



# Principle Realistic Picture of Entrepreneurship

Prepared by

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## PRESENTATION DESCRIPTOR

<b>Principle name</b>	Realistic picture of entrepreneurship
<b>Learning outcomes of lesson plan</b>	<ol style="list-style-type: none"><li>1. Understand the role of entrepreneurship in creating social value in addition to economic value.</li><li>2. Comprehend the collaborative nature of entrepreneurship and the importance of building effective networks and partnerships.</li><li>3. Appreciate the significance of failure as a part of the entrepreneurial journey.</li><li>4. Develop a mindset that embraces failure as a learning opportunity and motivates iterative improvement and adaptation.</li></ol>
<b>Duration</b>	1 hour
<b>Expected attendees</b>	Third level students
<b>Activities suggested for this lesson plan</b>	<ol style="list-style-type: none"><li>1. Reflection exercises on one's purpose</li><li>2. Exercise on collaboration &amp; network mapping</li><li>3. Case study</li></ol>

**[Link to good practices, regional scans, meet the changemakers and literature review](#)**

**[Link to references and list of external resources](#)**

(this link is to the WeRin Knowledge Port, Principle Realistic picture of entrepreneurship)

## Setting the scene

# What do these entrepreneurs have in common?



### Julia Kirsch

founded *Generation f* because she was enthusiastic about finding new ways to empower people through innovation.



### Barbara and Lea

founded *münster.fair* because they truly believe that something urgently needs to change if we want to preserve this earth and all that it means to us for the future.

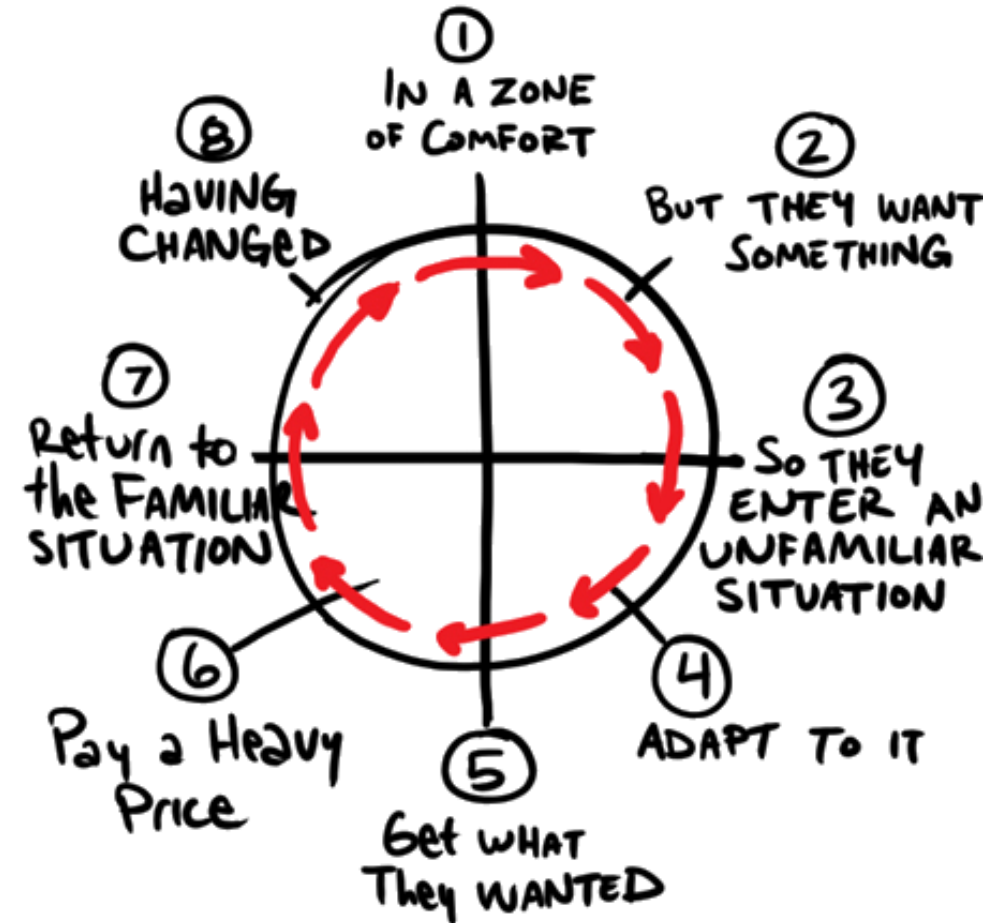


They founded *Catsper*, to offer doctors diagnostic support that enables them to find tailor-made therapy solutions for couples who want to overcome the hurdles of starting a family

# Entrepreneurship as the Hero's journey



Much like the hero of a great story, you too are undertaking a journey of heroic proportions as an entrepreneur.



# Teaching Notes – Slide 4

Suitable for a course on process understanding, innovation management, and entrepreneurship dynamics. A key aspect of Hero's Journey is the understanding that an outer journey of discovery also reflects an inner development of the traveler / the student / the team.

Hero's Journey describes a general model for the narratives of myths based on research done by the mythologist Joseph Campbell (1949). Hero's Journey contains an archetypal sequence of events widely used in storytelling, where the hero begins at home and reluctantly travels out into unknown territory with new rules, enemies, allies and opportunities. The hero must then go through a journey of great hardship in order to be worthy of winning the treasure before heading back home for the reward.

*"A hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered, and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man." (Campbell, 1949)*

It sure sounds like Luke Skywalker. It also sounds a lot like many of the entrepreneurs you might know and love. Much like the hero of a great story, you too are undertaking a journey of heroic proportions as an entrepreneur.

# The WeRin Journey

01  
Ordinary  
world

The call to change

02

Refusing the call

03

Meeting the mentor

04

Crossing the line

05

Collaborators &  
network

06

Facing the  
darkness

07

The journey

08

09  
A new  
perspective



## 1. ENTREPRENEURSHIP AS VALUE CREATION

- Understand the role of entrepreneurship in creating social value in addition to economic value.
- Identify different strategies and approaches for creating value through entrepreneurship.
- Understand entrepreneurship as a process for new value creation.

## 2. ENTREPRENEURSHIP AS A COLLECTIVE PROCESS

- Comprehend the collaborative nature of entrepreneurship and the importance of building effective networks and partnerships.
- Evaluate own networks and partnerships.
- Make students aware of the ecosystem where they are embedded.

## 3. FAILURE AND RECOVERY AS A SOURCE OF LEARNING

- Appreciate the significance of failure as a part of the entrepreneurial journey.
- Develop a mindset that embraces failure as a learning opportunity and motivates iterative improvement and adaptation.
- Reflect on personal experiences and insights gained from entrepreneurial activities and failures, and propose improvements based on those learnings.

**Each learning outcome is achieved by having the following elements:**



**THEORETICAL INPUT**



**STUDENT  
ACTIVATION**



**RESOURCES**





# Are you ready for a sprint?

TOPIC	MINUTES
<b>INTRODUCTION</b>	5 min
<ul style="list-style-type: none"> <li>▪ Entrepreneurship as value creation               <ul style="list-style-type: none"> <li>▪ The call to change</li> <li>▪ Refusing the call</li> </ul> </li> </ul>	10 minutes
<ul style="list-style-type: none"> <li>▪ Entrepreneurship as a collective process               <ul style="list-style-type: none"> <li>▪ Meet the mentor</li> <li>▪ Crossing the line</li> <li>▪ Collaborators &amp; network</li> </ul> </li> </ul>	10 minutes
<ul style="list-style-type: none"> <li>▪ Failure and recovery as a source of learning               <ul style="list-style-type: none"> <li>▪ Facing the darkness</li> <li>▪ The journey</li> <li>▪ A new perspective</li> </ul> </li> </ul>	10 minutes
<b>WRAP-UP</b>	5 min

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# 01 Ordinary World

## Who are you?

**Purpose:** The purpose is to kick-off the workshop and get to know each other.



5 minutes



– Depending on the tool

### Potential tools:

1. This or that
2. What's in the bag
3. Who are we now
4. Two truths and one lie
5. One common thing
6. Team flower

# 01 Ordinary World



[Home](#) [About](#) [Approach](#) [WeRin Toolbox](#) [News](#) [Join Us](#)

## Literature Review

The project Women Entrepreneurs in Regional Inclusive Entrepreneurial Ecosystems seeks to enhance the inclusivity of entrepreneurship education and support programmes with the intent to increase the share of female graduate entrepreneurs and improve their level of embeddedness in regional entrepreneurial ecosystems across Europe.

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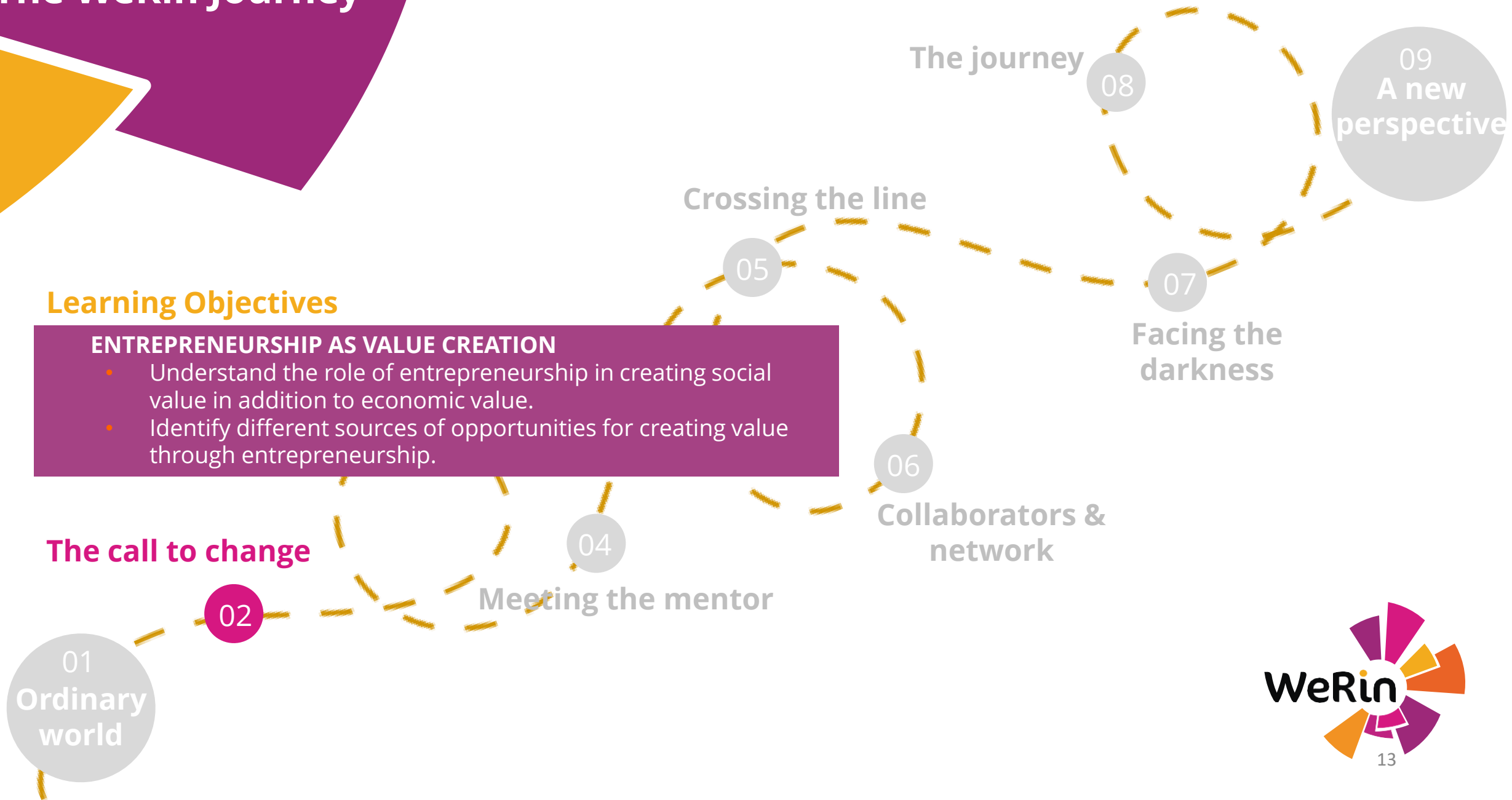


# The WeRin Journey

## Learning Objectives

### ENTREPRENEURSHIP AS VALUE CREATION

- Understand the role of entrepreneurship in creating social value in addition to economic value.
- Identify different sources of opportunities for creating value through entrepreneurship.



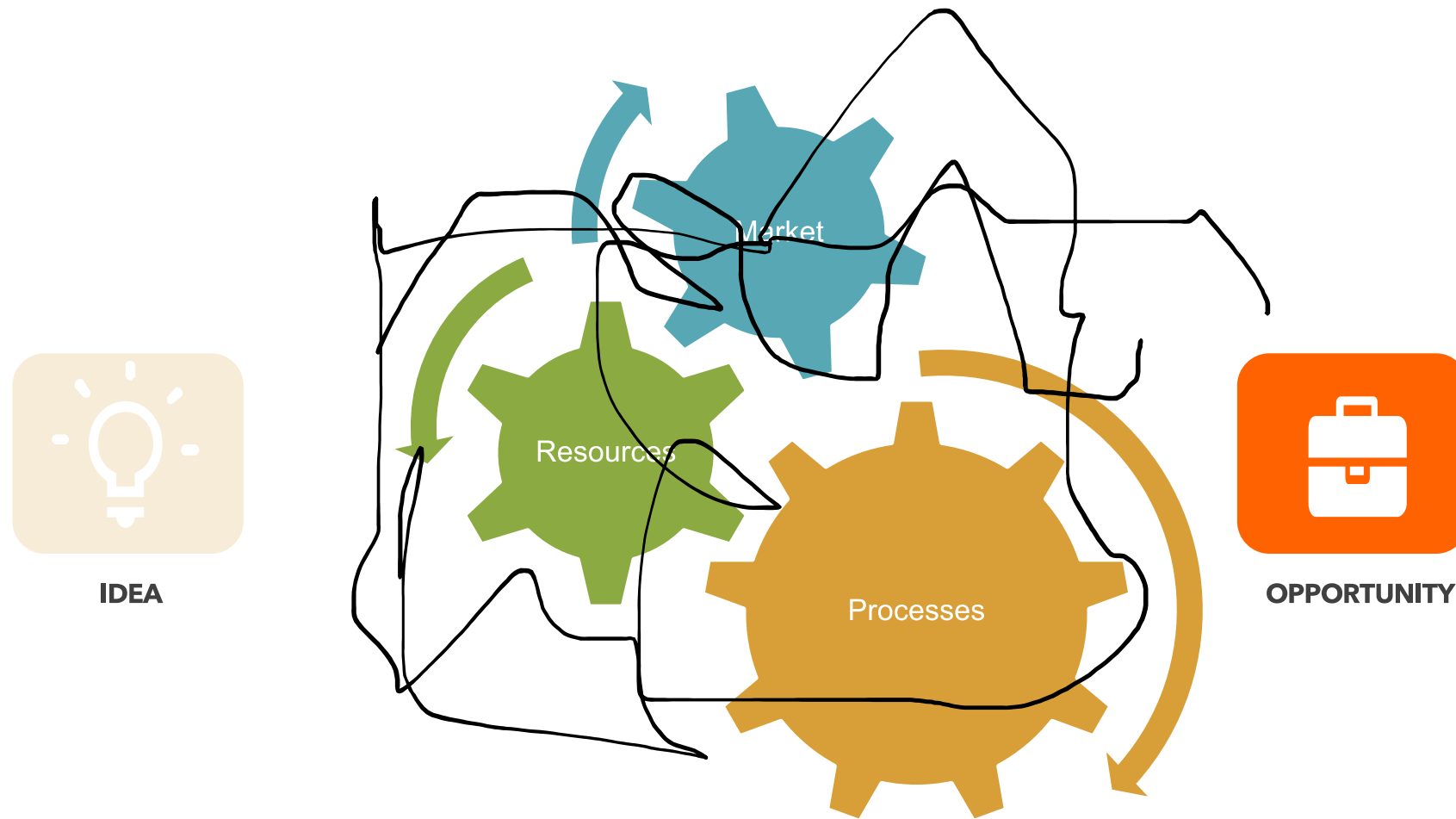
## What is entrepreneurship

“The pursuit of **opportunities** regardless of the resources currently under control, in order to create – **social and economic - value** for **the initiators, the market** in which they operate and the community in which they are embedded.

Opportunities refer to **novel combinations** (of raw materials, processes, products, markets, channels etc.) deemed **desirable, feasible and viable**.

*Stevenson & Jarillo (1990), p.23; Shane, S., & Eckhardt, J. (2003)*

# Ideas and Opportunities



# What is an opportunity?

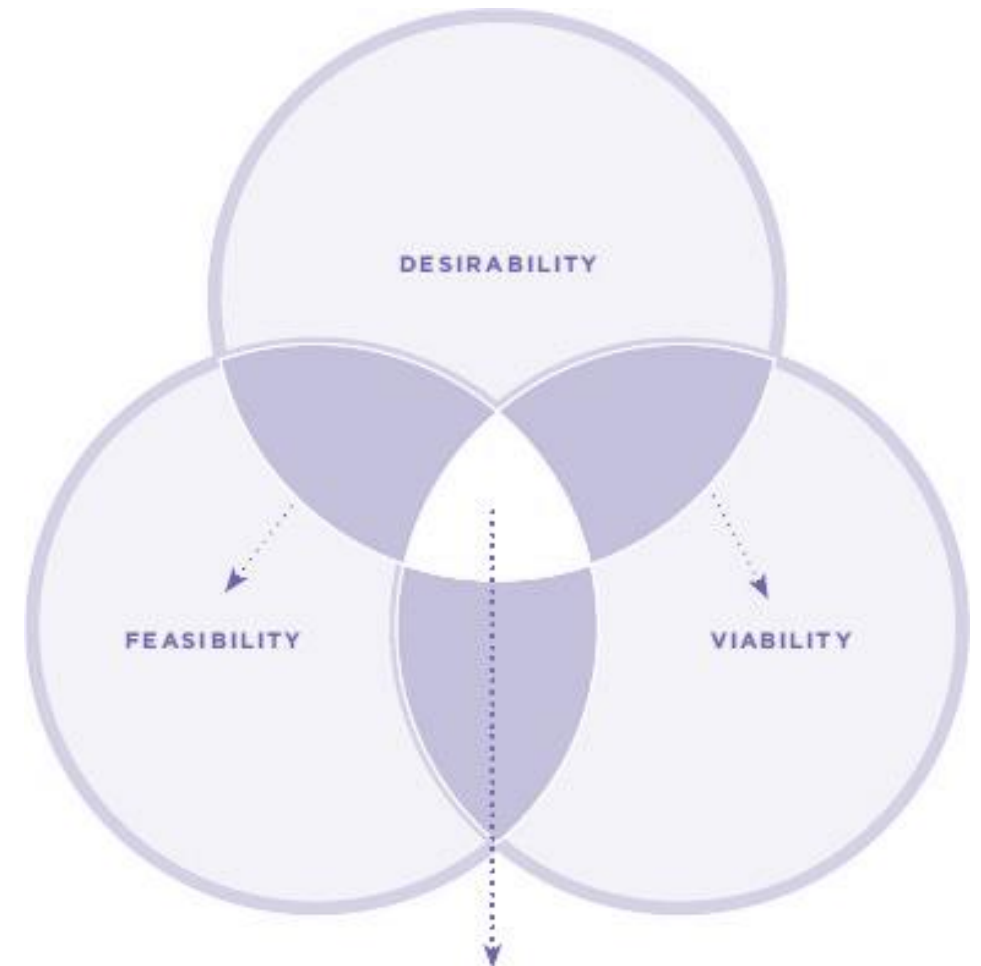
Novel combinations that are **Legally, Economically and socially ...**

**...desirable:** What is valuable for people? What does the world need?

**... feasible:** What is technically and organisationally feasible? Can we do it? Can we build it?

**...viable:** What is financially feasible? What can you sell? What can you be paid for?

... and create **social and economic value** when implemented





## 02 The call to change

**Take a moment to reflect on your purpose. What is it that truly drives and inspires you?**

**Write down a clear and concise statement that captures your purpose.**



5 minutes



- Post-its
- Pen

### **Prompts:**

- “I am passionate about, and I believe that...”
- “I believe my idea will...”
- “I believe in this cause so much that...”
- “My company will be based on the belief that...”

# What is a “motto”?

A short sentence or phrase that encapsulates the beliefs or ideals of an individual, family, group or institution.



5 minutes



– Post-its  
– Pen

## What is your Motto?

# Which company are we talking about here?

**Belief:** Everybody should have a chance. Free language education – no hidden fees, no premium content, just free

**Motto:** “Learn a language for free. Forever”.



duolingo

# Which goals would you like to contribute to?

List at least three



10 minutes



– Post-its  
– Pen

# Your knowledge and skills as a source of opportunities

We all have something to offer, if you think about it, and apply yourself you will soon start to find what others need, and you have!

Make a list/inventory of what you do very well!



5 minutes



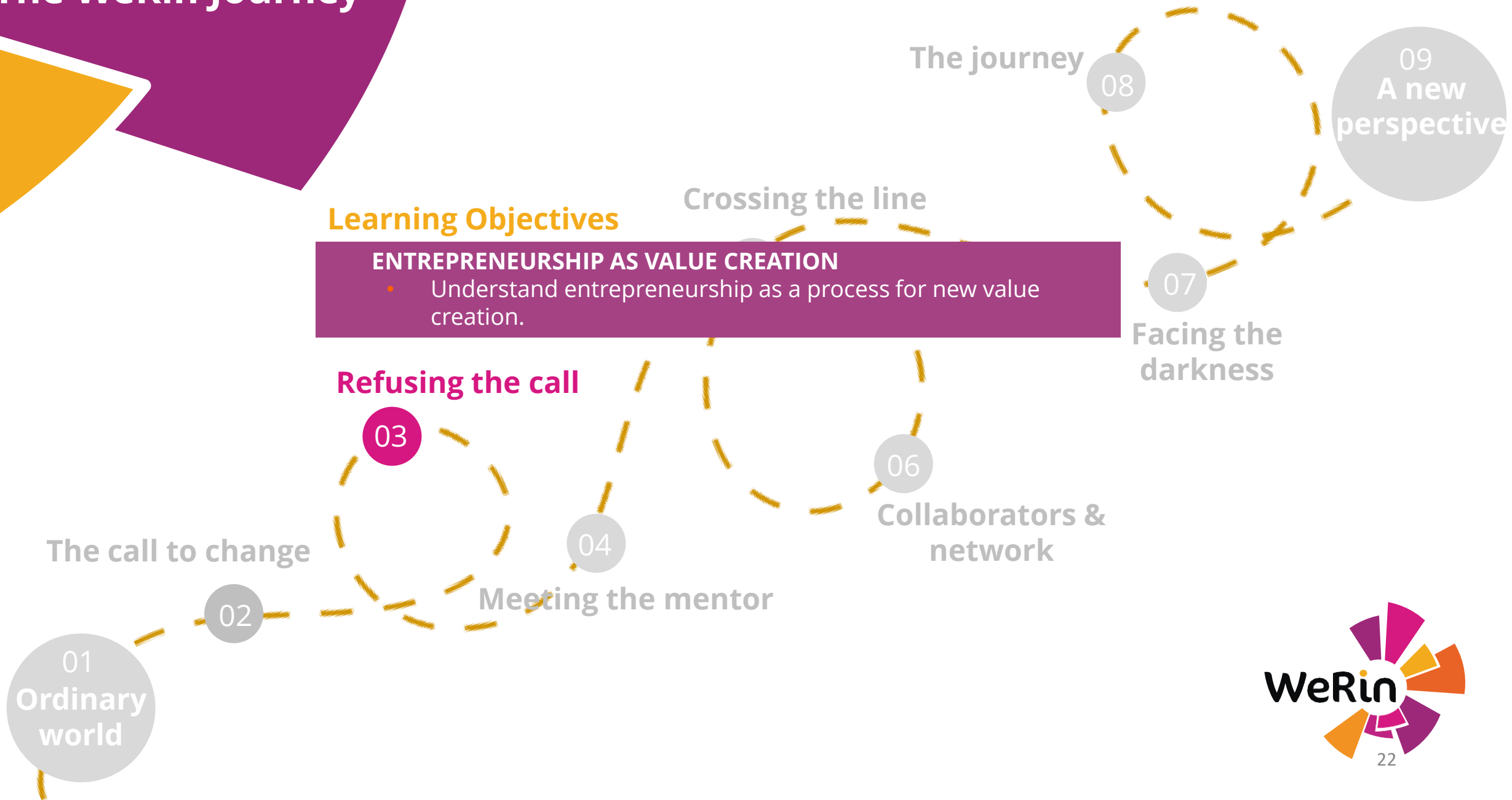
– Post-its  
– Pen

# The WeRin Journey

## Learning Objectives

### ENTREPRENEURSHIP AS VALUE CREATION

- Understand entrepreneurship as a process for new value creation.



## 03

## Refusing the call

## What stops you from realising your purpose?

Evaluate your current situation and identify any gaps or obstacles that prevent you from fully living your purpose. Consider your skills, resources, commitments, and external factors that may impact your journey.



5 minutes



– Post-its  
– Pen

### Prompts:

- What external factors hinder you from pursuing your purpose?
- Are there personal fears or self-doubts that hold you back from realizing your purpose?
- Are there specific skills or knowledge gaps that hinder your progress towards your purpose?
- Are there external obligations or commitments that interfere with your ability to focus on your purpose?

# Teaching Notes – Slide 23

LEARNING OBJECTIVE TWO:

What are you scared of? What stops you...

FEARS.... / complexity ... something that triggers their need for collaboration, resources...

ACTIVITY...



# The WeRin Journey

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## Learning Objectives

### ENTREPRENEURSHIP AS A COLLECTIVE PROCESS

- Comprehend the collaborative nature of entrepreneurship and the importance of building effective networks and partnerships.

Crossing the line

05

06  
Collaborators &  
network

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perspective



## 04 Meeting the mentor

### Invite local role models to speak about their journey and their network

Invite local role models to tell students about their journey, highlighting the role of critical actors in their journey



45 minutes



– Post-its  
– Pen

#### Prompts:

- Who has been a key actor in your journey?
- From whom have you learned the most?
- Who did you approach for the acquisition of resources?

04

## Meeting the mentor

## Example at FH Münster



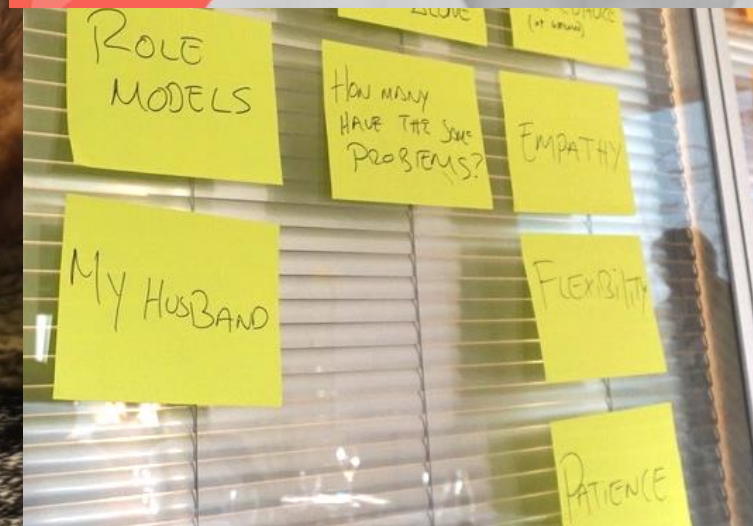
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COMPOSABLE  
COMMERCE

9TH & 10TH FEB  
FREE REGISTRATION

**NINA JONKER-VÖLKER**  
HEAD OF SALES & CHANNELS

FRONTASTIC



# 04 Meeting the mentor



## Meet the Changemakers

As part of the WeRun research & discovery phase, we are delighted to showcase successful female role model entrepreneurs already embedded in the regional ecosystem.

By highlighting tenacious, ambitious and resourceful female entrepreneur role models and sharing their realistic advice on how they are succeeding, despite existing barriers, we take a step to strengthening female graduate entrepreneur inclusiveness.



### Showcase #1-10

Changemakers

**My entrepreneurial journey...**

**Marlen Spier**

**My motto is:** "Everything is possible!"

[www.werunproject.eu](http://www.werunproject.eu)

Download PDF

### Showcase #11-19

Changemakers

**My entrepreneurial journey...**

**Nabila Doubou**

**My motto is:** "You always have a choice."

[www.werunproject.eu](http://www.werunproject.eu)

Download PDF

### Showcase #20-33

Changemakers

**My entrepreneurial journey...**

**Julia Kirsch**

**My motto is:** "Start before you're ready!"

[www.werunproject.eu](http://www.werunproject.eu)

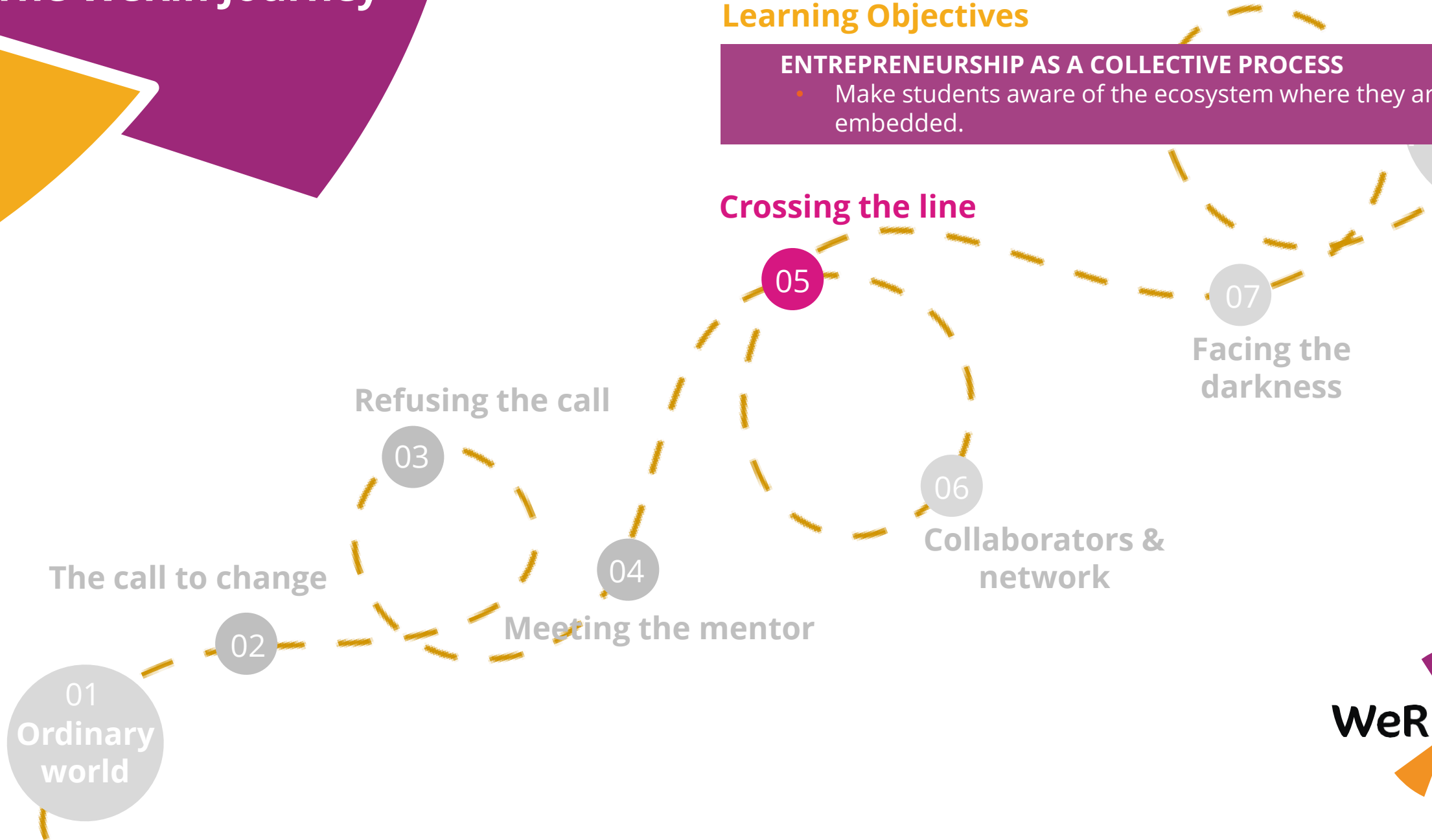
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# The WeRin Journey

## Learning Objectives

### ENTREPRENEURSHIP AS A COLLECTIVE PROCESS

- Make students aware of the ecosystem where they are embedded.



## Invite your local partners to present their entrepreneurship support programmes or take the students to the incubator programmes.

**Invite local partners to tell students about the support programmes present in their region.**



45 minutes



- Presentation
- Q&A
- Present a Start-up from the region

### **Prompts:**

- Where are they located?
- Which support programmes exist?
- What is the first step students need to take when they have an idea to entrepreneurs?
- Which entrepreneurship-related events in the region can they attend?
- How is their region special for entrepreneurship?

05

## Crossing the line

## Example at WEST mbH

Birgit Neyer, former CEO



# 05 Crossing the line

## Regional Scans

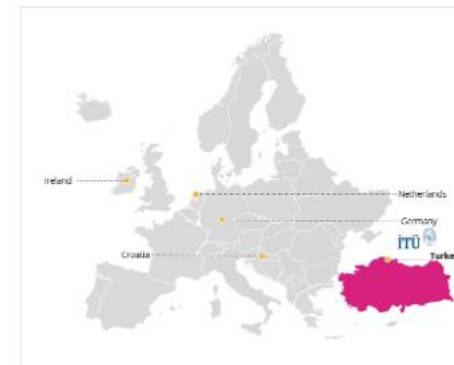
### Current State of Gender Inclusivity

Five Higher Education Institutions, FH Münster, AUAS, UNIZG, MTU and ITU performed regional scans to deliver regional reports on the current state of gender-inclusivity in the academic and non-academic entrepreneurship education and entrepreneurship support programmes. Download and discover the current state of gender inclusivity across these five regions.

#### Ireland Regional Scan


[Download PDF](#)

#### Turkey Regional Scan

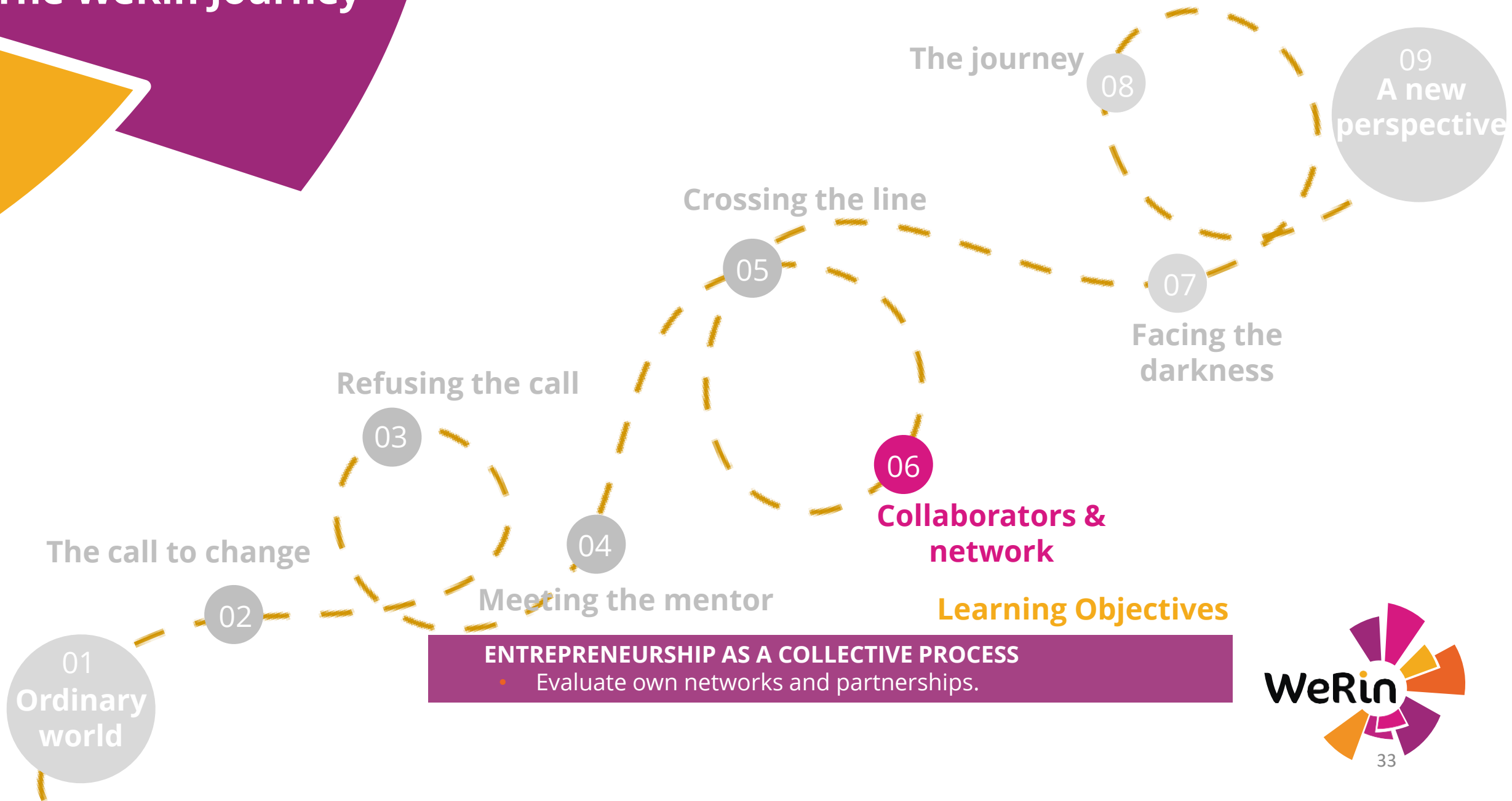

[Download PDF](#)

#### Germany Regional Scan


[Download PDF](#)




# The WeRin Journey



**ENTREPRENEURSHIP AS A COLLECTIVE PROCESS**

- Evaluate own networks and partnerships.



## Collaboration & network mapping

Determine who can provide support or guidance along the way, such as mentors, peers, or experts in your field.



10-15 minutes



– Post-its  
– Pen

RESOURCE  
GENERATOR

Market knowledge	Facilities	Practical support	New contacts	Moral support	Negative ties
<ul style="list-style-type: none"> <li>• Name 1</li> <li>• Name 2</li> <li>• Name 3</li> <li>• Name 4</li> <li>• Name 5</li> </ul>	<ul style="list-style-type: none"> <li>• Name 1</li> <li>• Name 2</li> <li>• Name 3</li> <li>• Name 4</li> <li>• Name 5</li> </ul>	<ul style="list-style-type: none"> <li>• Name 1</li> <li>• Name 2</li> <li>• Name 3</li> <li>• Name 4</li> <li>• Name 5</li> </ul>	<ul style="list-style-type: none"> <li>• Name 1</li> <li>• Name 2</li> <li>• Name 3</li> <li>• Name 4</li> <li>• Name 5</li> </ul>	<ul style="list-style-type: none"> <li>• Name 1</li> <li>• Name 2</li> <li>• Name 3</li> <li>• Name 4</li> <li>• Name 5</li> </ul>	<ul style="list-style-type: none"> <li>• Name 1</li> <li>• Name 2</li> <li>• Name 3</li> <li>• Name 4</li> <li>• Name 5</li> </ul>



# Teaching Notes – Slide 35

- ✓ Step 1 (10min): fill in the resource generator. Ask the students to think about the past six months on who can help them in their entrepreneurial journey. The idea is that they fill in the columns with the names of these people.
- ✓ Step 2 (5min): interpretate the personal networks. How big is their personal networks? Do they have more than one name per column? Do they have all columns filled?
- ✓ Step 3 (5min): strategize the network. What does the student need to do to make sure that if they do these steps again in 6 months it will be a different result?

# 06 Collaborators & network



- About ▾
- Activities ▾
- News ▾
- Resources
- Contact



## Good Practices Report

Prepared by **AUAS**, **MUAS** and **MTU** on behalf of the Women Entrepreneurs in Regional Inclusive Entrepreneurial Ecosystems (WeRin) Erasmus+ Knowledge Alliance this Good Practices report provides a cross-practice analysis of 12 good practices that foster an inclusive entrepreneurial ecosystem in Europe. The analysis is based on input from five different regions in Europe: Germany, Turkey, Ireland, Croatia, and the Netherlands.

[Download](#)

Downloaded 58 times - 1.99 MB

## Good Practice Webinar Collection

The WeRin partners produced a collection of Good Practice webinars from their regions based on inclusive entrepreneurial education programmes (academic and non-academic). Watch and learn from each webinar which includes interesting insights, information and testimonials.



European Creative Futures



Arva Women Investment Platform



Academy for Entrepreneurship

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### FAILURE AND RECOVERY AS A SOURCE OF LEARNING

- Appreciate the significance of failure as a part of the entrepreneurial journey.
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- Reflect on personal experiences and insights gained from entrepreneurial activities and failures, and propose improvements based on those learnings.

**Case Study: Alex's *HealthPlan Data Solutions* startup - making patients' experiences better**

5 minutes  
reading time



– Printed case study

Alex is a Master's graduate in Health Informatics. After an internship at a local medical clinic, they realize that the healthcare industry has many inefficiencies which negatively affect patients' experience and their outcomes.

Driven by purpose, Alex decided to use their skills and expertise to improve patient experiences through AI technology. Hence, Alex developed a software that automates data-related tasks, eliminating human errors and streamlining information management. This innovation allows healthcare professionals to spend more time caring for patients rather than searching for records. With great determination, Alex invested all their resources into establishing the "HealthPlan Data Solutions" startup in a vibrant ecosystem. The team consisted of five individuals, and investors were showing interest in supporting their purpose and innovative product.

However, two years into their journey, Alex encountered several challenges that posed a threat to the survival of their venture.

Through Alex's journey of facing failure and making strategic recovery decisions, they ultimately manage to turn the situation around. Their startup gains momentum, attracts loyal clients, and establishes a reputation for delivering cutting-edge technology solutions. Alex's story highlights the importance of resilience, learning from failure, and implementing strategic measures to overcome challenges in the entrepreneurial journey.

# Teaching Notes – Slide 39

HERE'S HOW THE SCENARIO UNFOLDS:

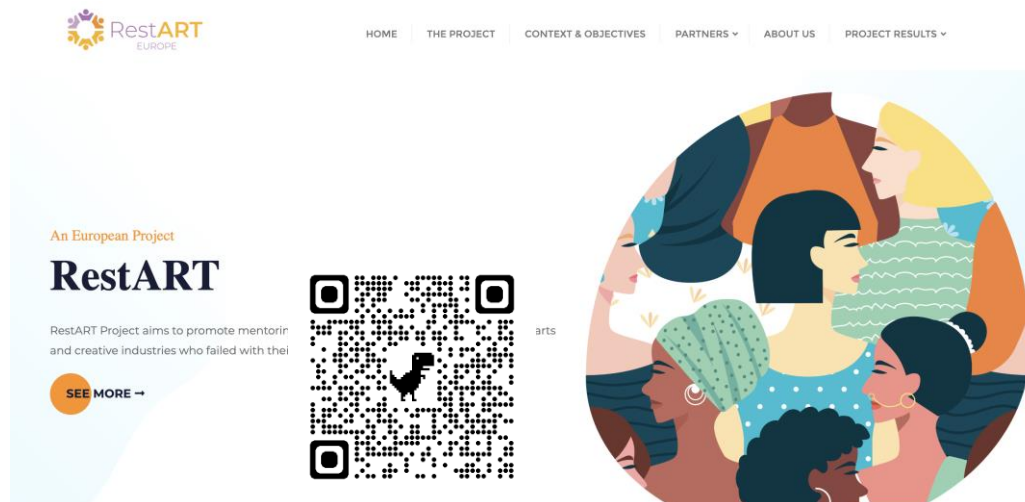
1. **Financial Struggles:** Alex underestimated the initial costs of launching the startup and is now facing financial difficulties. Even though they have received government funding, they are struggling to cover office rent, his employee salaries, and research and development expenses. The limited cash flow makes it challenging for Alex to invest in marketing efforts to attract more clients and the funding is only enough to cover the next 6 months.
2. **Intense Competition:** Several well-established tech companies use AI to gather and analyze massive pools of medical and clinical data at scale. The potential client base (hospitals and clinics) starts to shrink, and it becomes harder to compete in the market.
3. **Ineffective Marketing Strategy:** Alex realizes that they didn't allocate enough resources or effort into marketing their product. Their lack of marketing knowledge and experience leaves them struggling to create awareness and attract hospitals and clinics.
4. **Product Quality Issues:** Despite the initial positive feedback, Alex begins to receive complaints about software bugs and performance issues. This affects customer satisfaction and leads to a decline in client trust and loyalty.
5. **Burnout and Demotivation:** The combination of financial strain, intense competition, and product quality issues takes a toll on Alex's motivation and well-being. They start to doubt their ability to run the start-up successfully.



## 07 Facing the darkness

# Failure & Recovery

The process of entrepreneurship is characterized by many **trials** and **errors**, where we can see failure and success of companies (Alvarado Valenzuela & Martens, 2021)



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# The WeRin Journey

## Learning Objectives

### FAILURE AND RECOVERY AS A SOURCE OF LEARNING

- Reflect on personal experiences and insights gained from entrepreneurial activities and failures, and propose improvements based on those learnings.



## What would you do if you were in Alex's shoes?

### Recovery & Lessons Learned



15 minutes



- Case study from “07. Facing the darkness”
- Post-its
- Teams

Reflection exercise on:

- Purpose
- Network
- Personal Growth and Resilience

# Teaching Notes – Slide 43

- Reflection session... Guided reflection..
- Purpose?
- Network?
- Fears?
- Learning?

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# What is your action plan?

## Breaking the barriers



15 minutes



– Post-its  
– Pen

### Reflection exercise:

1. Review your purpose from “02. The call to change”
2. Brainstorm the specific steps you need to take to achieve it. Think about the actions, behaviors, or habits you need to develop or change.
3. Break down each goal into smaller, manageable tasks.
4. Link your network from “06. Collaborators & network” to tasks from Step 3.

# Teaching Notes – Slide 46

- Action plan
- Purpose?
- Knowledge
- Skills

# The WeRin Journey

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What is it that truly  
drives and inspires you?  
**The call to change**

03

**Refusing the call**

What is stopping you  
from reaching your  
purpose?

04

**Meeting the mentor**

- ✓ Who are your role models?
- ✓ Who do you admire?
- ✓ Has somebody passed through the same journey you're going through?

05

**Crossing the line**

06

**Collaborators &  
network**

- ✓ Who do you know that can help you to realise your purpose?
- ✓ What does your network look like?

08

**The journey**

Who can help you in the university or the ecosystem to reach your goals?

07

**Facing the  
darkness**

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**A new  
perspective**





## *WRAP-UP*

# What is your key takeaway from today's experience?

# Teaching Notes – Slide 49

This question aims to prompt reflection and encourage individuals to identify and articulate their main insights or lessons learned from the day's experience. It encourages individuals to distill the most important and meaningful aspects of their engagement and reflect on how it has impacted their understanding, perspective, or actions.



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 Science-to-Business Marketing Research Centre

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 <https://en.fh-muenster.de/science-marketing/index.php>



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