Delft, The Netherlands

Entrepreneurial universities meet their private partners

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Agenda

• Entrepreneurial Universities
• Problem Definition
• Methodology
• Findings & Solution
• Conclusions
Entrepreneurial Universities

How they Are Defined by Literature
Entrepreneurial Universities

Characteristics

- They are not Knowledge Tanks but Active Players in the Innovation Process
Entrepreneurial Universities

Characteristics

• Seek for Socio-economic Development

Figure 1: Entrepreneurial Universities & their private partners
Entrepreneurial Universities

Characteristics

• Collaborate with External Partners both in the Private and Public Sectors

Figure 1: Entrepreneurial Universities & their private partners
Sample considered

- 2 Universities from The Netherlands
- 1 Applied University from The Netherlands
- 1 Vocational College from The Netherlands
- 1 Dutch Multinational Corporation
Problem Definition

- Lack of Embedding & Implementation
- Caused by a Lack of Cross-Sector Boundary Object, Experiences and Group
• **Lack of Cross-Sector Boundary Group**
  
  *e.g. a workshop*

*Figure 1: Entrepreneurial Universities & their private partners*
• Lack of Cross-Sector Boundary Experiences
e.g. a field trip

Figure 1: Entrepreneurial Universities & their private partners
• Lack of Cross-Sector Boundary Objects
• *e.g. a presentation*

*Figure 1: Entrepreneurial Universities & their private partners*
Design & Research Goals

• Identify a set of Enabling & Hindering Factors to the outcome embedding in the Cross-sector collaboration.

• Design a solution to the lack of Cross-sector Boundary objects, experiences and groups.
Research Through Design Methodology
Interviews & Co-Creation

- 21 Interviews
- 2 Co-Creation Sessions
Findings

- Enabling Factors
- Hindering Factors
7 Enabling Factors

• 01. Connecting Researches & Researchers
• 02. Prototype & Results as Inspirational Tools
• 03. Behaviors Learning
• 04. Strong Complementarity
• 05. Integrative Leadership
• 06. Interactive & Reactive Approaches
• 07. Collaboration Driven Personalities
7 Enabling Factors

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7 Hindering Factors

- 01. Lack of Structure
- 02. Low Commitment & Enthusiasm
- 03. Unfocused on Societal Impact
- 04. Mistrust & Misunderstanding
- 05. Lack of Ownership
- 06. Unfeasible Solutions
- 07. Closed Innovation
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Design It Together

The Design Solution:
DIT, A new Type of Collaboration
DIT, The New Collaboration

- DIT Group, a Cross-Sector Boundary Group
- DIT Platform, a Cross-Sector Boundary Object
- DIT Program, Cross-Sector Boundary Experiences
DIT Group

• It is composed by 2 decision-makers from each stakeholder

• They align each other and propose new researches and projects

• It is in charge of setting up a common goal and a common strategy

Figure 2: Visualization of the DIT Group and the stakeholders that are part of it
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DIT Platform

• It is a digital portal to access to all information regarding the collaboration

• An interactive map where all stakeholders, projects and events are visualized

• Storage of current, past and proposed researches or projects

*Figure 3: Homepage of the DIT Platform*
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DIT Program

• Every three months a “Month in Collaboration” event is hosted in one of the partners’ facilities

• The “Month in Collaboration” is a set of lectures, creative workshops and presentations

• During the DIT Program, outcomes of the projects and researches done is shared among the stakeholders

Figure 4: Scheme of the DIT Program
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Figure 4: Scheme of the DIT Program
Conclusions

• **Scholars:** Applying design methodologies to the field of industry-university interaction enables a better outcome’s embedding

• **Academics:** Future researches might focus on the relation of causation between Enabling and Hindering Factors

• **Practitioners:** Building a collaboration based on Cross-sector boundary Objects, Groups and Experiences
Thanks!
Any Questions?
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