CAN
ENTREPRENEURSHIP
BE TAUGHT?

Tina L. Seelig • REE Latin America • November 8-10, 2006
What is Entrepreneurship?
Why is Entrepreneurship Education Important?
Building T-Shaped People

Breadth of Knowledge about Entrepreneurship & Leadership

Depth of Knowledge in a Technical Discipline
How do you teach Entrepreneurship?
Entrepreneurship is a Contact Sport!
Take out your wallets... Please.
Wallet Video
Lessons Learned

Problems/Opportunities are everywhere!

Understand customer’s needs Point of View

Rapid Prototyping and Iteration

Storytelling/Giving a pitch
How much money could you earn with only $5 & 2 hours?
WHAT WE DID

- $1 tire pump service; plus brakes, chains, etc.
- Target market: casual campus bikers with no expertise

WHAT WE LEARNED

- Variable length services were under-priced
- We improved our marketing skills dramatically during the 2 hours!

WHAT OUR CUSTOMERS THOUGHT…
Point of View: An Insiders Map For Parent’s Weekend

"Find your way and don’t delay-An insider’s map for timely dining and entertainment in downtown Palo Alto."
“I’d switch places with someone in line for $10 - $20.” --Mother of two

On Saturday Night in Palo Alto, the popular Restaurants have very Looooong Lines!

Selling Restaurant Reservations
Creating Priceless Memories
Come Work for US!

Frog Design paid $650 to give a three minute pitch to the students in the class...

Brilliant!
Lessons Learned

Opportunities are everywhere

Understand your assets & customers’ POV

Iterate along the way

Build a great team

Create Value!
I’m Puzzled!
Puzzle Video
Experiences

Teamwork, Trust, & Collaboration
Leveraging Limited Resources
Negotiation and Bartering
Strategy & Competition
Market Conditions
Division of Labor
Creativity
Entrepreneurship is a contact sport... You have to get into the Game!
Experiential Learning Comes in All Different Flavors

Case Studies

Team Projects

Business Plans

Internships

Failure Resumes
Words of Wisdom from A Successful Entrepreneur:

Video of Vinod Khosla
Thank you!