

# Durf Ondernemen



**The student entrepreneurship project of  
Ghent University**

**Koen De Bosschere**

Knowledge  
creation



Knowledge  
acquisition

Knowledge  
exploitation

# What is the best age to start a company?

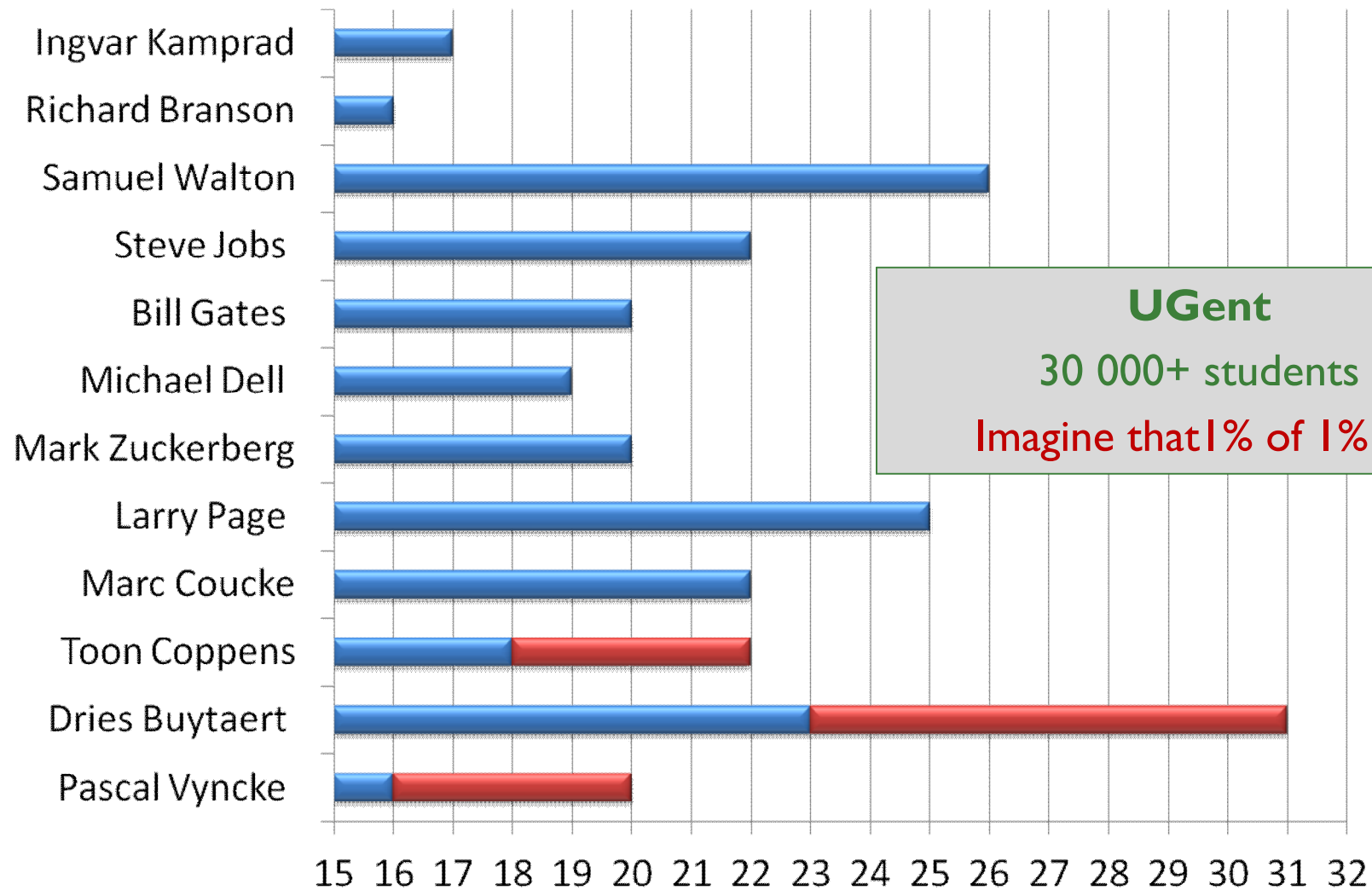
The younger, the better.  
You have to be **clueless**...



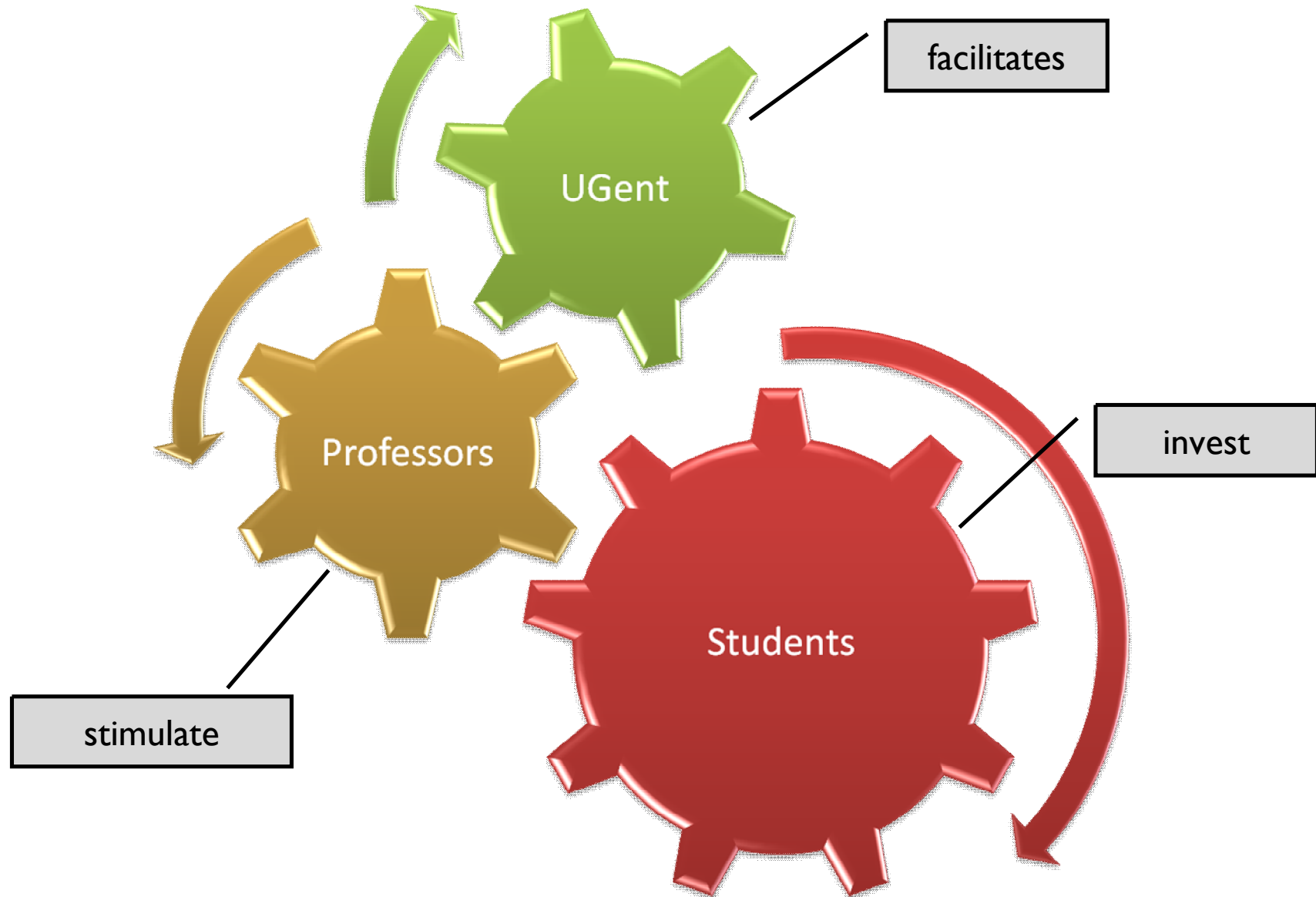
Peter Magnusson  
Founder Virtutech

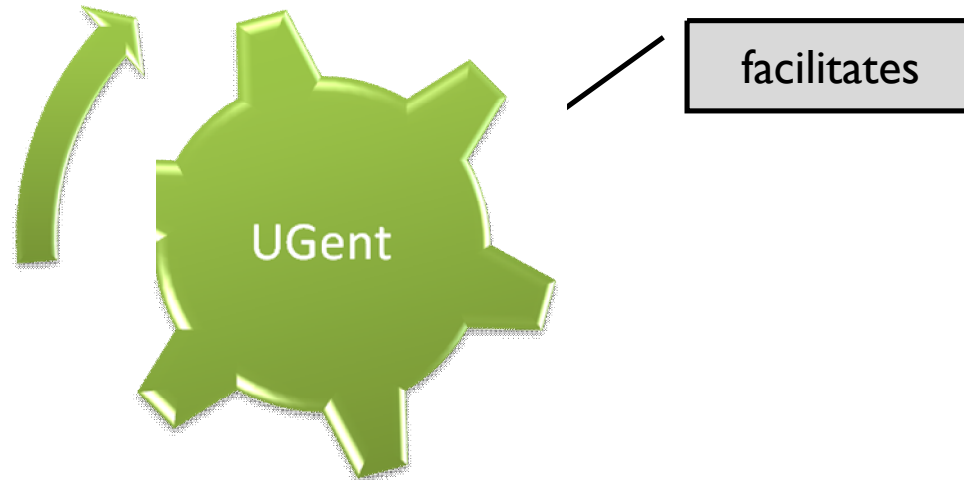
“What your mother should have taught you about entrepreneurship”

# A picture is worth a ...



# Approach at **three levels**



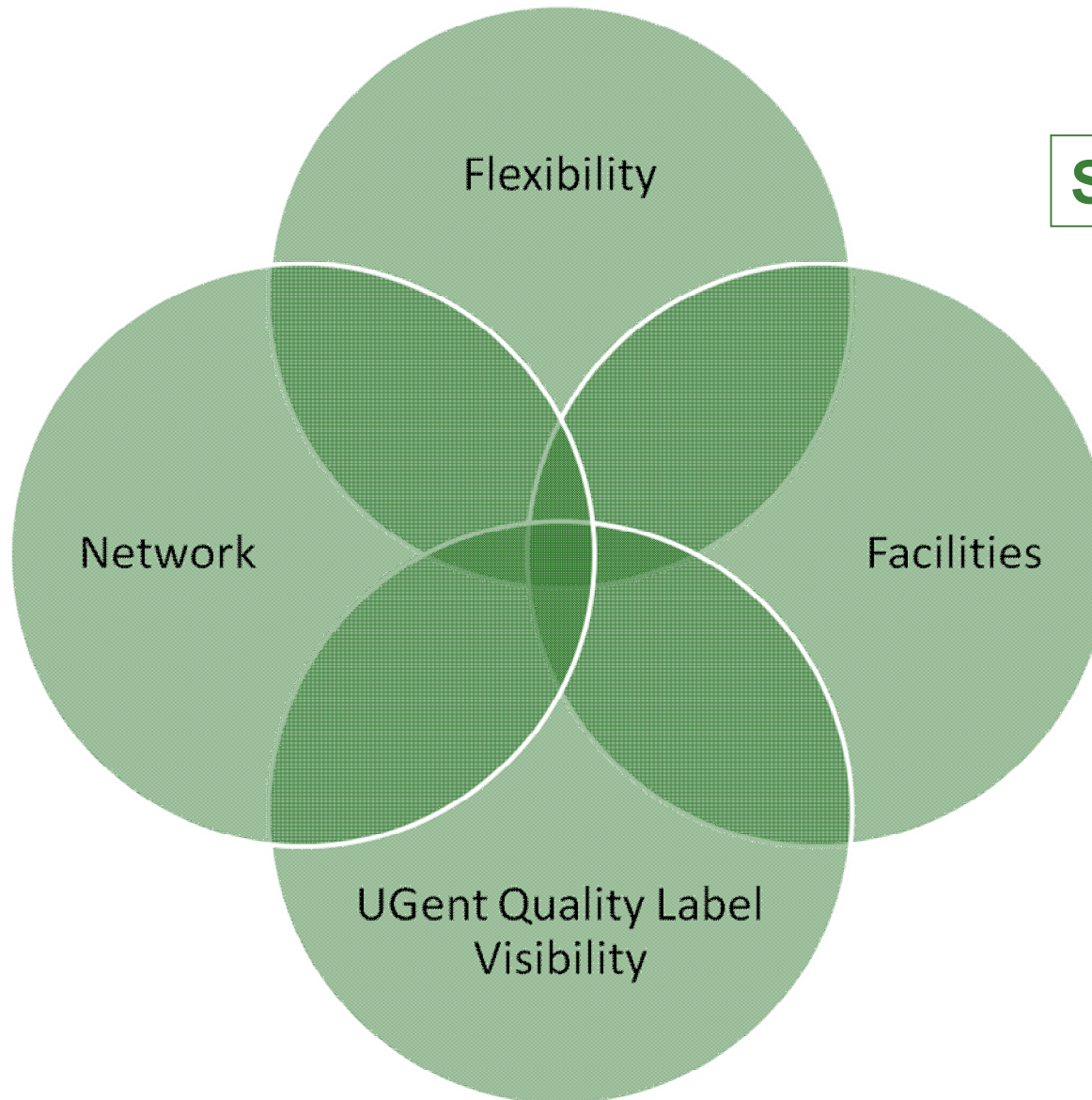


# Student-entrepreneur

# Criteria Statute

- Students need to have obtained 60 credits in an academic study programme
- Students need to have obtained credits for 50% of the courses of the year before
- Students need to own a company or have the intention to create a commercial product or service within 12 months. The venture needs to be formalized, and it must have a growth perspective.
- The proposal has to have the support of an academic mentor.
- The statute is valid for one year.

# Benefits special statute

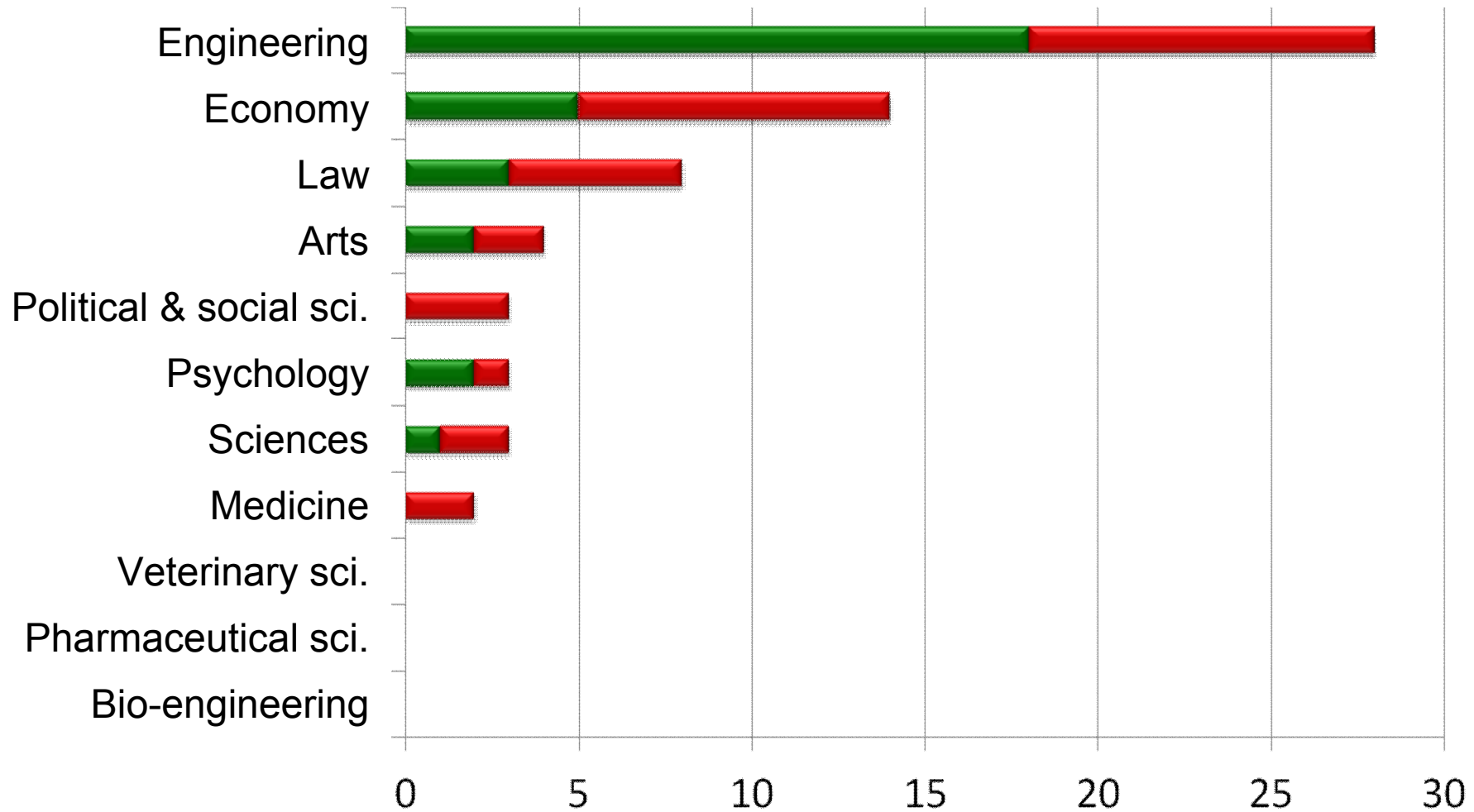


**Student owns IP**

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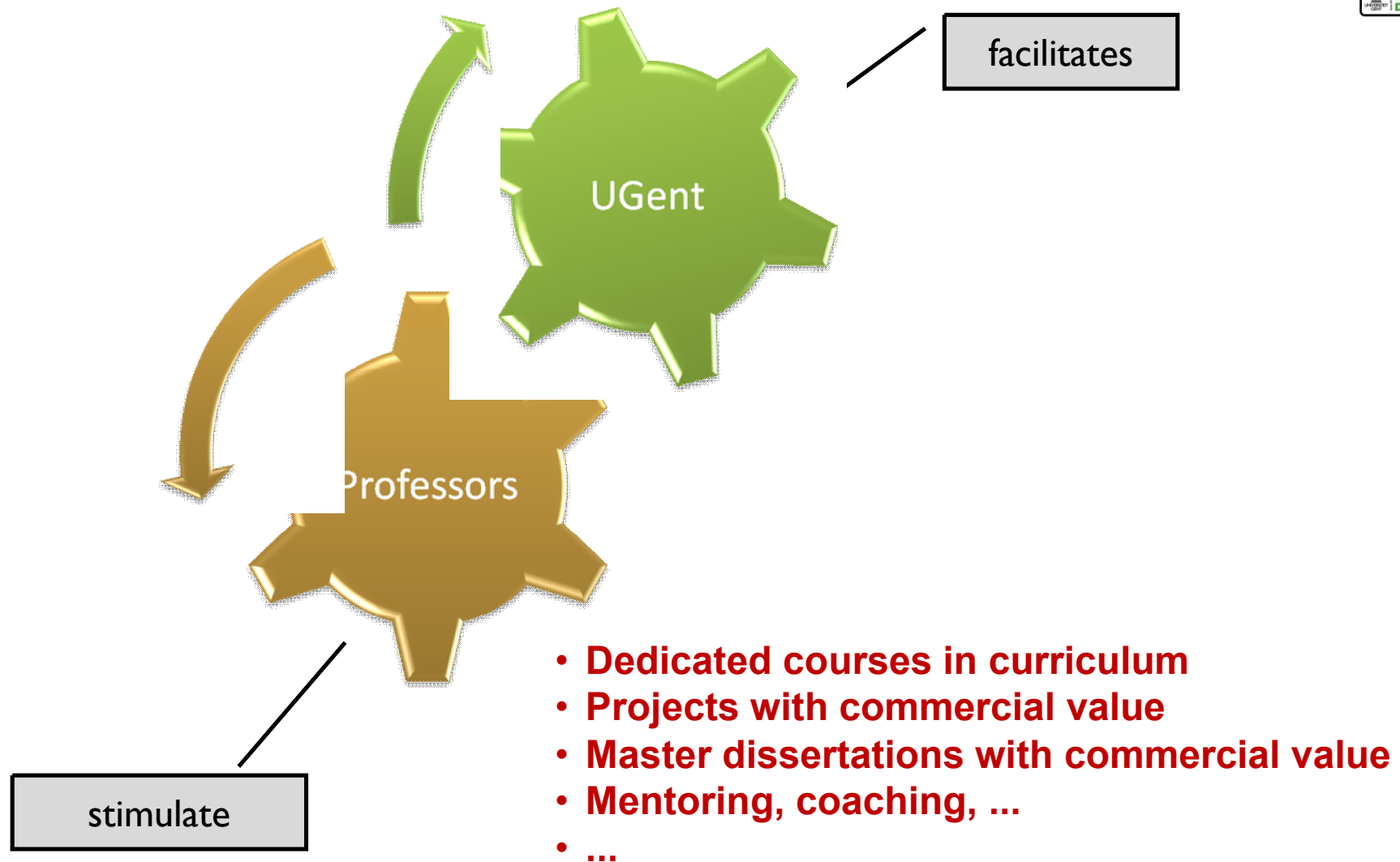


# Student-entrepreneurs 2012

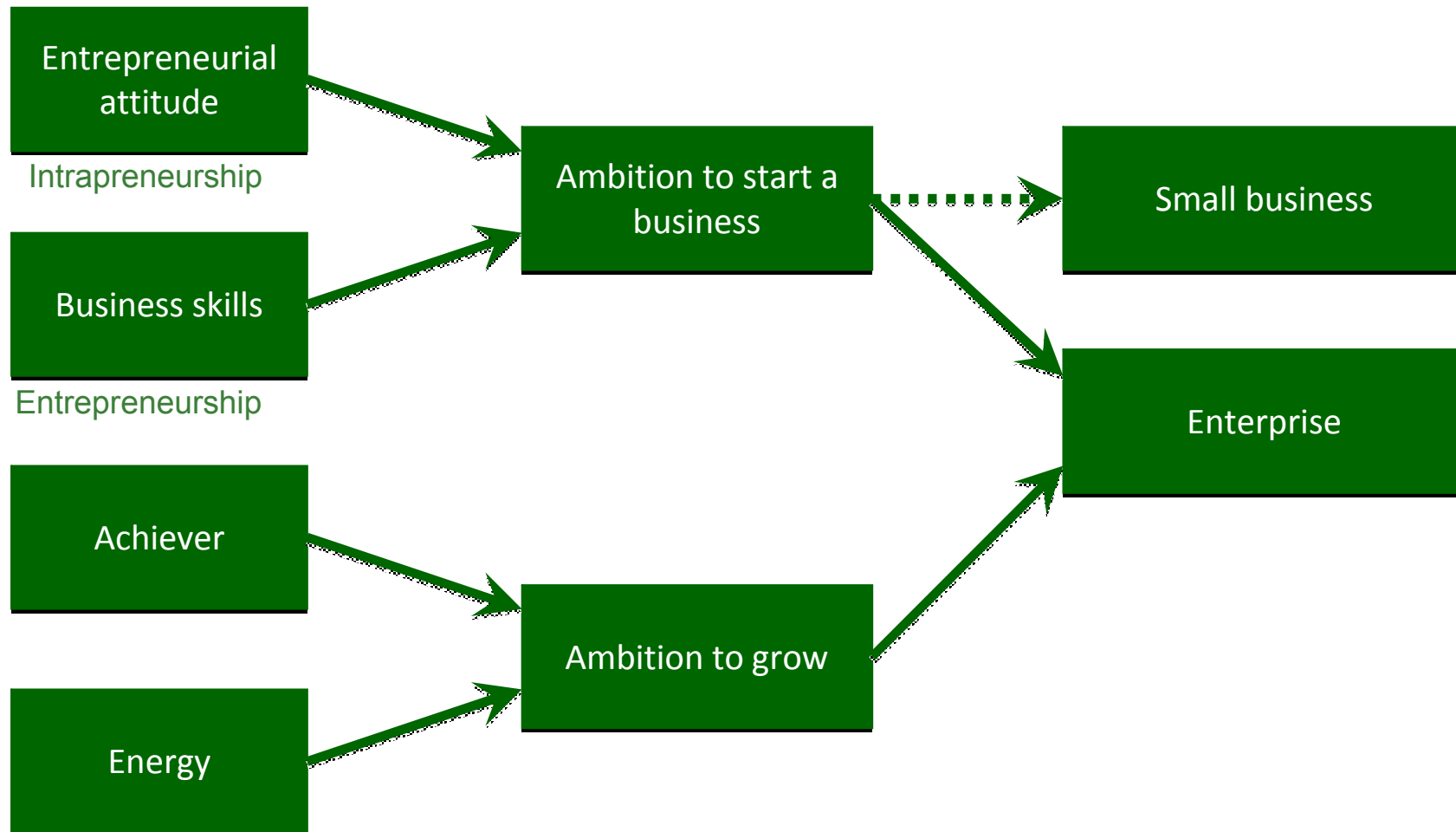


Student	School	Venture
Glenn Bostoën	Engineering	Boston Apps
Juan Gits	Law	break down the house
Adriaan Thijs	Economy	break down the house
Asger Deloof	Social sciences	break down the house
Ebert Houttekier	Social sciences	break down the house
Frederik Van Hecke	Engineering	Cluttr
Tom Van de Meirssche	Economy	Cluttr
Jelle De Laender	Sciences	CodingMammoth
Sven Cornelis	Engineering	Cornelis ict
Bavo Van Landeghem	Arts	De scriptorij
Caroline Van den Hauwe	Engineering	Devign
Annabel Declercq	Psychology	D-TEACH
Lieselot Declercq	Psychology	D-TEACH
Roeland Delrue	Economy	EcoRental
Bram Vandewalle	Engineering	Endare
Sander Goossens	Engineering	Endare
Dieter Coen	Medical	EPOS
Pieter Leus	Medical	EPOS
Peter Van De Velde	Arts	Erasmus is Life
Karel Dumon	Engineering	Essential Bookings
Ward Verwaeren	Law	E-Troops
Timothy De Ryck	Psychology	extra vert events
Ward Diricks	Economy	Future Talents
Michiel De Meulenaere	Economy	Gentbijles
Jolien Coenraets	Engineering	G-FLUX
Kenneth Saey	Engineering	G-FLUX
Valerie Taerwe	Engineering	G-FLUX
Wim Lingier	Engineering	G-FLUX
Wouter Danneels	Engineering	G-FLUX
Sven Bulterijs	Sciences	Heales
Jeroen Van Loock	Law	Het bijlesbureau

Student	School	Venture
Jochen Firey	Engineering	IVIPS
Tom Coene	Engineering	IVIPS
Tom Van Haute	Engineering	IVIPS
Willem Dumon	Engineering	IVIPS
Sam Van Eenoo	Economy	Mythhunt
Ruben Verhack	Engineering	Ninetynine
Jasper Van der Jeugt	Engineering	Niteowl
Jens Panneel	Engineering	Niteowl
Pieterjan Scheir	Economy	PE Media
Margot Gommers	Law	Phototour
Jasmien Vander Beken	Engineering	Potenza
Jeroen Dhondt	Engineering	Potenza
Mathias De Loore	Engineering	RGBSCAPE
Pieterjan Criel	Engineering	RGBSCAPE
Willem Delbare	Engineering	RGBSCAPE
Tom Craeynest	Arts	Slijttijd.be
Laurens De la Marche	Engineering	SOS bijles
Stijn de Puydt	Arts	studiebegeleiding
Astrid Thienpont	Economy	studiebegeleiding
Matthias Lelie	Economy	studiebegeleiding
Stefaan Eeckloo	Social sciences	taalstages
Lieven Tacq	Economy	TLA Productions
Dominique Tudorowski	Law	Tudo, comm.v.
Michaël Verdonck	Economy	Verdonck
Wouter Devinck	Engineering	Vikingapps
Laurens Naudts	Law	Voltron
Matthias Naudts	Law	Voltron
Thomas Blanckaert	Law	Voltron
Jeroen Vandensteen	Engineering	yITa



# Final objective...



# Intrapreneurship

## Learning outcomes for intrapreneurshipc

I1 Perseverance

I2 Self-knowledge

I3 Cost awareness

I4 Decisiveness

I5 Independence

I6 Focus on the future

I7 Persuasion

I8 Networking

I9 Recognizing opportunities

I10 Focus on the user/customer

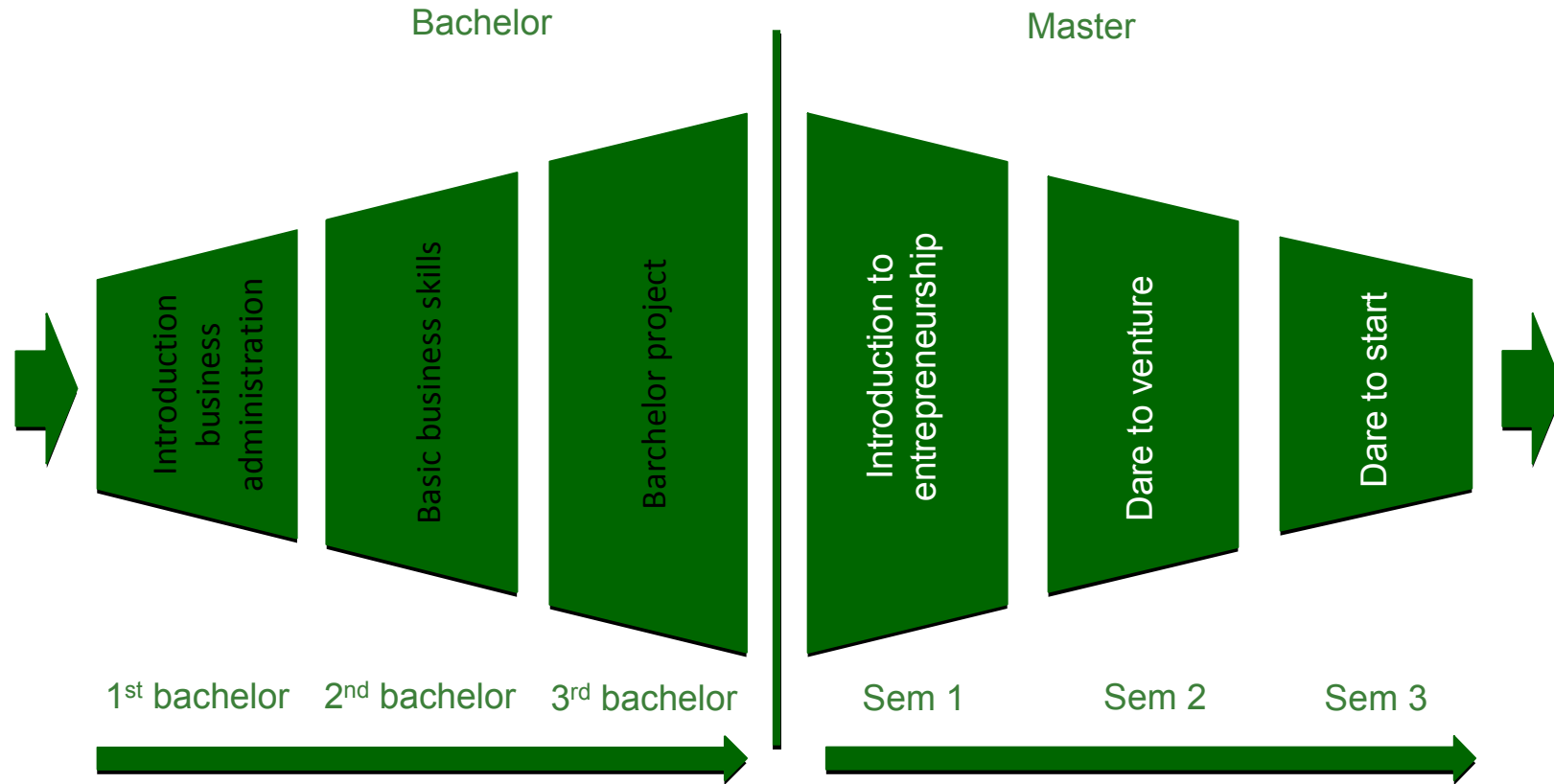
I11 Focus on sustainability

I12 Focus on learning

	Basic business skills	Introduction to entrepreneurship	Dare to venture	Dare to start
E1 Understanding the functional domains of an enterprise and their relation	X			
E2 Understanding the skills needed in the different functional domains	X			
E3 Understanding the different types of entrepreneurship (social, academic, growth oriented)	X	X		
E4 Knowing the history of entrepreneurship on a global scale		X		
E5 Understanding the entrepreneurial process		X		
E6 Knowing the human, financial and technological resources of an enterprise		X	X	
E7 Writing a business plan, and pitch it			X	X
E8 Knowing how to start a company			X	X
E9 Knowing how companies grow, and how to manage growth			X	X
E10 Know the different types of companies and their requirements				X
E11 Understanding internationalization and globalization				X

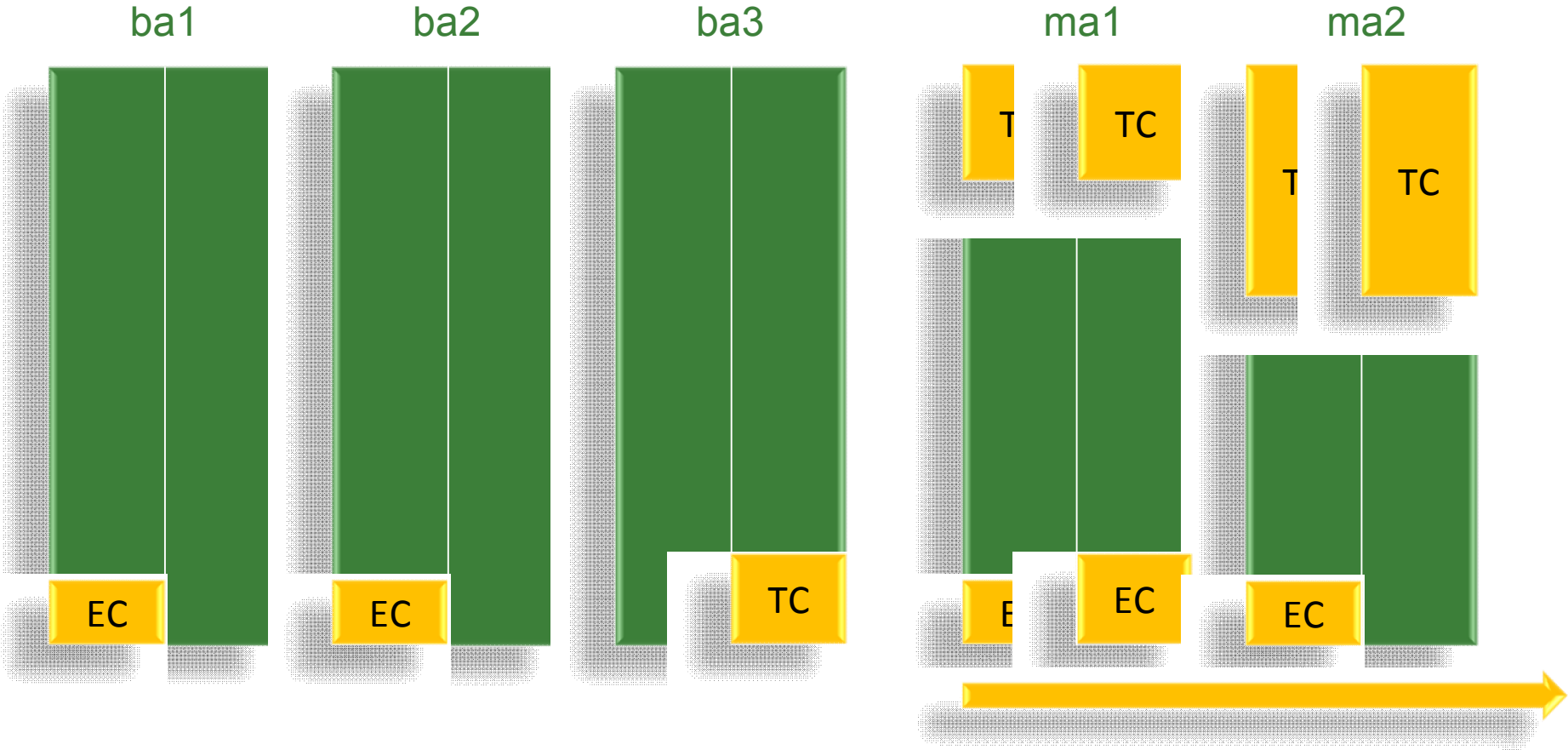
# Venture factory...

# Engineering faculty

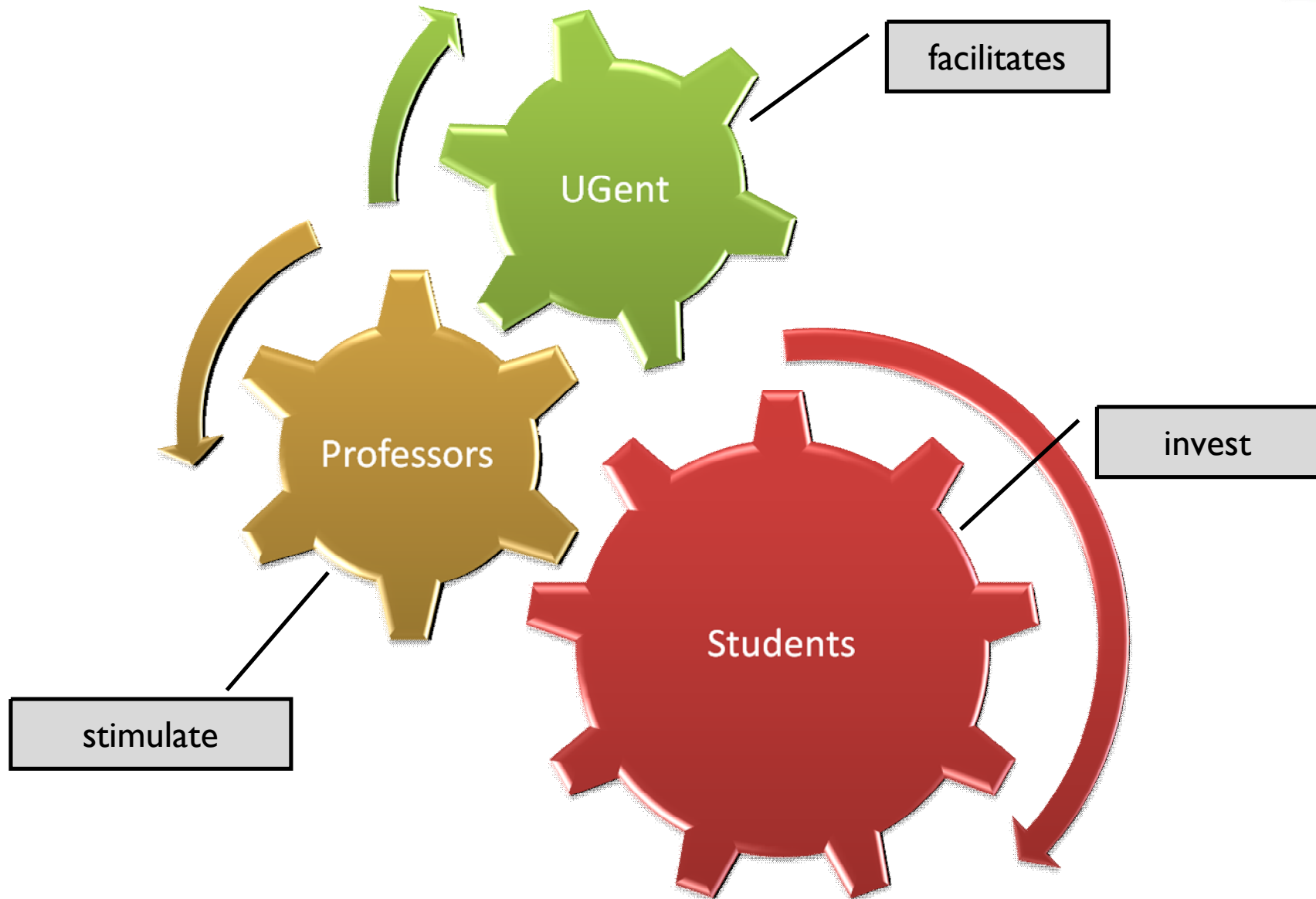




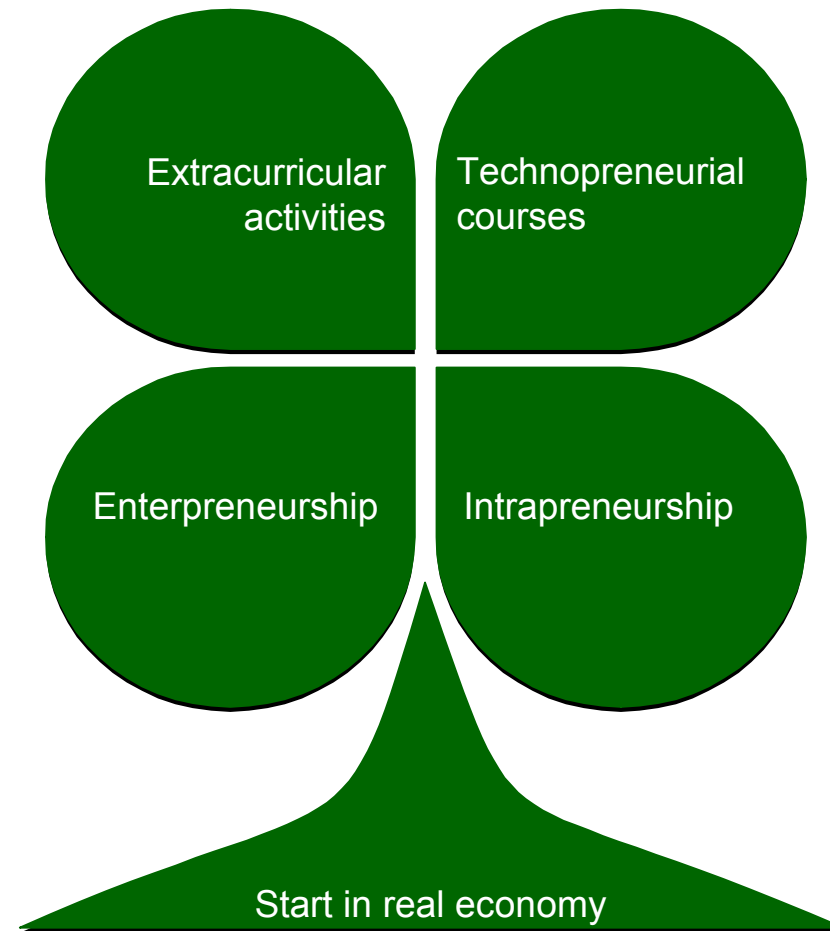
# Entrepreneurial courses



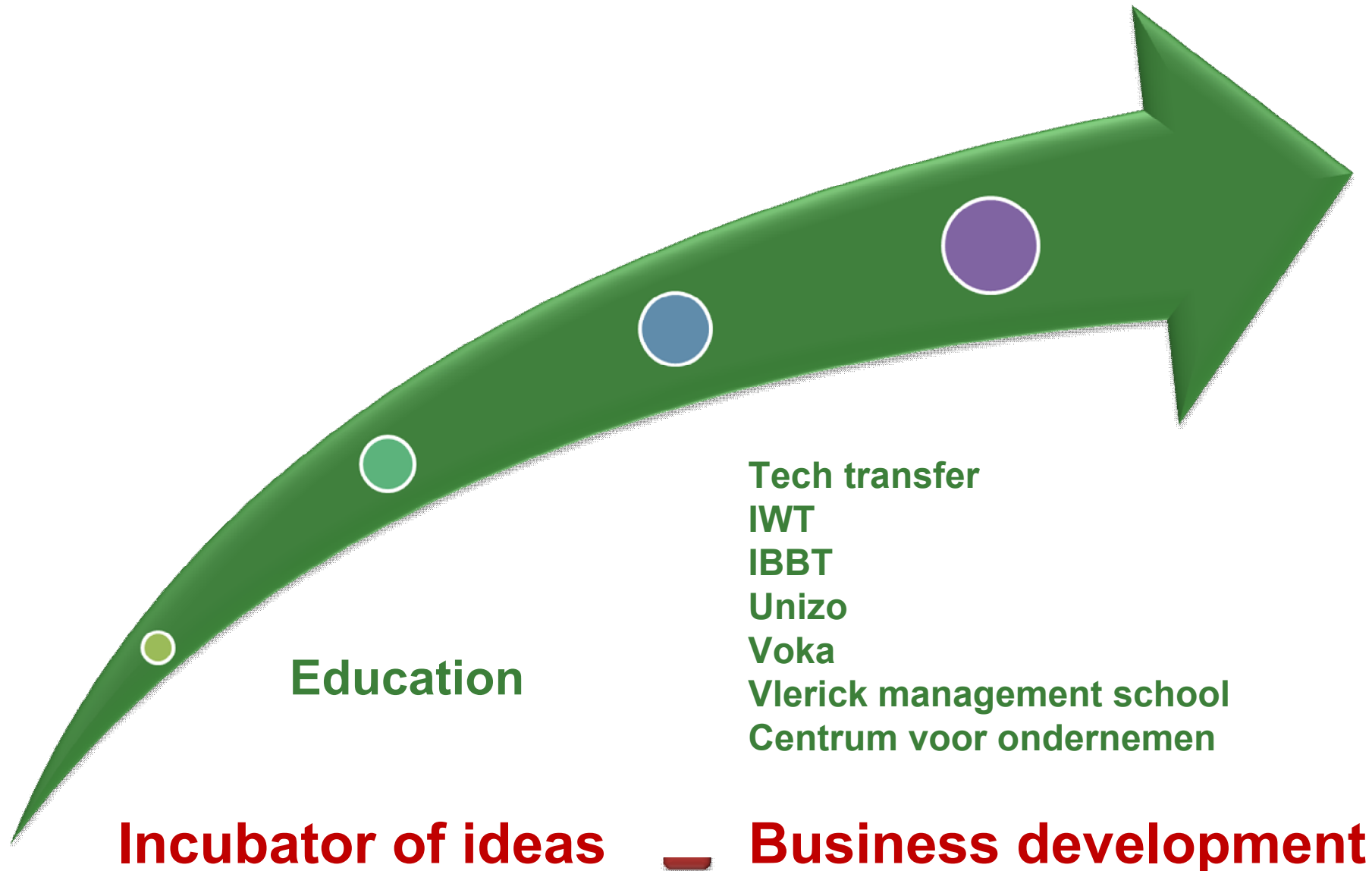
EC: entrepreneurial course  
TC: technopreneurial course



# Ugent Approach...



# Two-phased approach





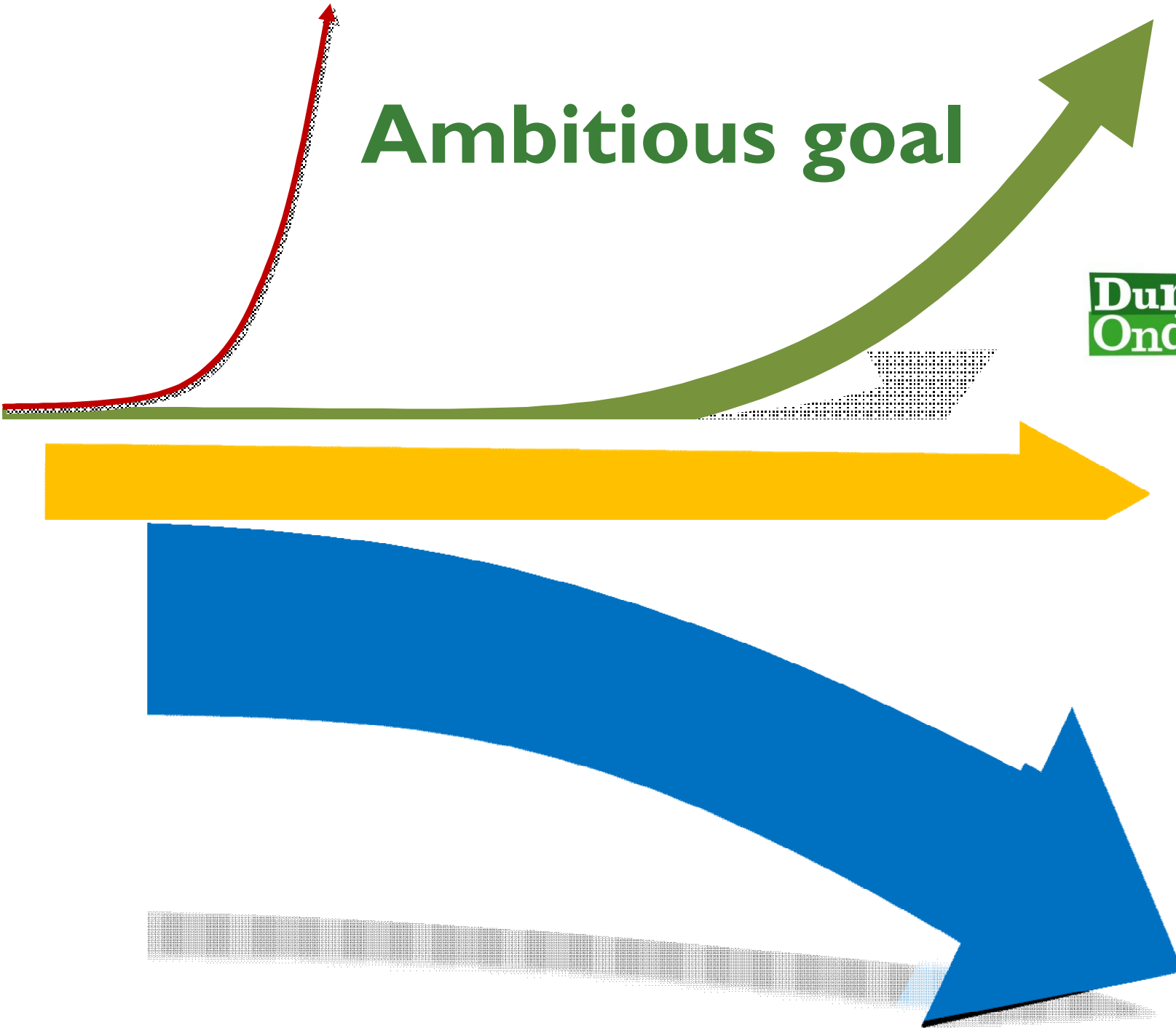
## S 12 Tips To Building A Successful Startup Community Where You Live

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68  
 MARK SUSTER ✓

1. A Strong Pool of Tech Founders
2. Local Capital
3. Killer Events
4. Access to Great Universities
5. Motivated "Champions"
6. Local Press / Websites / Organizational Tools
7. Alumni Outreach
8. Wins
9. Recycled Capital
10. Second-Time Entrepreneurs
11. Ability To Attract a Pool of Engineers
12. Tent-pole Local Tech Companies

**Ambitious goal**

**Durf  
Ondernemen**



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*“When I was in college, guys usually pretended they were in a band.... Now they pretend they are in a start-up.”*

The Economist  
March 2009