

IMPACT: a strategic partnership for sustainable development in marine systems and robotics

Study Course Entrepreneurship Introduction and Outline



<http://impact.uni-bremen.de/>

marum



JACOBS
UNIVERSITY

TAL
TECH



National
Technical
University of
Athens



University of
Zagreb

Universitat
de Girona



TÉCNICO
LISBOA

Blue Economy Data

- “All economic activities related to oceans, seas and coasts. It covers a wide range of interlinked established and emerging sectors” *European Commission*
- Ocean assets US\$24 trillion, *WWF*
- 71% Earth surface is covered by water

EU 2018 data:

- Turnover: 650 billions €
- Gross Profit: 68 billions €
- 4.5 millions jobs in the EU



Marine Robotics

- Mostly B2B at the moment
- Potential for B2C



B2B vs B2C

B2B

Business-to-business promotion



Logic-driven



Focuses on time, money & resources saved



Favors in-depth promotion

B2C

Business-to-consumer promotion



Favor simple, easy messaging



Appeals to emotion



Focuses on benefits and solving problems

Sources: The Balance

B2B

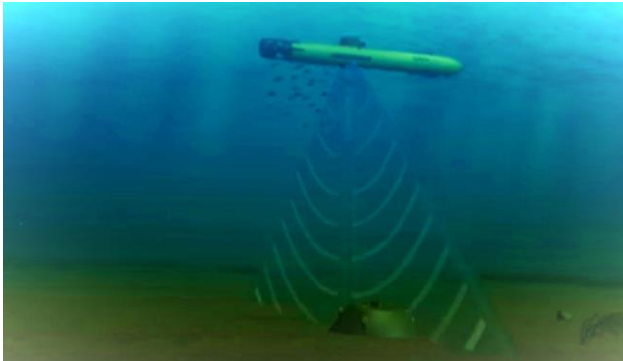
- Fewer costumers
- In-depth personal relation
- Specialised media & fairs
- Emotional vs Rational



Application Domains: oil and gas



Application Domains: defence



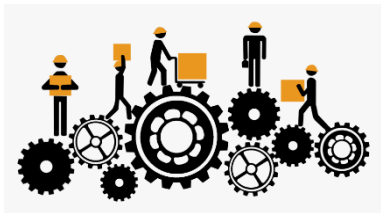
Application Domains: archaeology



Application Domains: marine science



Application Domains: R&D



Why?



Why?



Only 1 reason!
You don't make something people want!



University of
Zagreb



Main question

- What is the pain?



Main question

➤ What is the pain?

Too often we focus on our technical and scientific work, whilst the focus needs to be on the *pain* of the potential customers!



Skill-mismatch

- After a life in science, what are the challenges of entrepreneurs?



Some Resources

- <https://switchmed.eu/start-ups-entrepreneurs/blue-economy-startups/>
- <https://blueindicators.ec.europa.eu/>
- https://ec.europa.eu/oceans-and-fisheries/news/2021-eu-blue-economy-report-emerging-sectors-prepare-blue-economy-leading-part-eu-green_en
- https://ec.europa.eu/oceans-and-fisheries/ocean/blue-economy/sustainable-blue-economy_en
- <https://www.unep.org/resources/publication/governing-coastal-resources-implications-sustainable-blue-economy>



Entrepreneurship 101: Who is your customer?

Students who receive a verified certificate in this course will be eligible for a one-year membership to AWS Activate, which includes \$1,000 in AWS Promotional Credit along with other perks.



User Innovation: A Path to Entrepreneurship

Solve your problem. Share your solution. Start your venture.



Entrepreneurship 102: What can you do for your customer?

Students who receive a verified certificate in this course will be eligible for a one-year membership to AWS Activate, which includes \$1,000 in AWS Promotional Credit along with other perks.



MITx Entrepreneurship 101 On-Campus Bootcamp

[Printer Version](#) [PDF Version](#)



MITx 15.390x: Entrepreneurship 101 MOOC invites selected applicants from the course to attend a 5-day on-campus bootcamp.

- 47 students from the more than 50,000 enrolled in MITx's Entrepreneurship 101 MOOC were chosen through a highly selective application process that assessed applicants based on 5 criteria – entrepreneurial potential, long term vision, analytical capacity, their contribution to community and a focus on excellence

Topics we will look at:

- Doing research in a start-up company
- University role in spin-off creation and development
- What is Entrepreneurship?

- Team Work

- Example: The Bremen ecosystem

Note: the various topics are linked to team activities, to be lead by trainers and facilitators.

Credits

Erasmus+ Strategic Partnership IMPACT

- Bill Aulet
- Dubravko Babić
- Ralf Bachmayer
- Fausto Ferreira
- Kostas Kyriakopoulos
- Szymon Krupinski
- Maarja Kruusma
- Francesco Maurelli
- Nikola Miskovic
- Antonio Pascoal
- Pere Ridao

Questions ?

