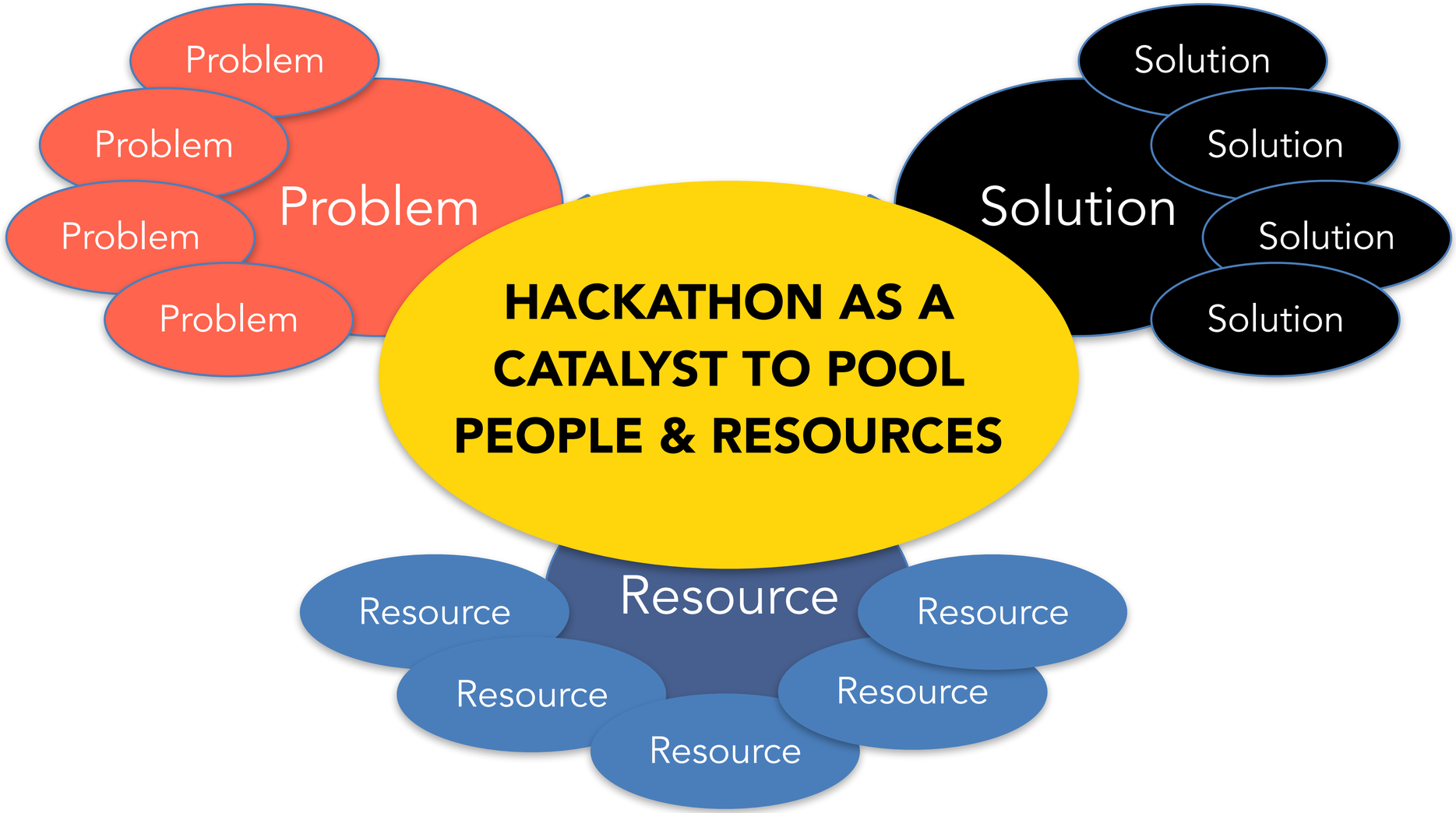
# BECAUSE THIS REQUIRES CO-CREATION



# BECAUSE THIS REQUIRES CO-CREATION



# BECAUSE CO-CREATION REQUIRES CO-CREATORS



Hackathons are a *catalyst*

for cooperation

A “hackathon” is a faciliated event, where **people and resources come together** to create solutions for **a real-life challenge.**

# WHO ARE INVOLVED?

Everyone has multiple roles before, during and after the hackathon

## BUSINESS AND SOCIETY

- Challenge-owners
- Enablers

**Have a real problem they're looking answers to + and/or can offer their technology and solutions to be utilized and developed.**

## PARTICIPANTS

- Students
- University researchers & teachers
- University-based:
    - Idea-stage startup
    - Early-stage startup
- Entrepreneurs, executives, experts

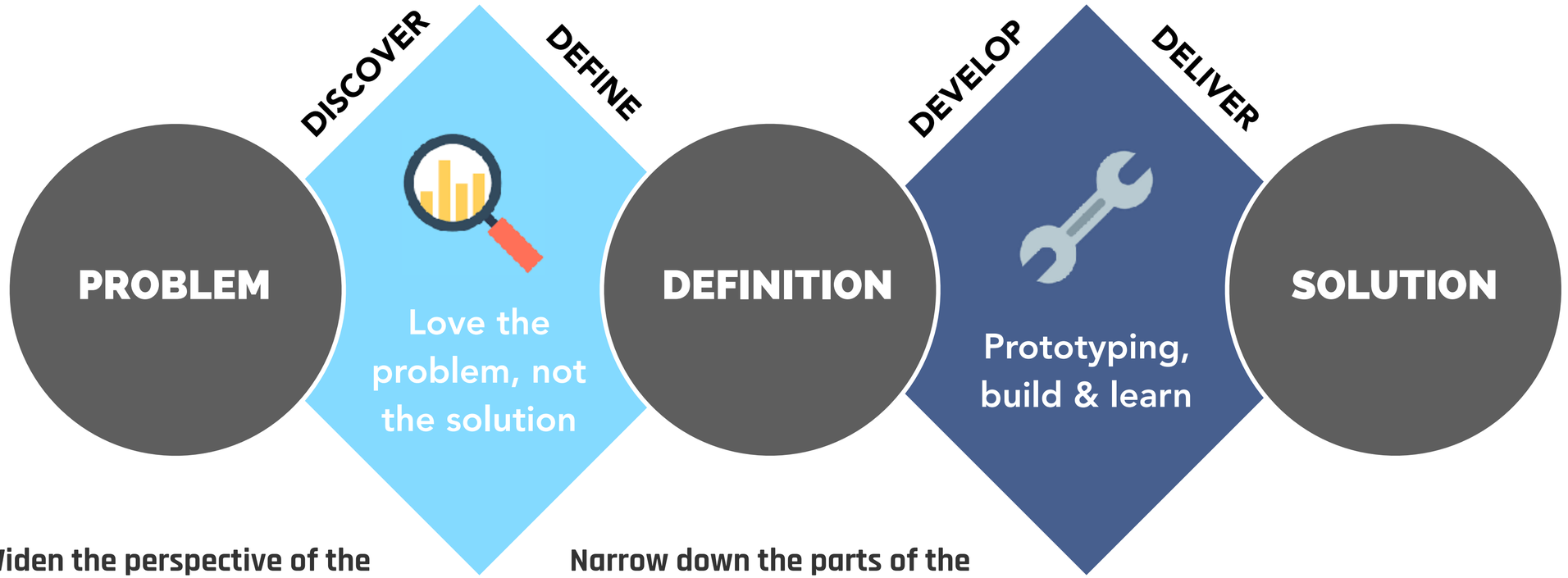
**Provide insight, come to solve the problem with a new solution**

## UNIVERSITIES (& INNOVATION SUPPORT ORGANIZATIONS)

- Researchers
- Teachers
- Experts
- Participants

**Provide resources = expertise and participants, support and skills**

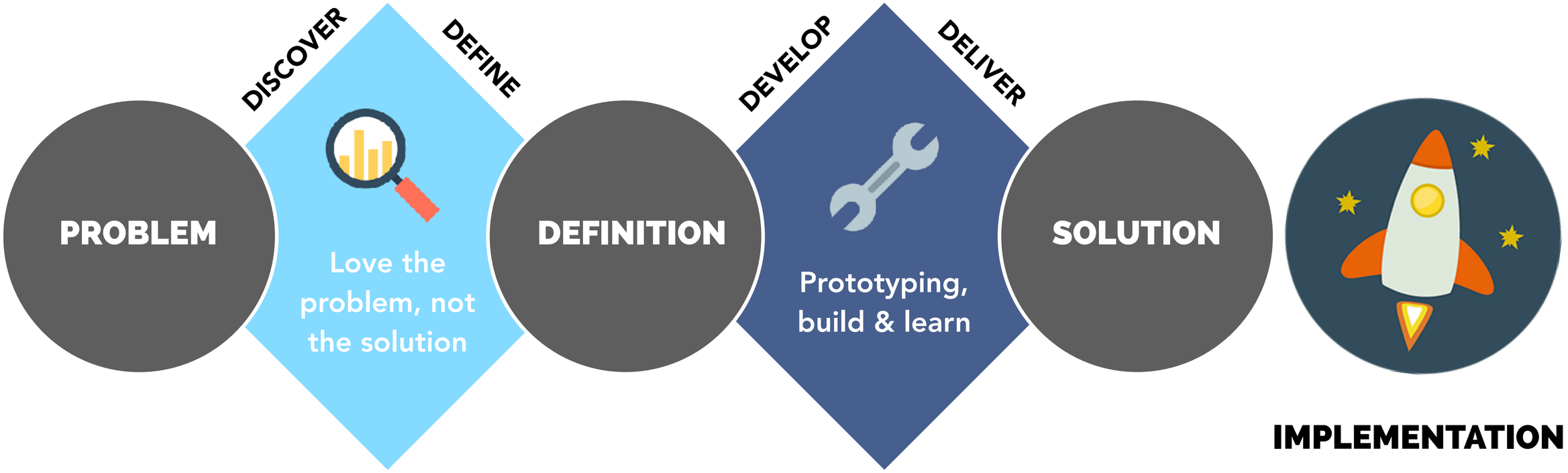
# 36-HOUR HACKATHON STRUCTURE




Widen the perspective of the problem. Do background research and brainstorming. Ask users and customers. Find out what are the root causes of the problem. Scribble down alternative ideas.

Narrow down the parts of the problem into a definition. Go through different ideas. Choose the ones that most efficiently eliminate the causes of the problem.

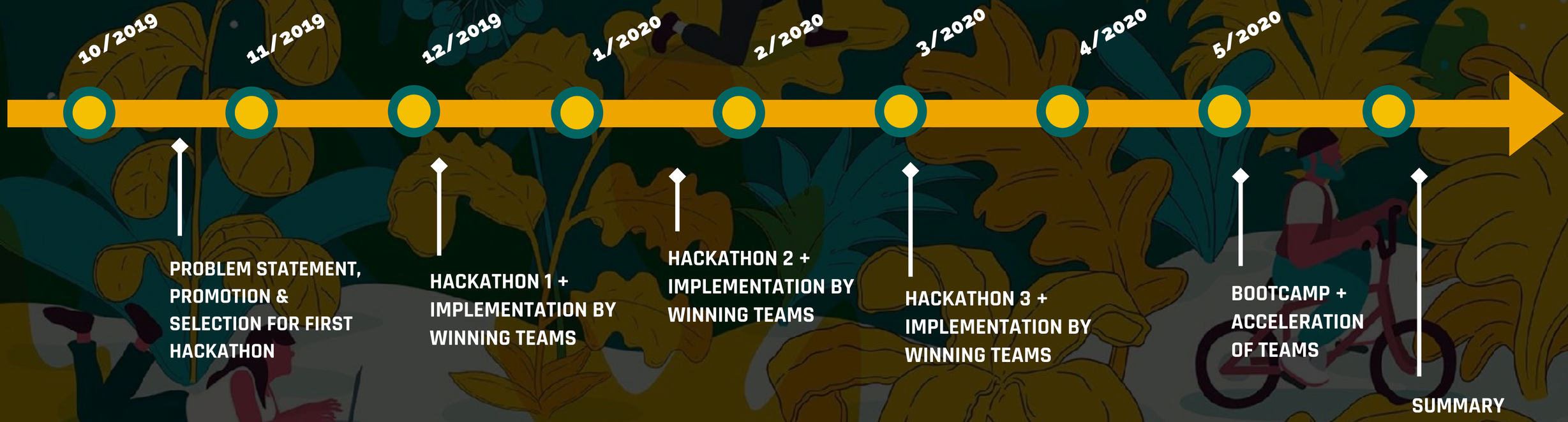
Present a solution and describe how it can be implemented into practice with customer / users. What happens, how and when?




**IMPLEMENTATION**

**AFTER THE HACK**

# EXAMPLE: TIMELINE OF ACTIVITIES




ONGOING SUPPORT: MENTORING & SPARRING, SHARED SPACES & RESOURCES, NETWORKING, TRAININGS, ETC.

# WHAT IS EXPECTED FROM UNIVERSITIES / BENEFITS

- **Enabling and encouraging participants to join the hackathons**: Students, startup teams → *new companies*

- **Mentors (alumni, experts, researchers)** to help challenge-owners and participants → *engage more stakeholders in your UBC activities*

- **Marketing and promotion** to attract participants for hackathons → *increase your own brand awareness*

- **Studify the hackathons**: give credits for participating students or combine hackathons with your curriculum → *create high-impact learning-by-doing*

- **Gain new cooperation** with industry & startup ecosystem participants

# CRAZY TOWN
# CONTACT INFO


MIKKO KORPELA

mikko.korpela@crazytown.fi

+358 400 499 242



DR. MARKO SEPPÄ

marko.seppa@globalenabler.com

+358 40 063 8780



TONI PIENONEN

toni.pienonen@crazytown.fi

+358 400 737 238