

Delft, The Netherlands

# Entrepreneurial universities meet their private partners

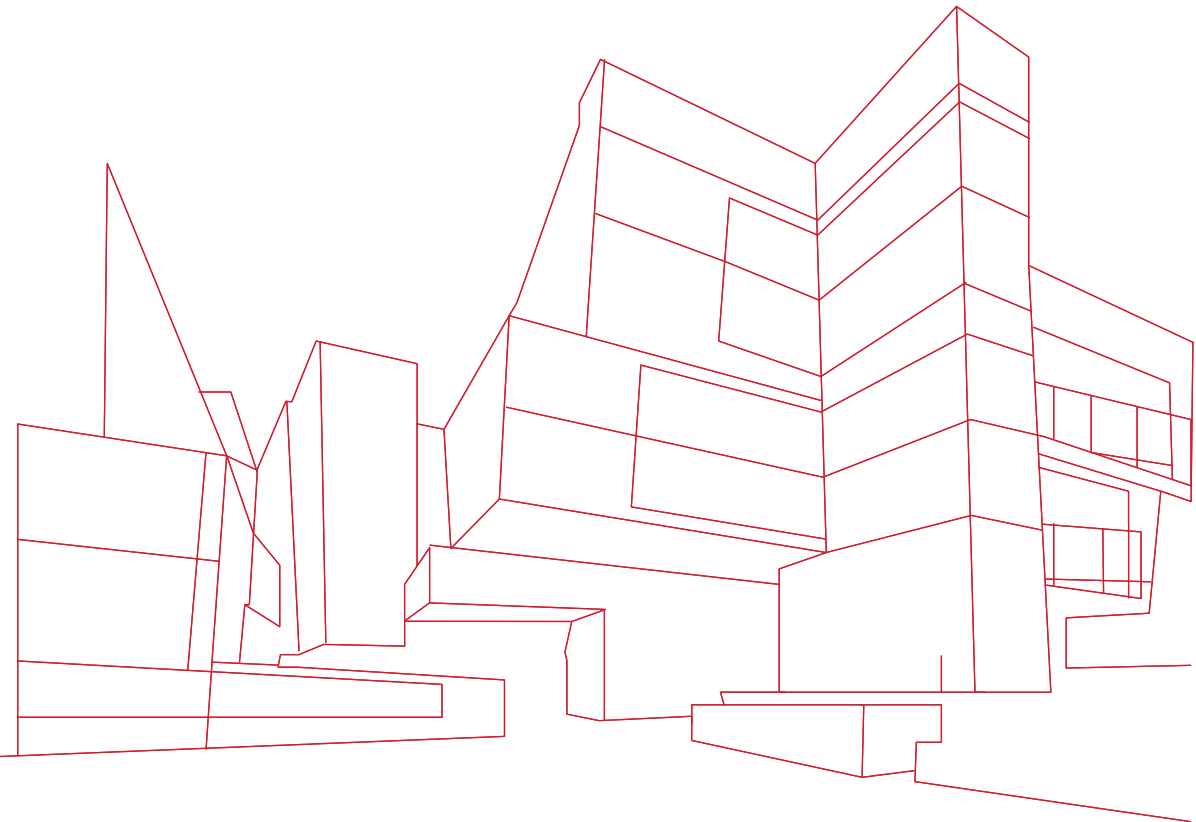
Baldini L., Calabretta G. & De Lille C.

Delft University of Technology



# 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

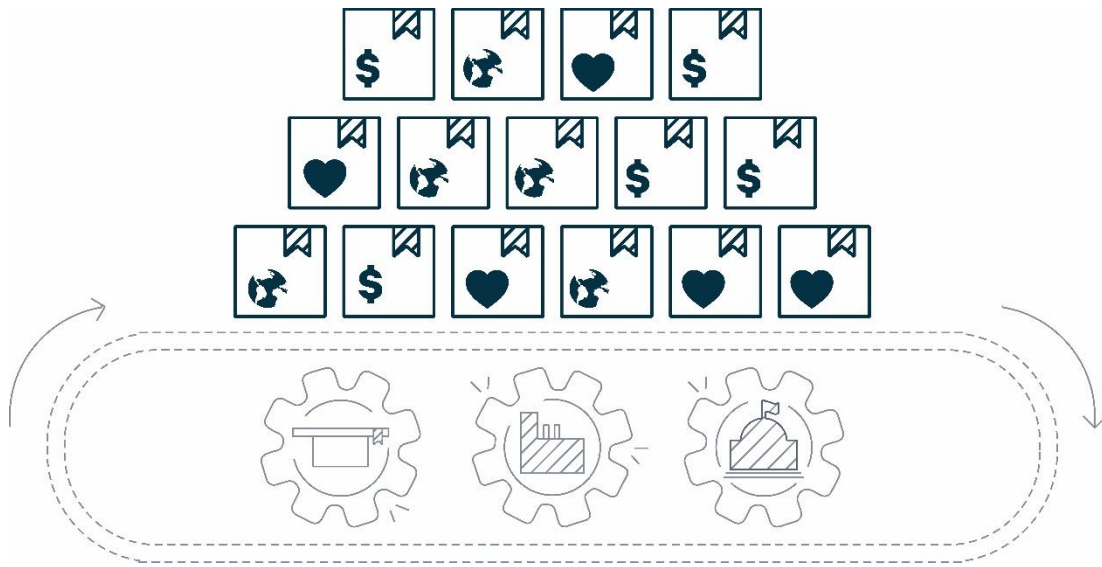
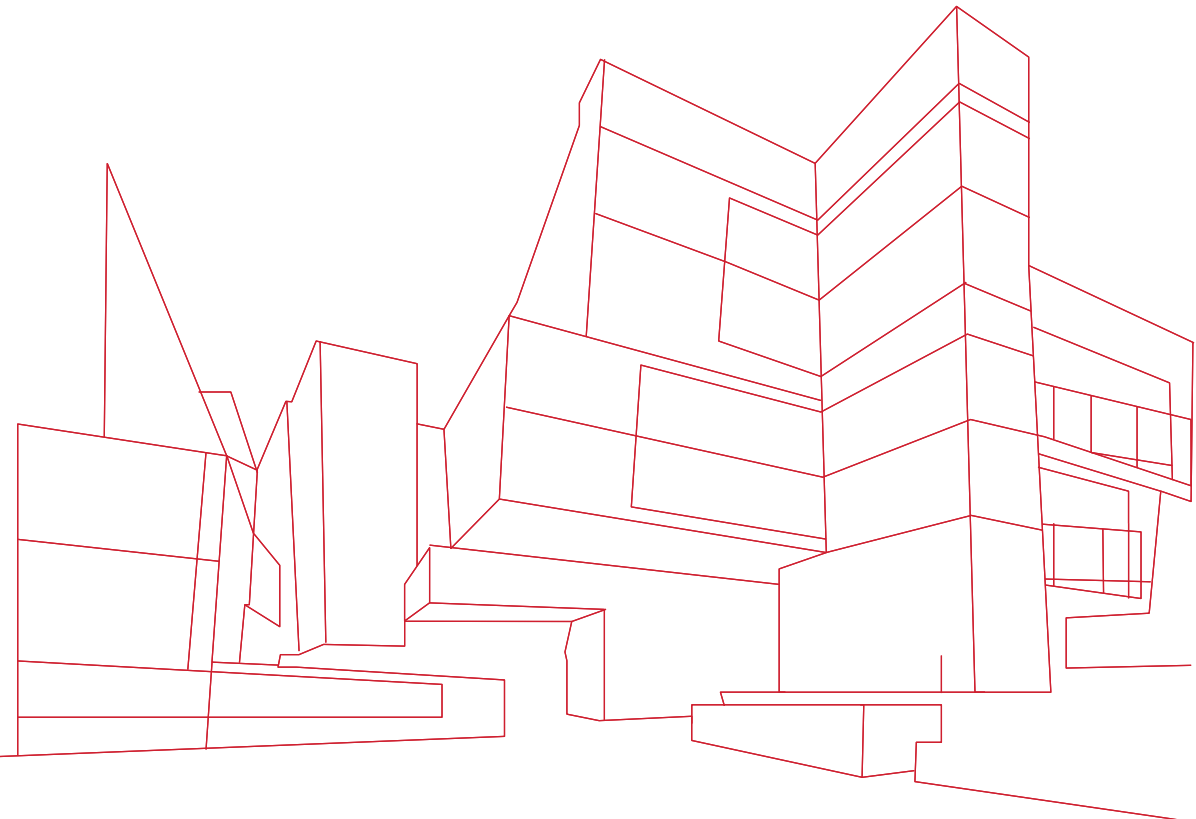


Figure 1: Entrepreneurial Universities & their private partners



## Entrepreneurial Universities

### *Characteristics*

- Seek for Socio-economic Development

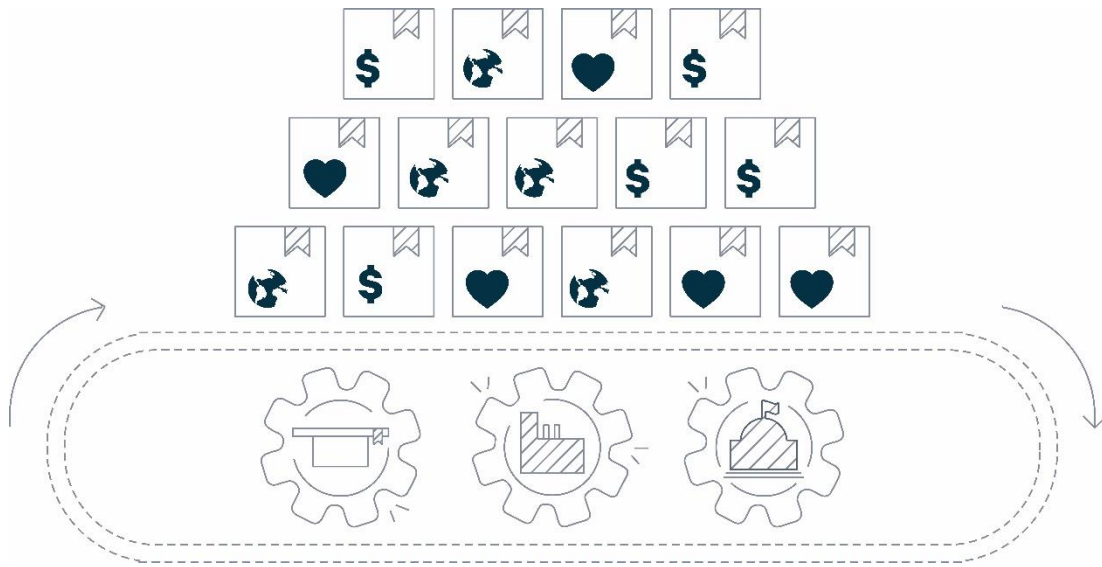
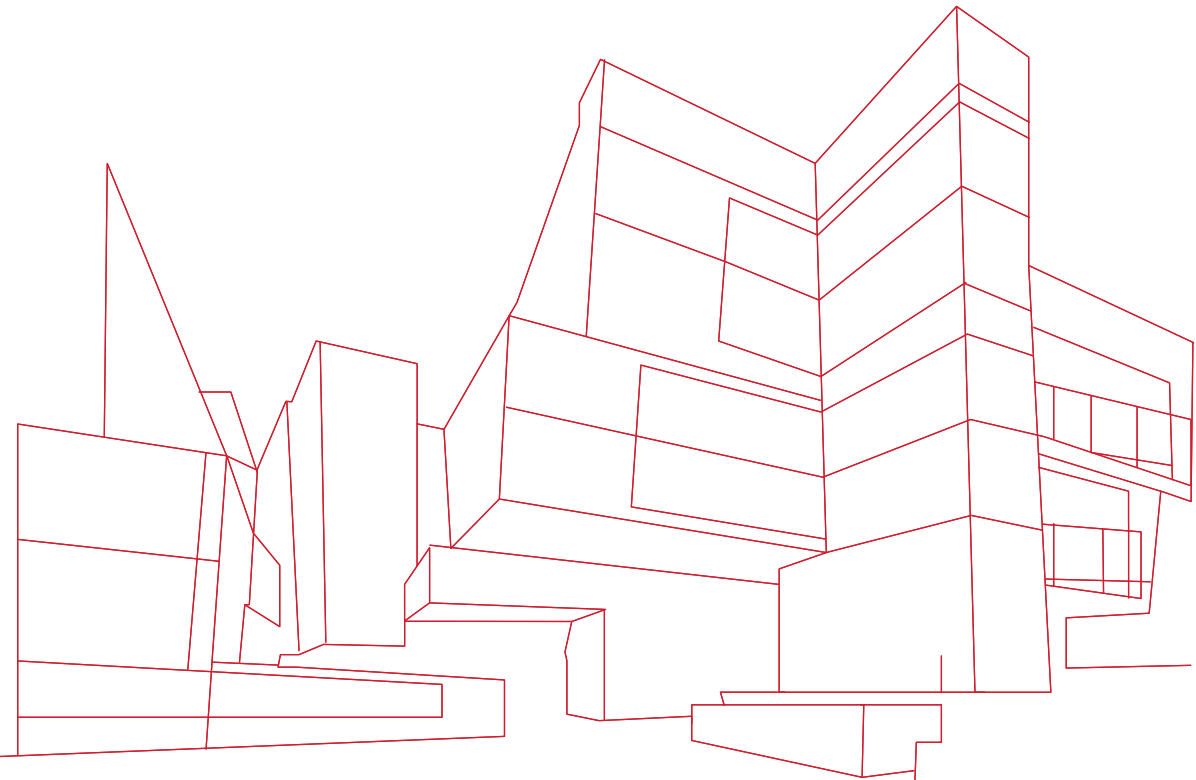


Figure 1: Entrepreneurial Universities & their private partners



## Entrepreneurial Universities

### *Characteristics*

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

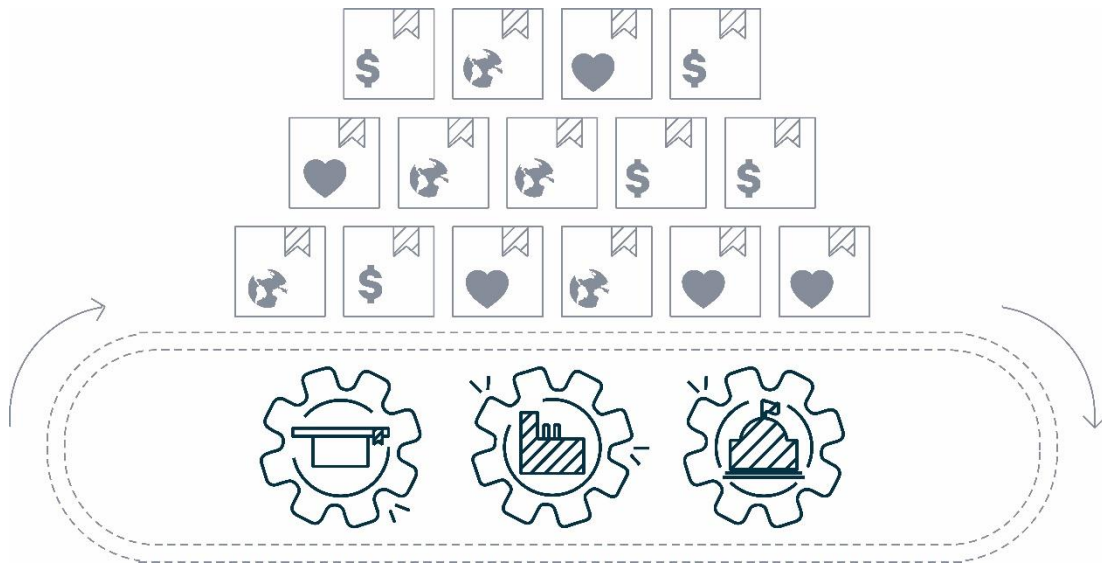
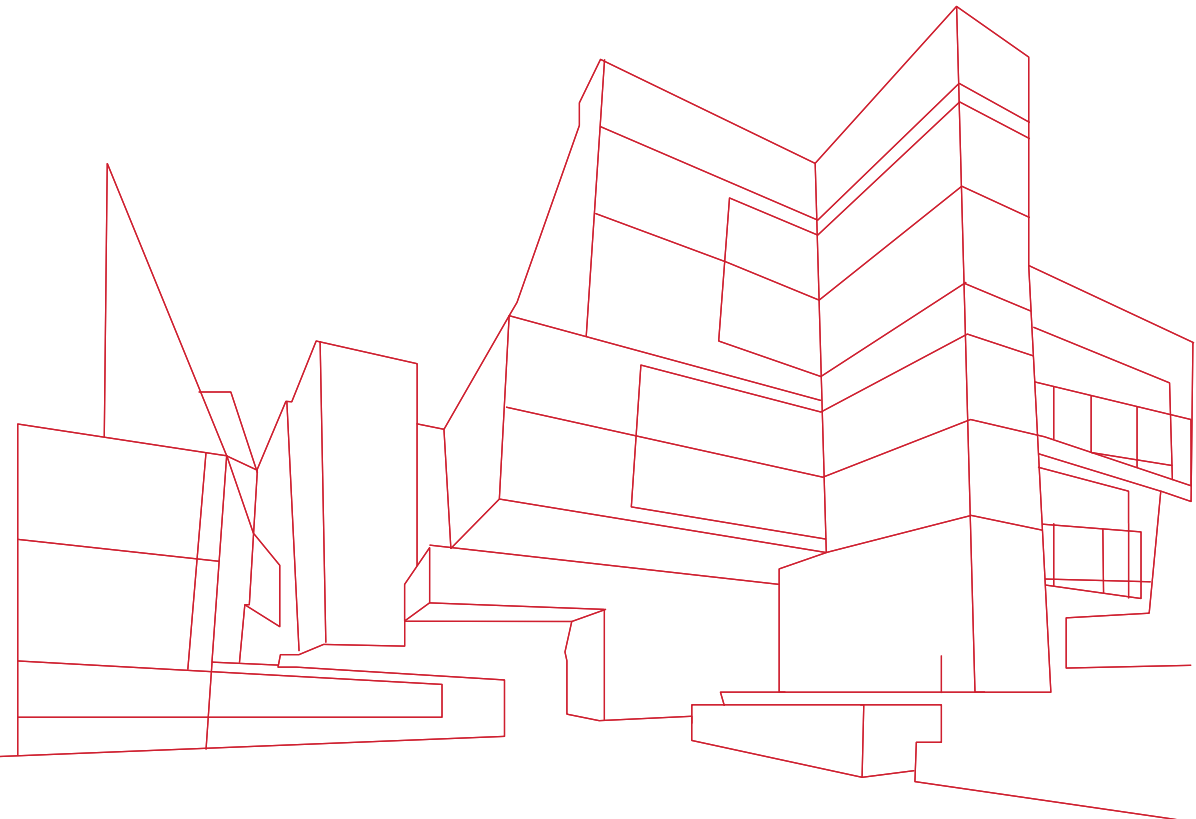


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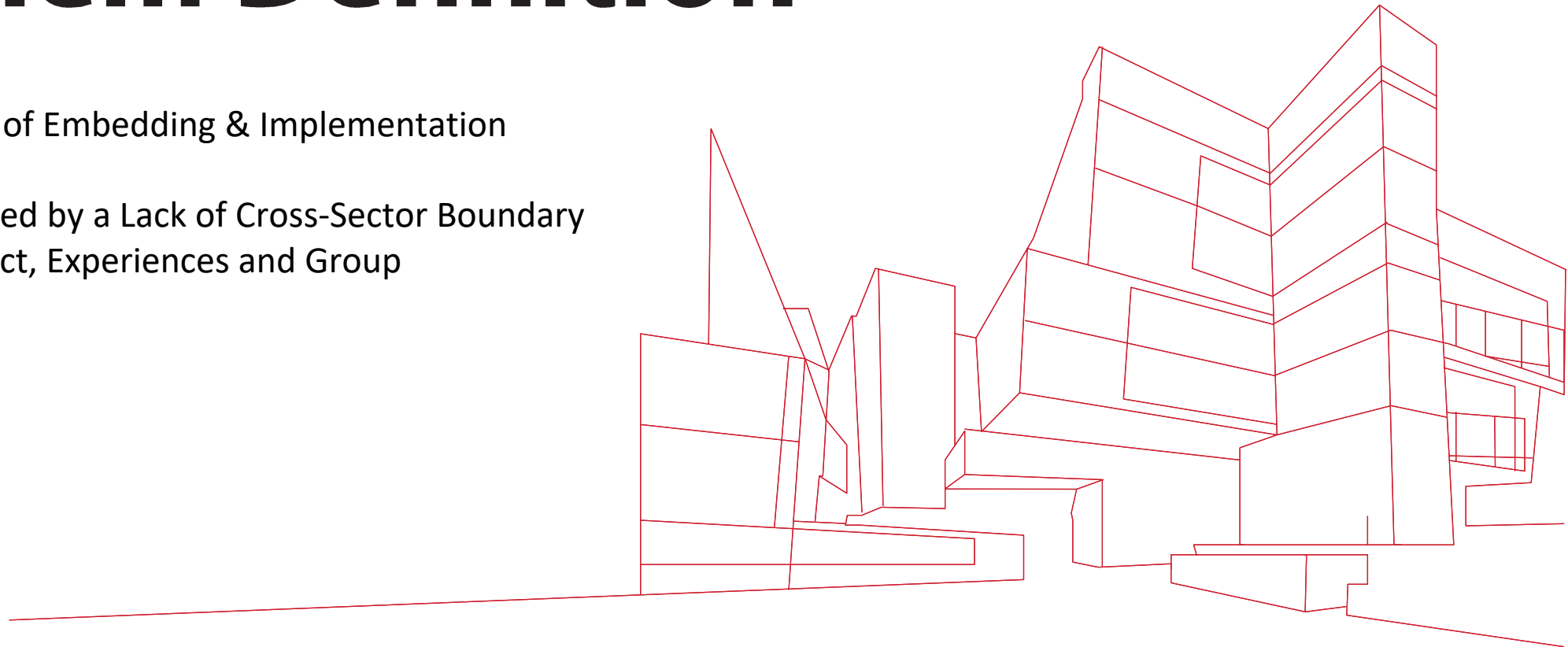
# Sample considered

- 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*

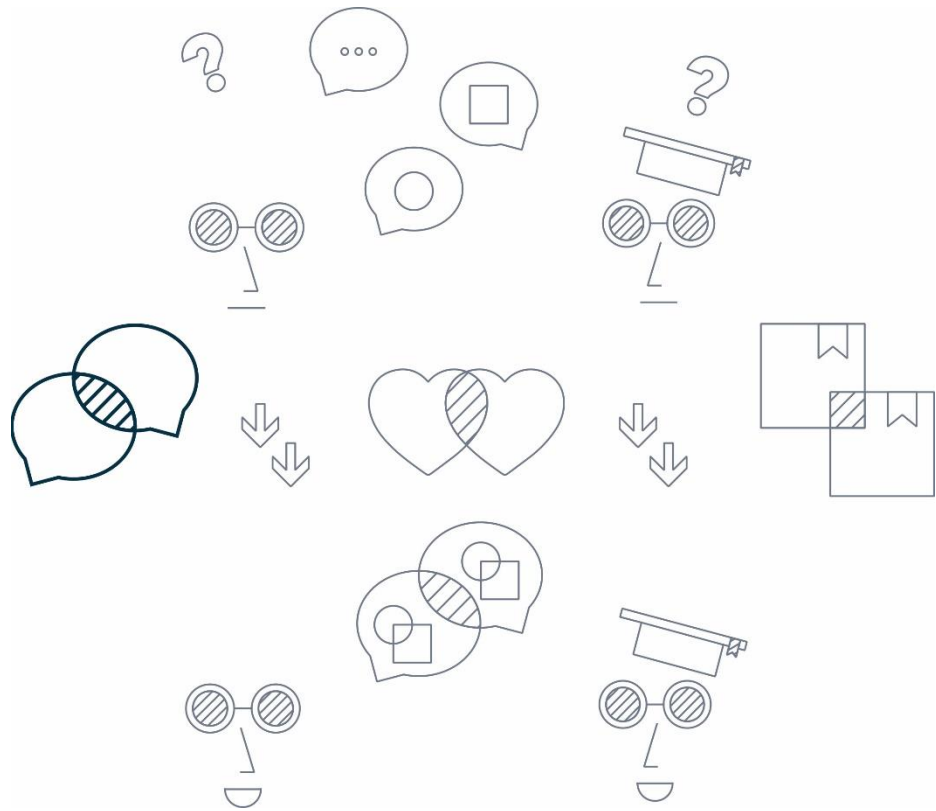


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- **Lack of Cross-Sector Boundary Experiences**  
*e.g. a field trip*

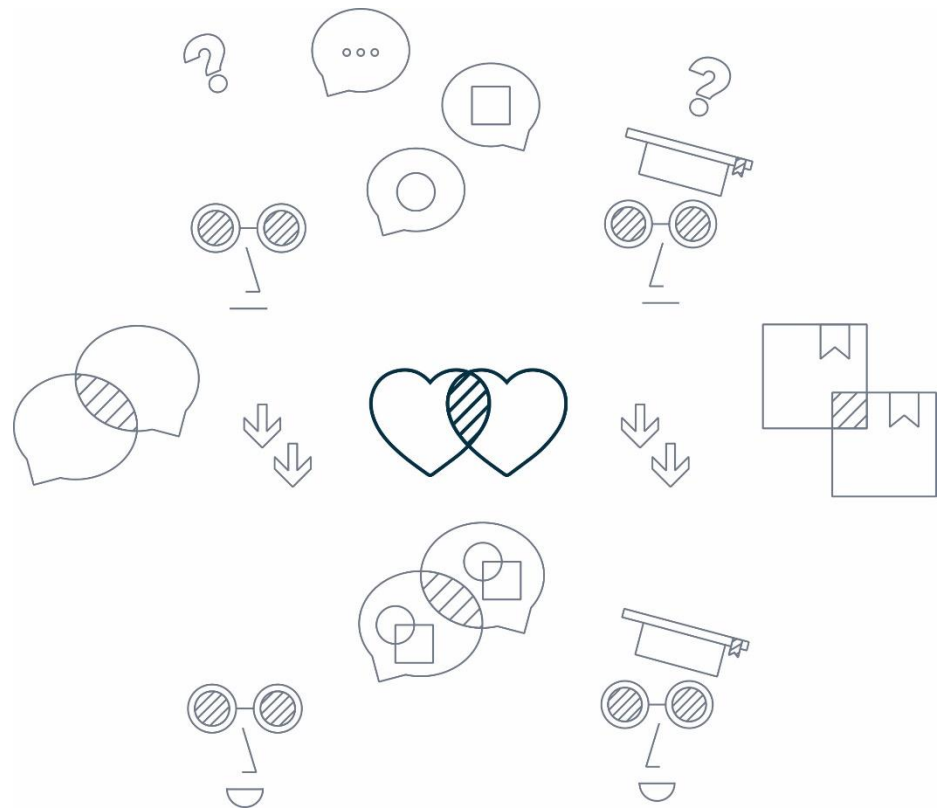
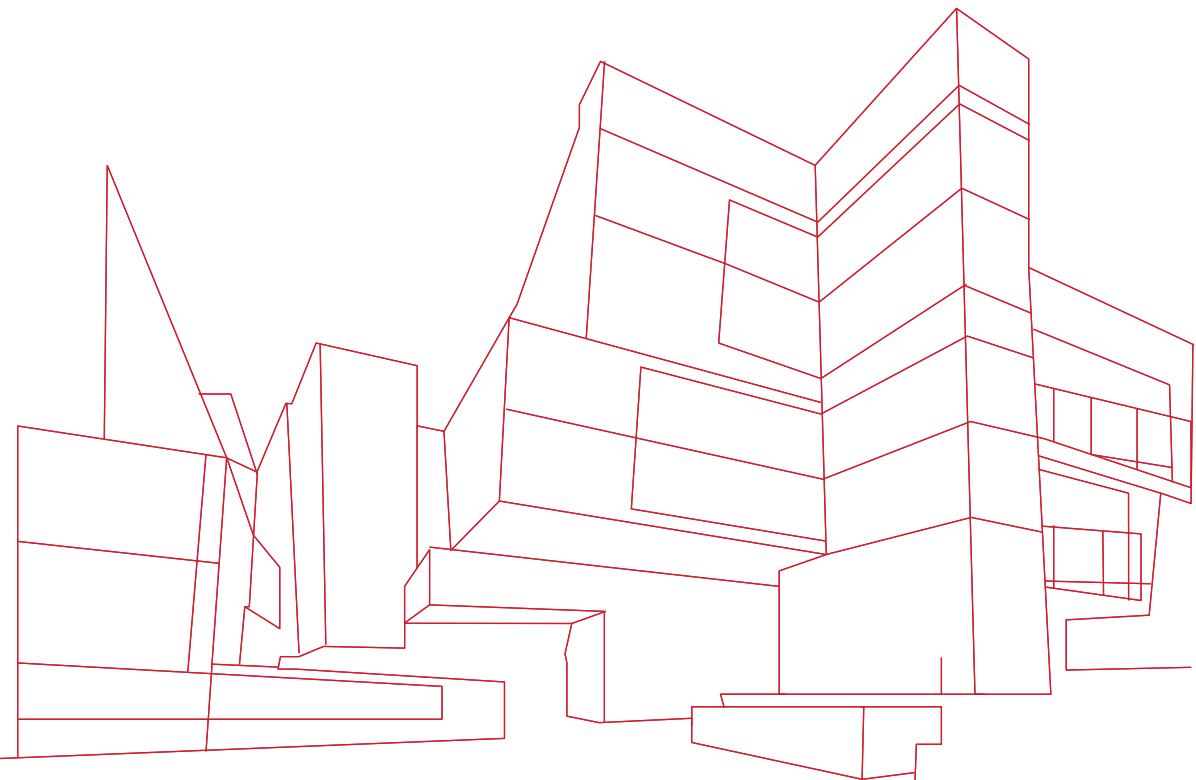


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- **Lack of Cross-Sector Boundary Objects**
- *e.g. a presentation*

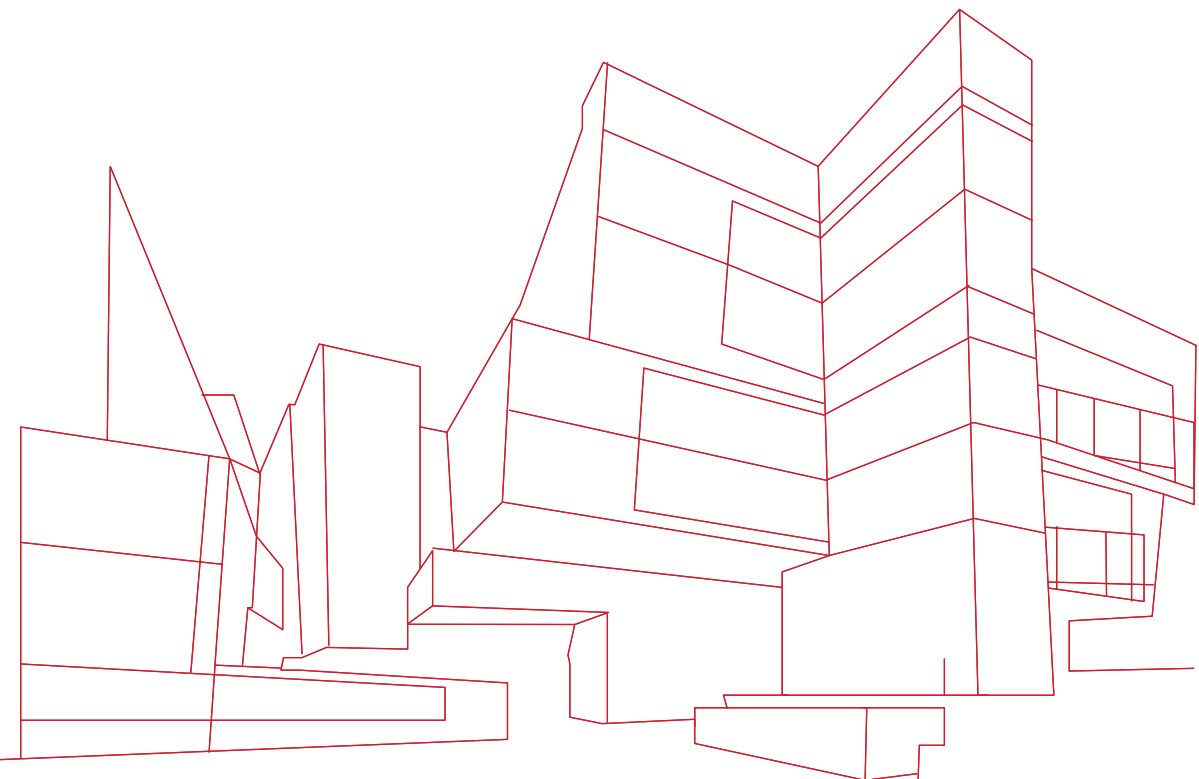
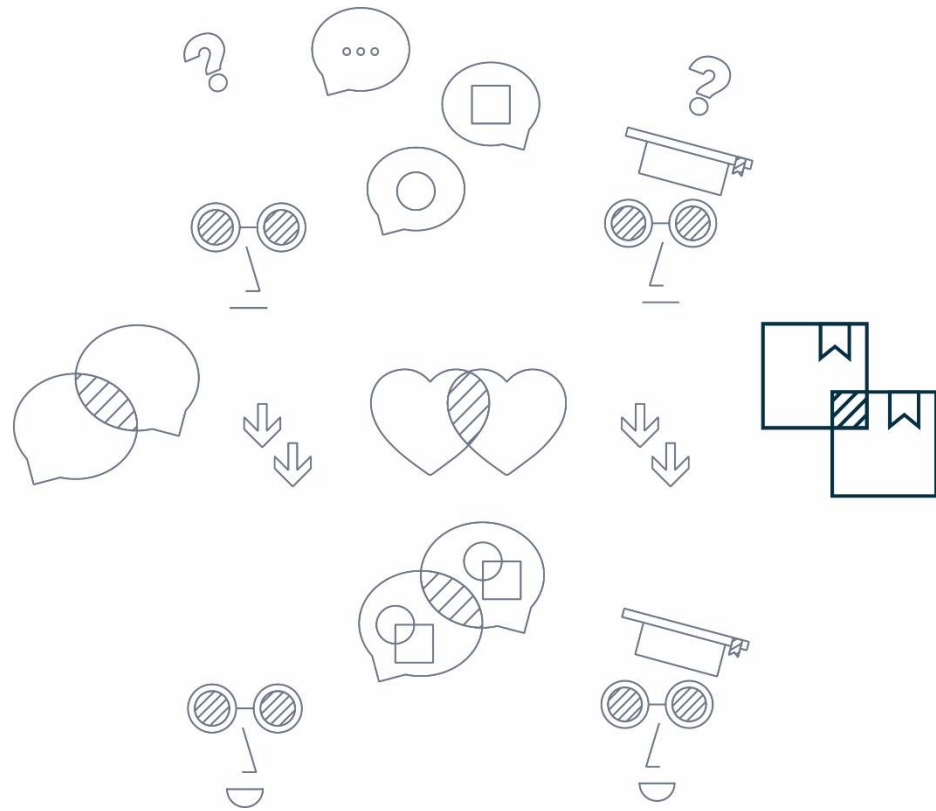


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# Design & Research Goals

- 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



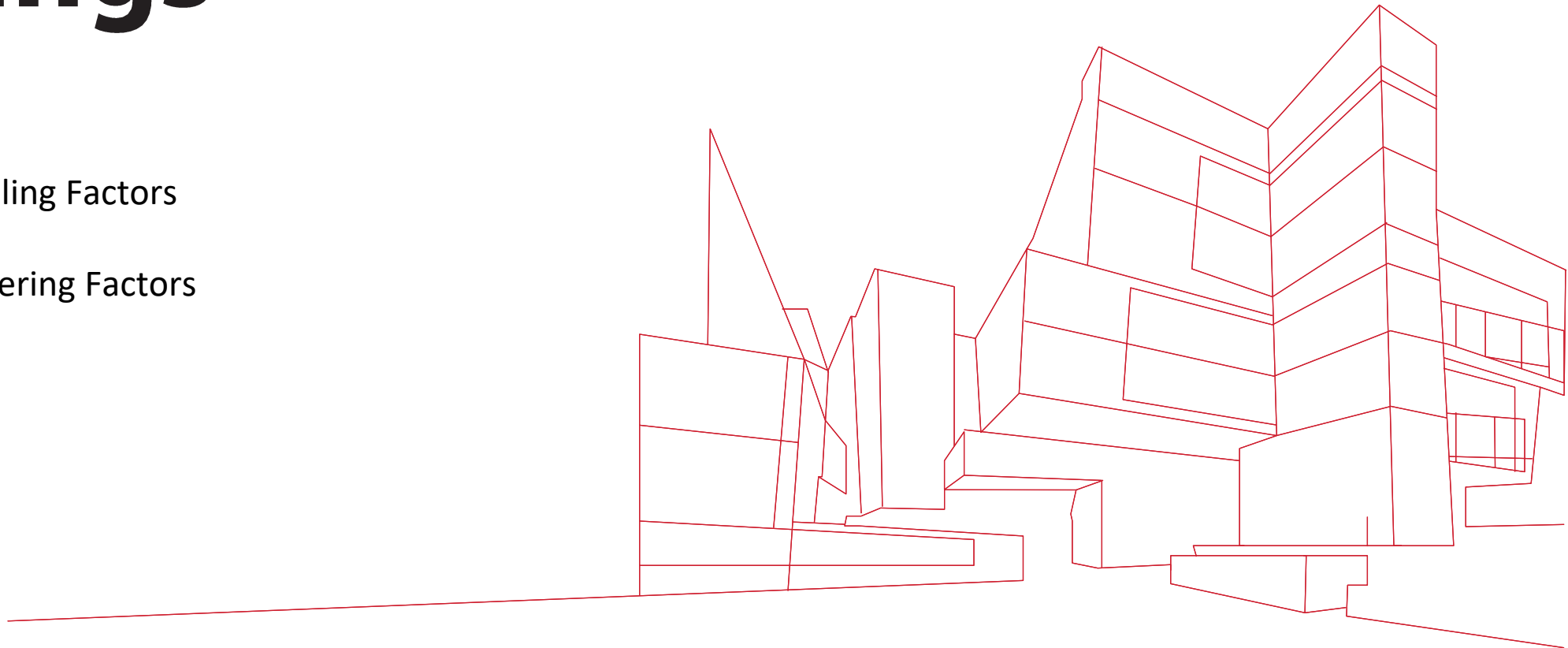
# Interviews & Co-Creation

- 21 Interviews
- 2 Co-Creation Sessions



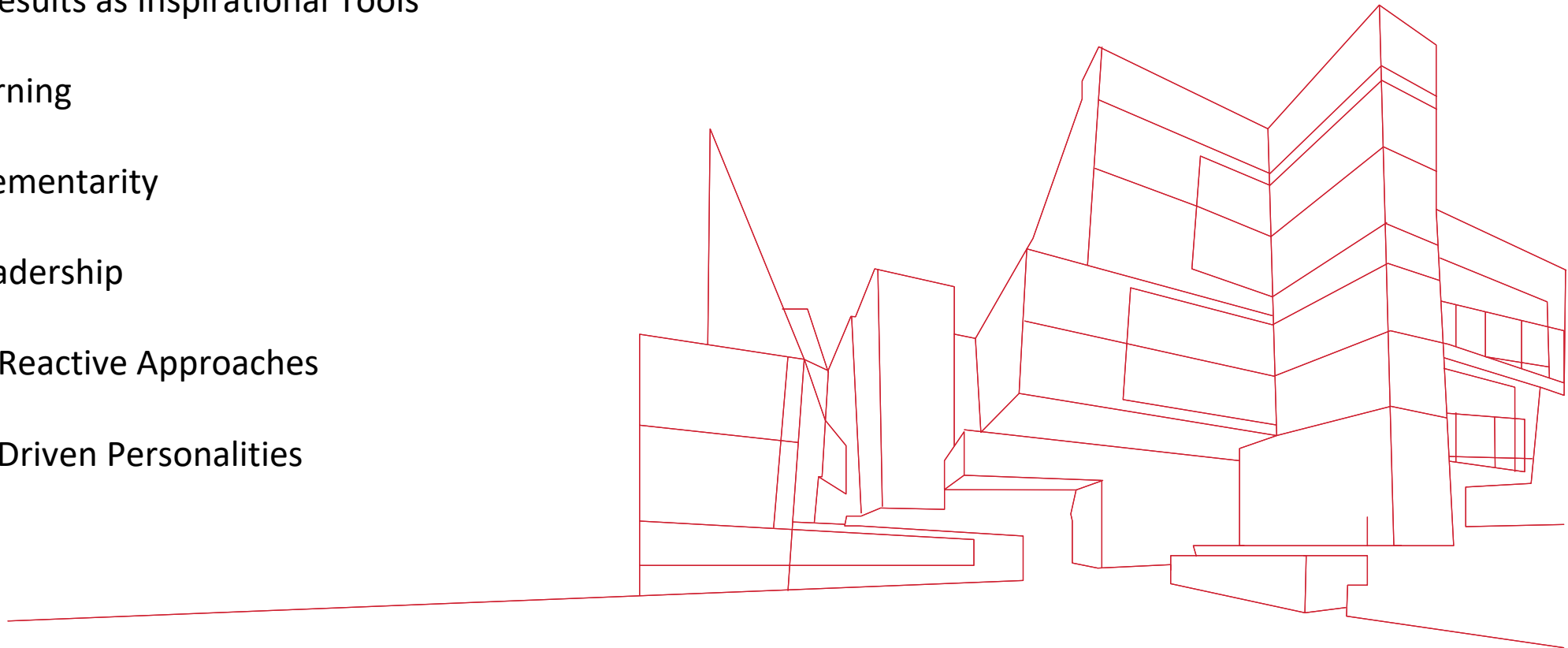
# Findings

- Enabling Factors
- Hindering Factors



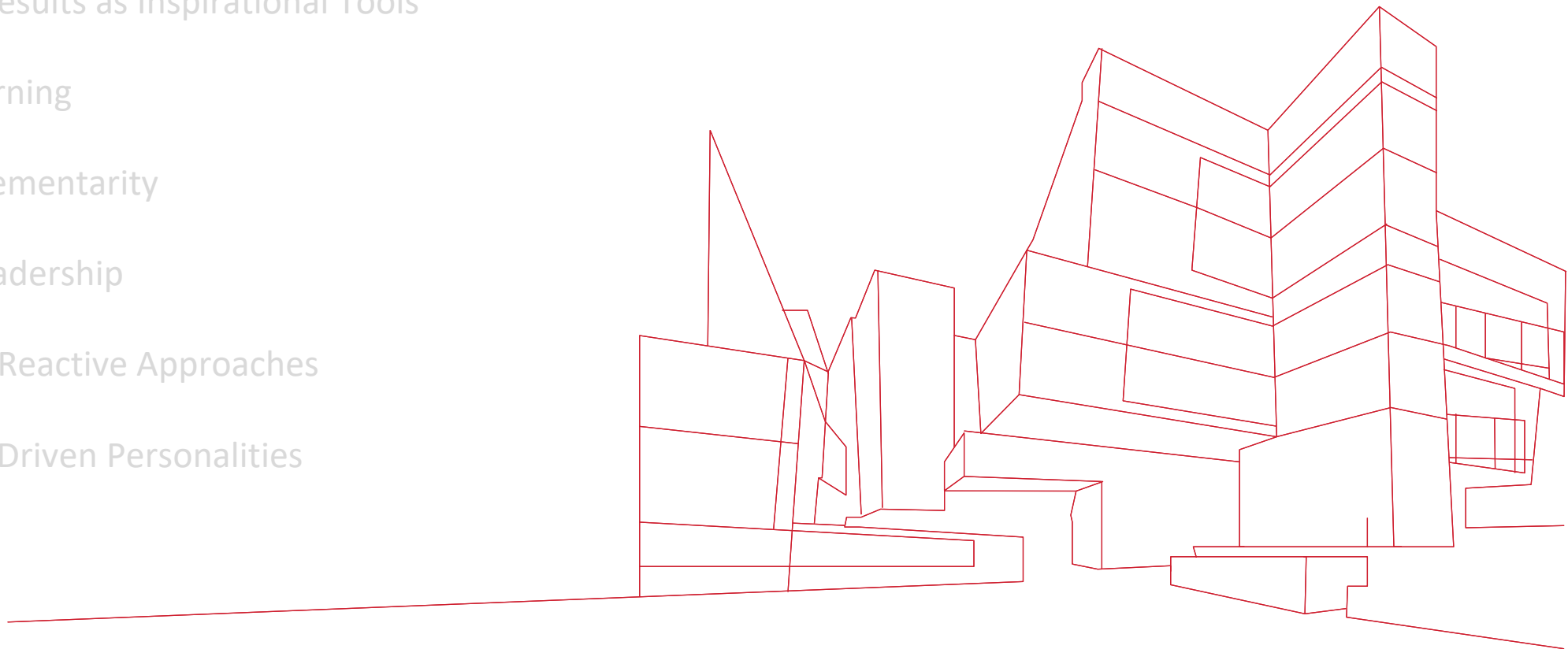
## 7 Enabling Factors

- 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



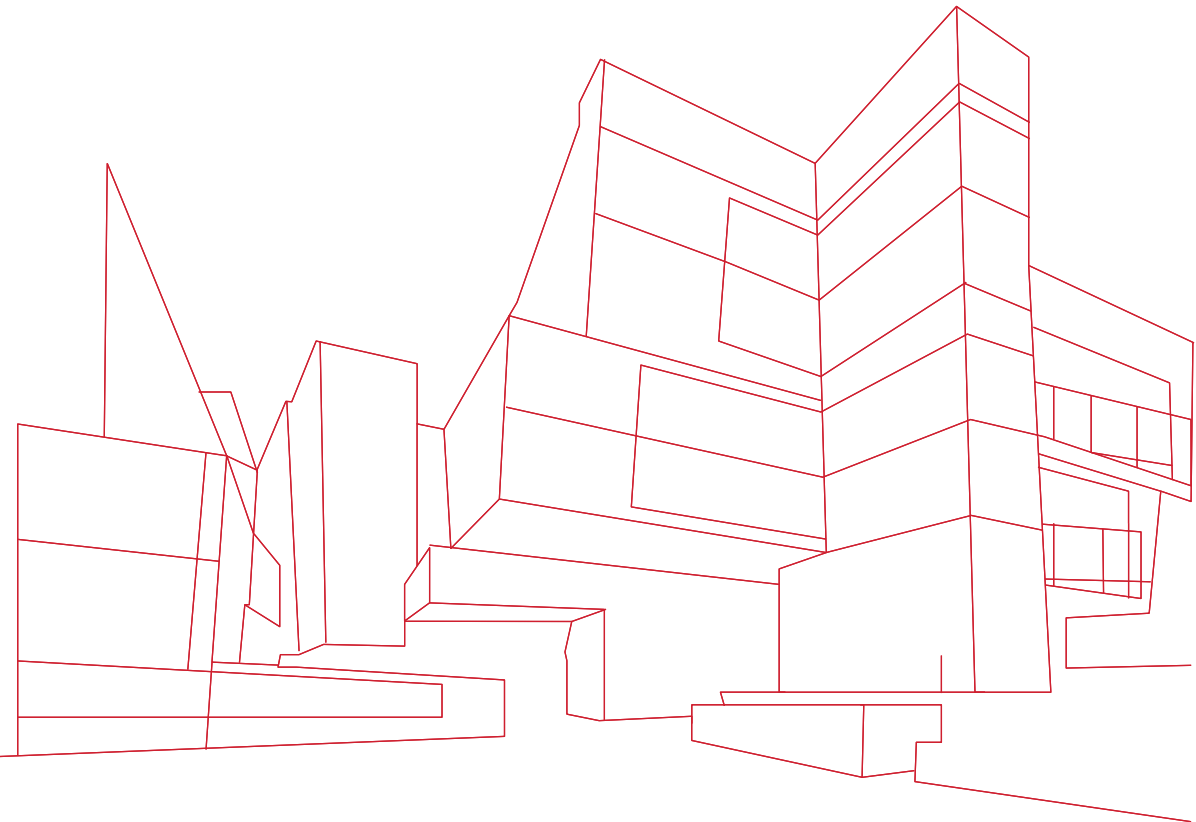
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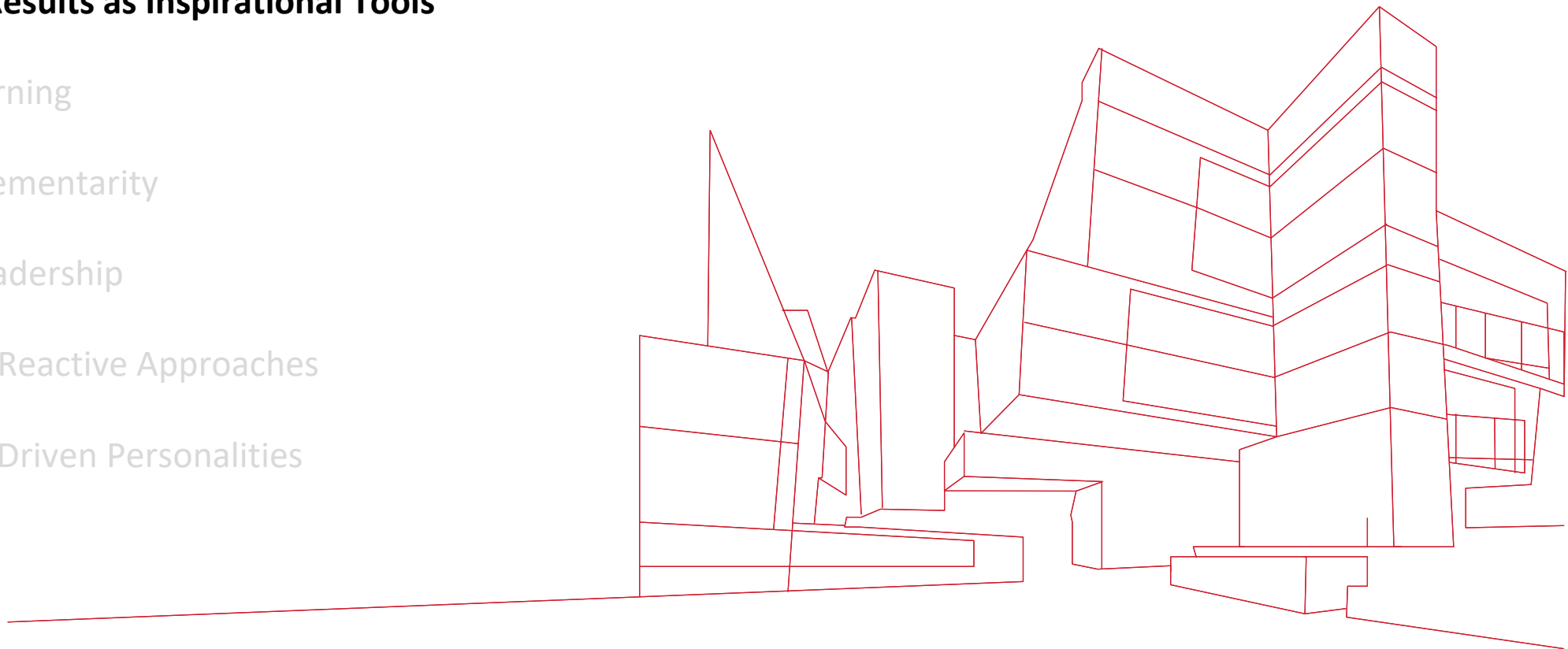
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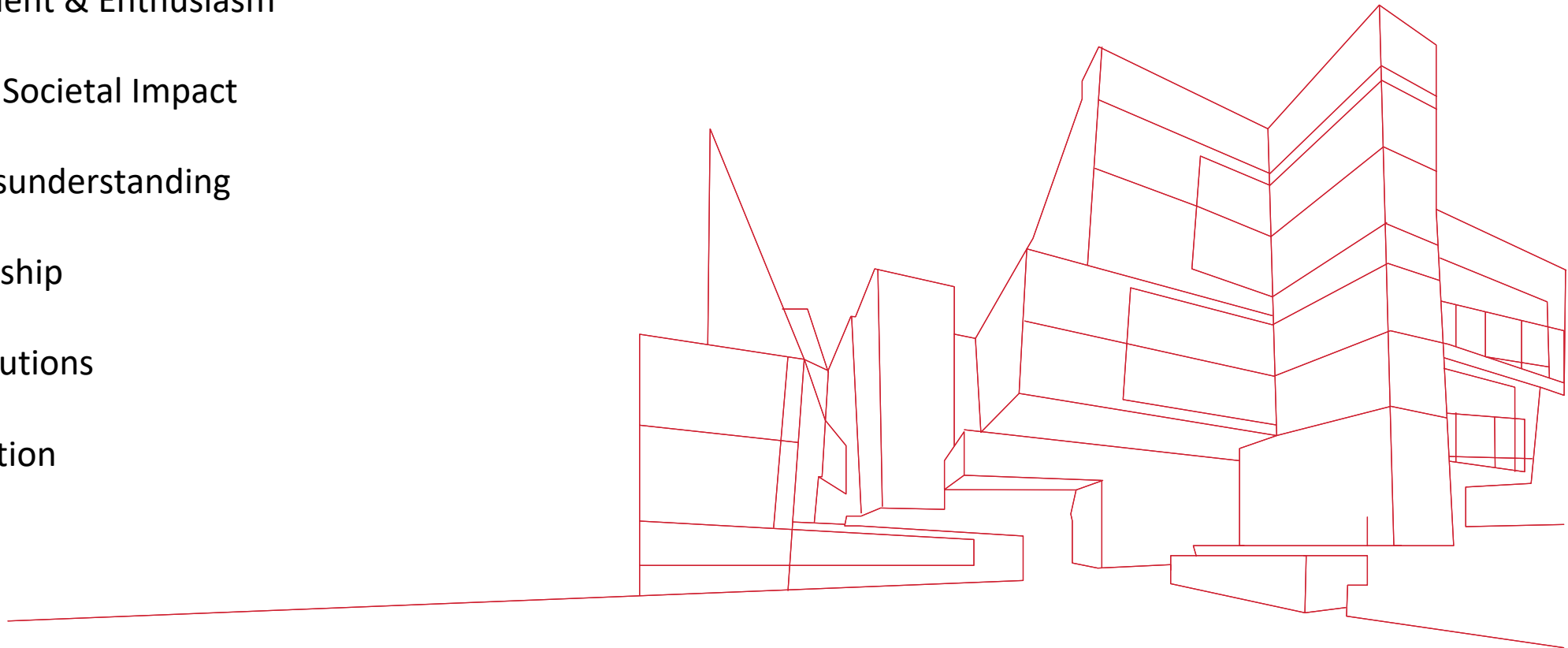
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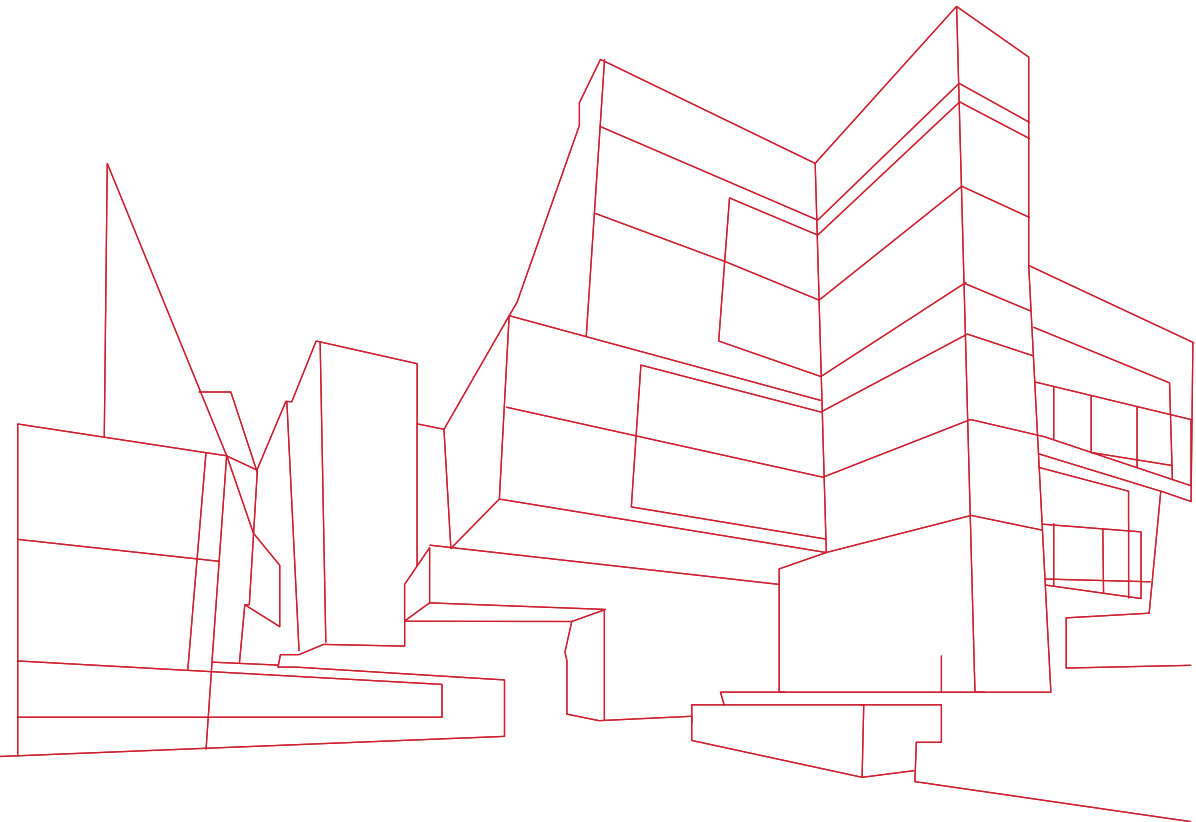
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- 01. Lack of Structure
- 02. Low Commitment & Enthusiasm
- 03. Unfocused on Societal Impact
- 04. Mistrust & Misunderstanding
- 05. Lack of Ownership
- 06. Unfeasible Solutions
- 07. Closed Innovation



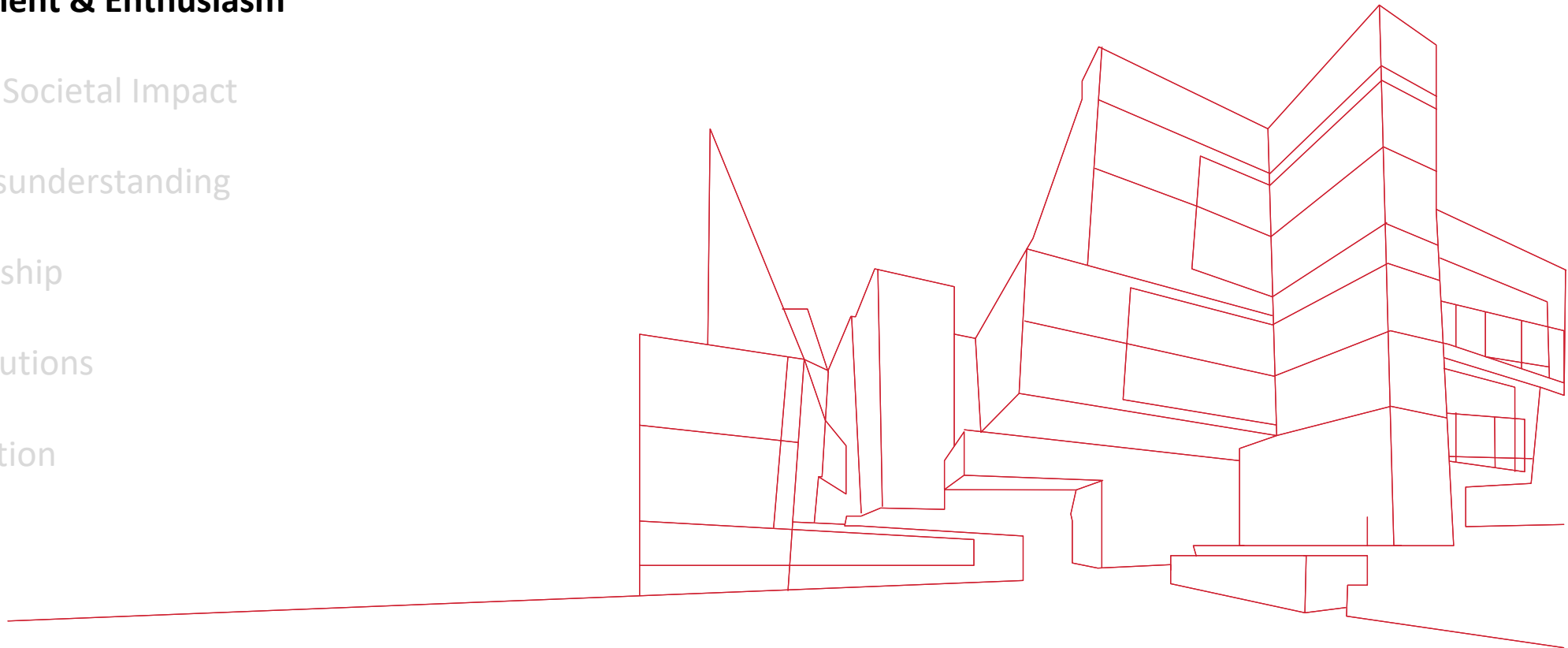
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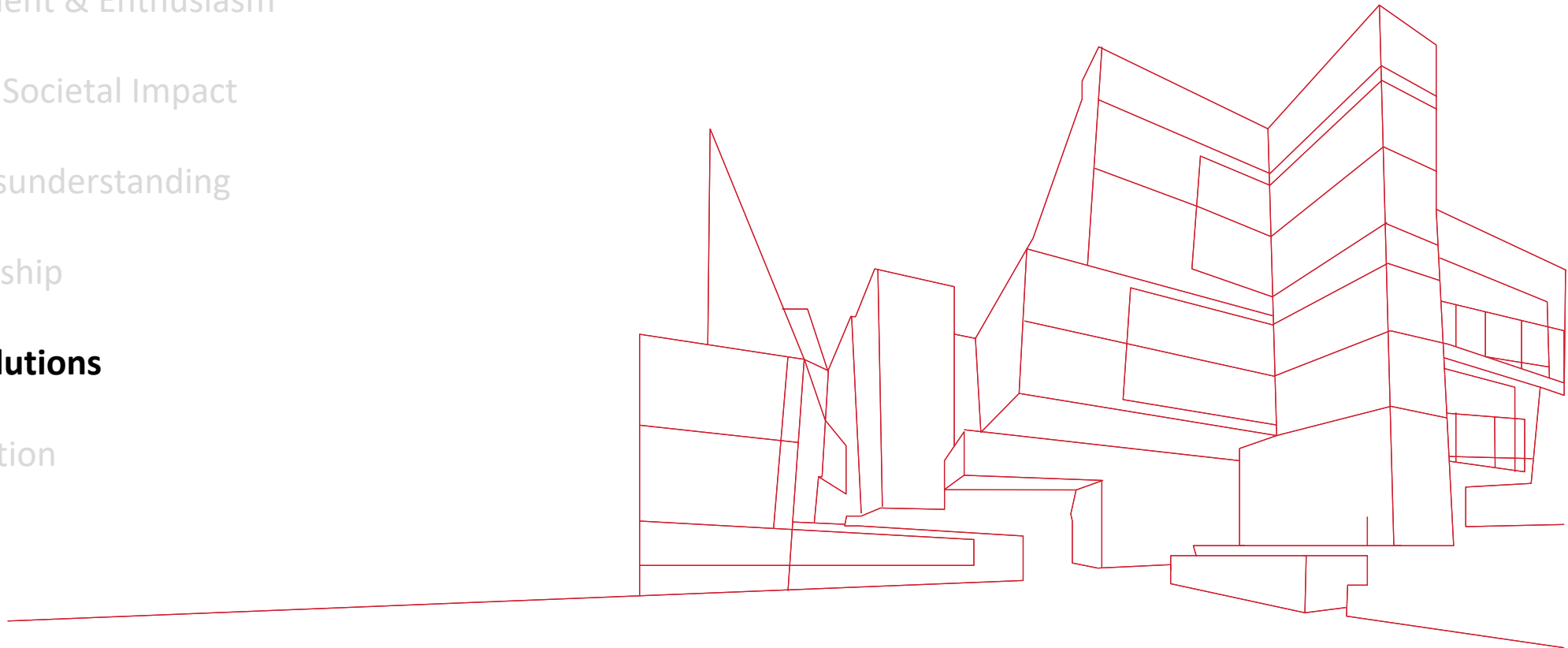
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# Design It Together

The Design Solution:  
DIT, A new Type of Collaboration



# DIT, The New Collaboration

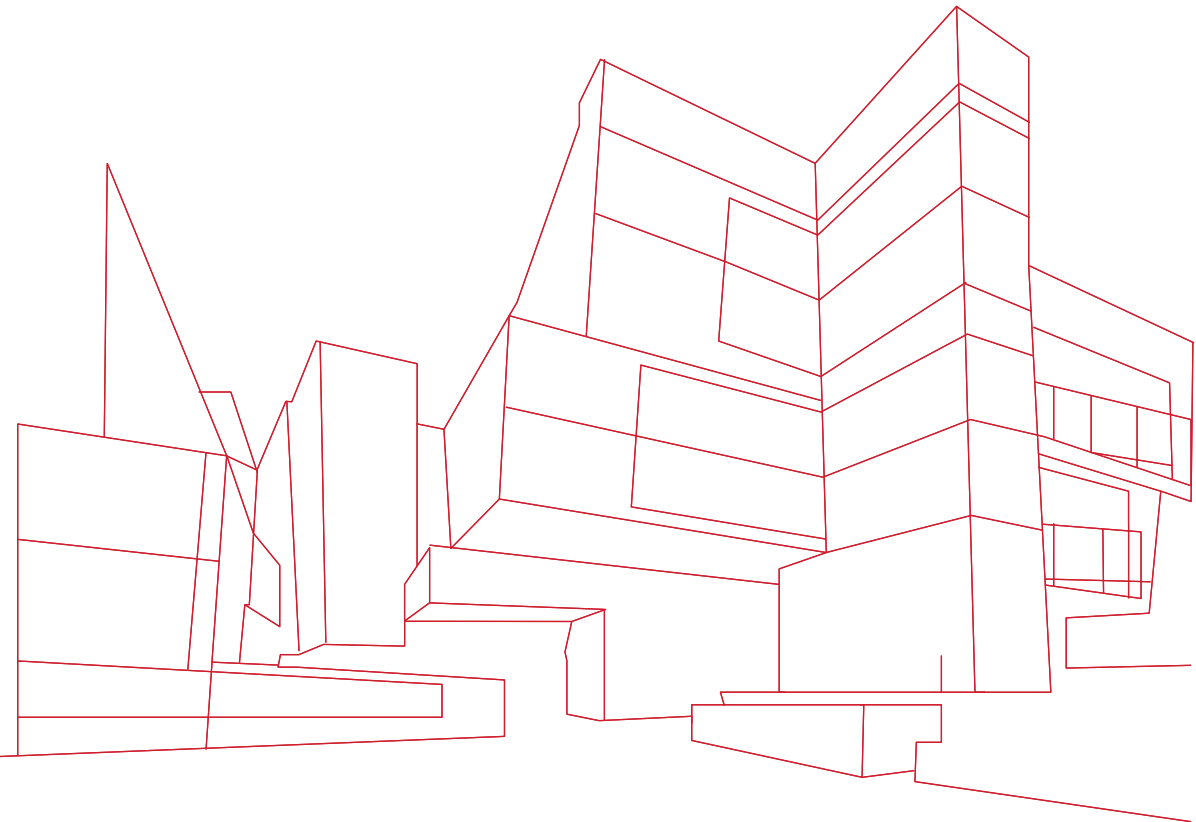
- DIT Group, a Cross-Sector Boundary Group
- DIT Platform, a Cross-Sector Boundary Object
- DIT Program, Cross-Sector Boundary Experiences



## 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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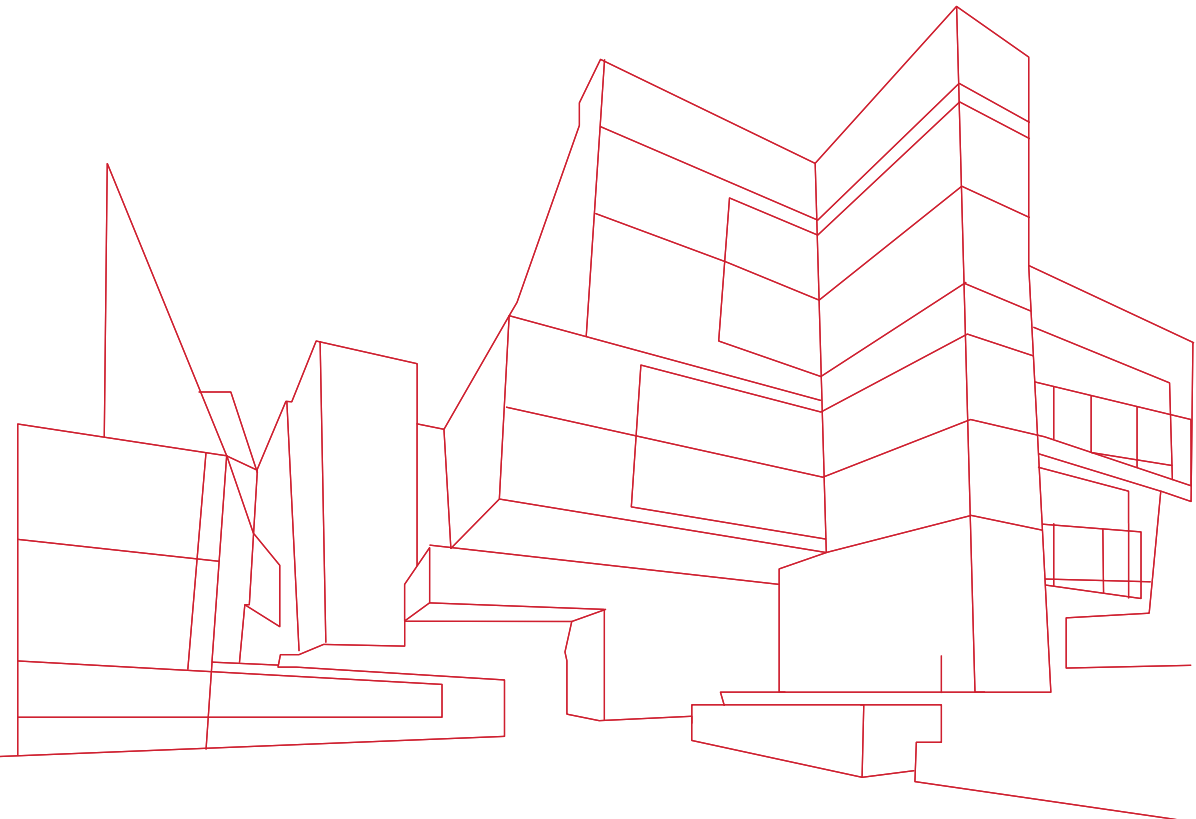
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## DIT Platform

- **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

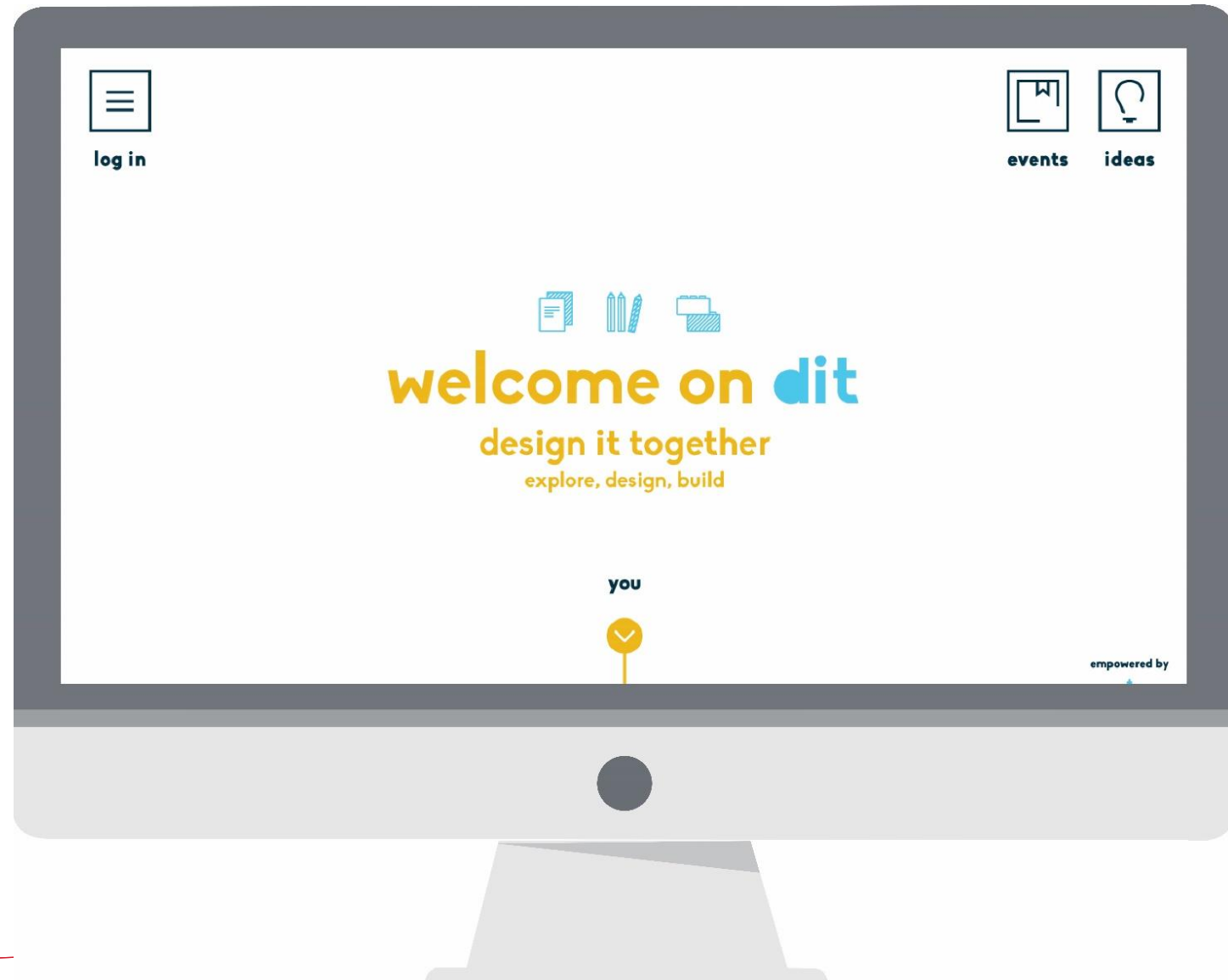


Figure 3: Homepage of the DIT Platform

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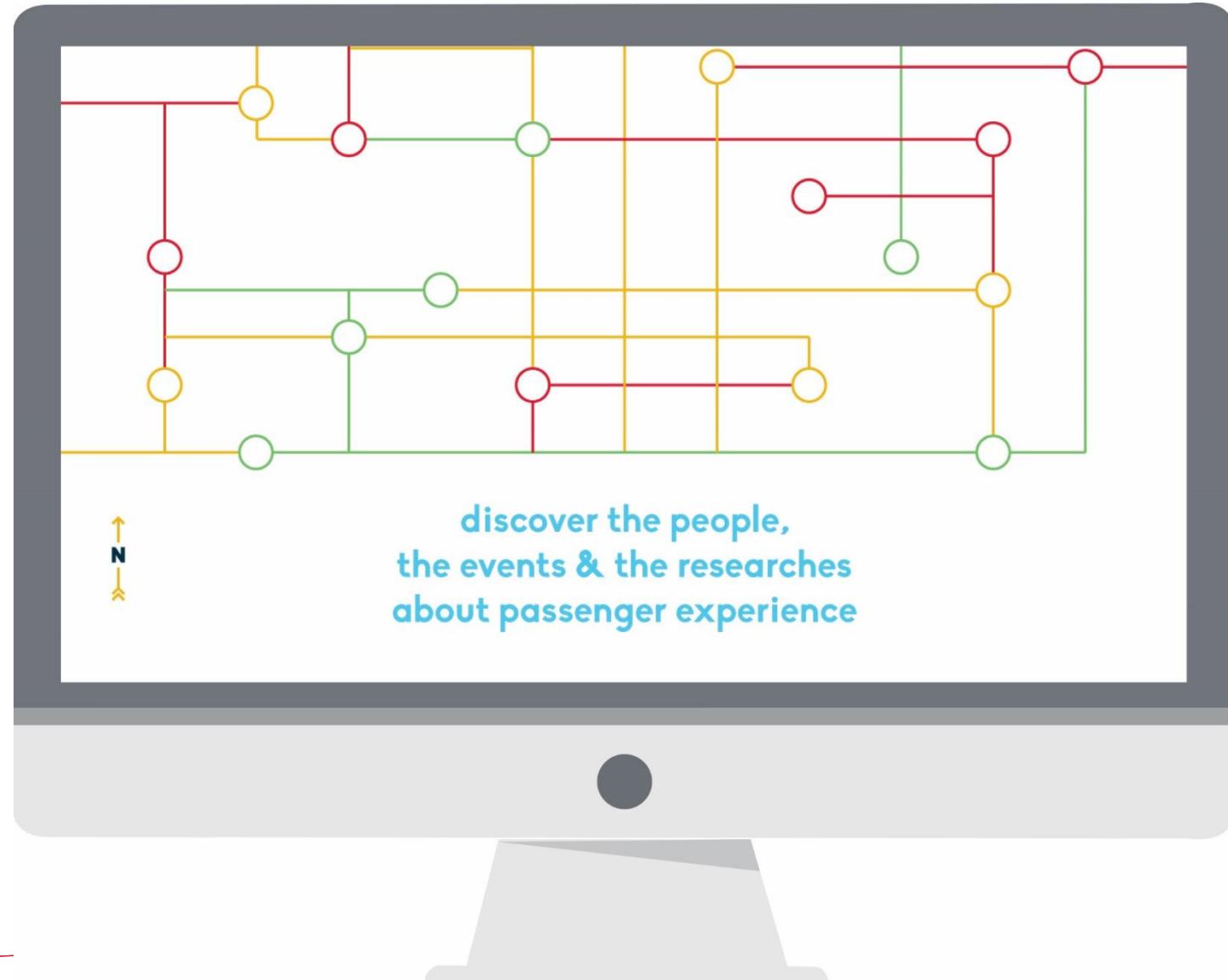


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## DIT Program

- 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

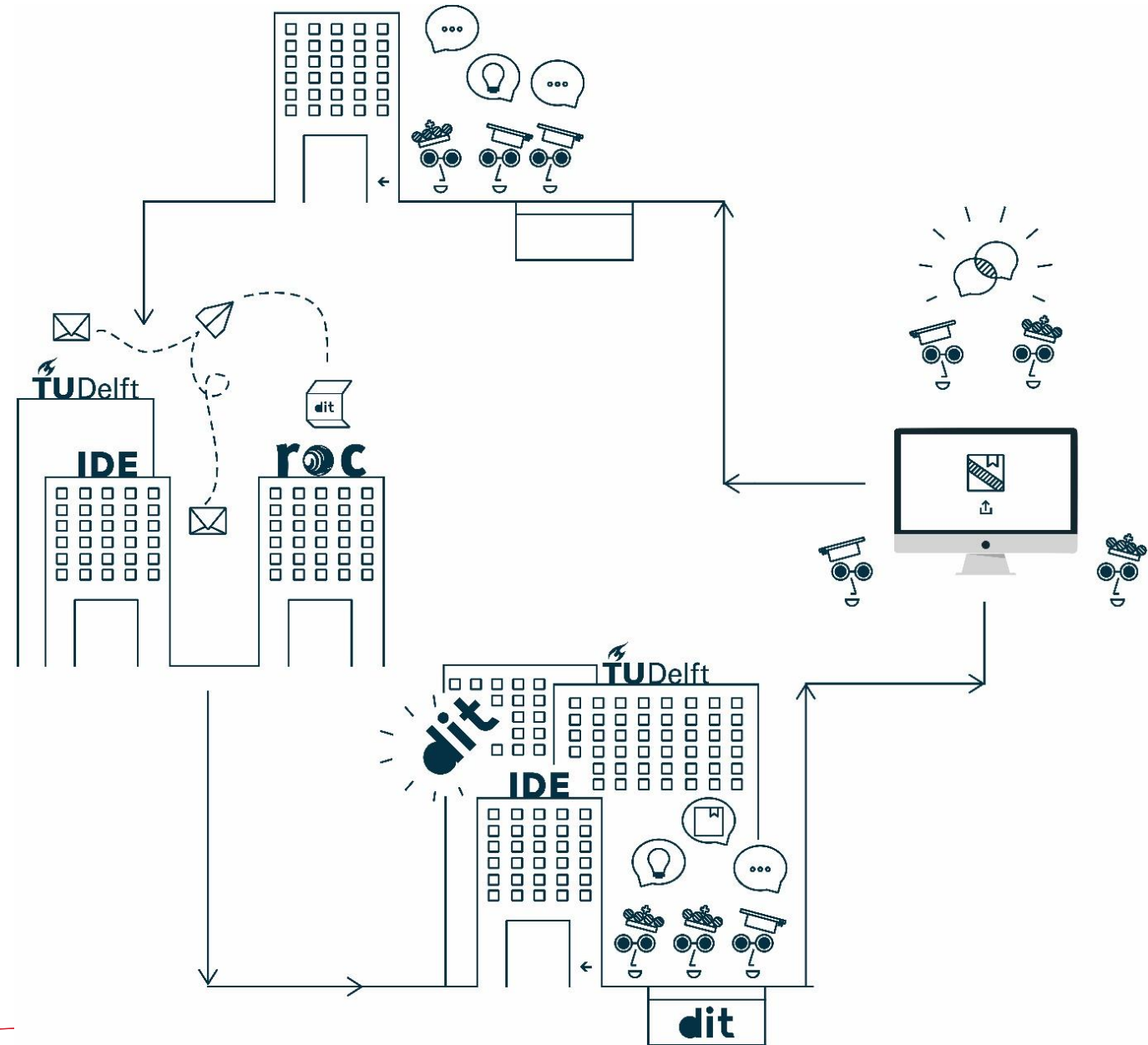


Figure 4: Scheme of the DIT Program

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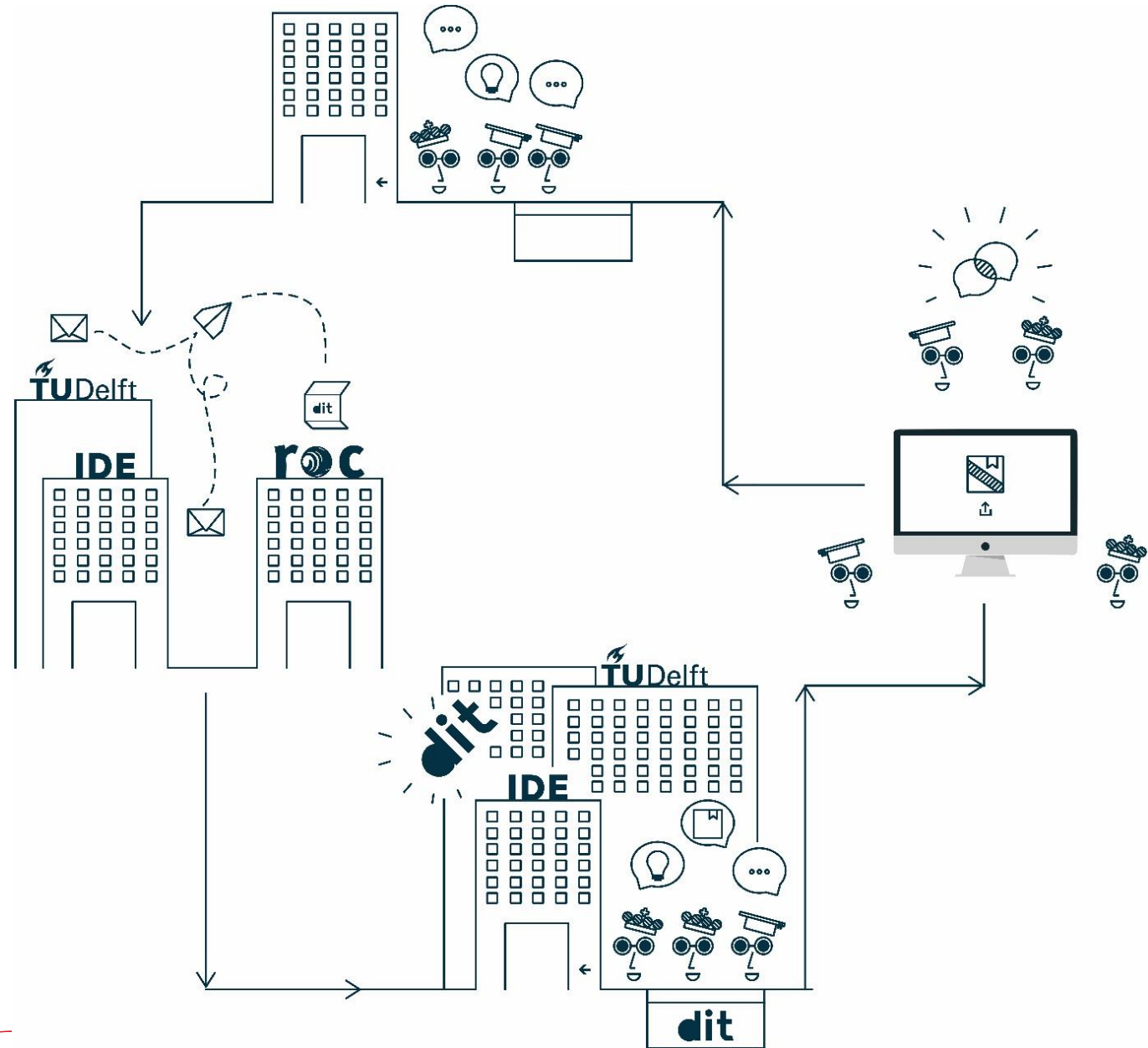


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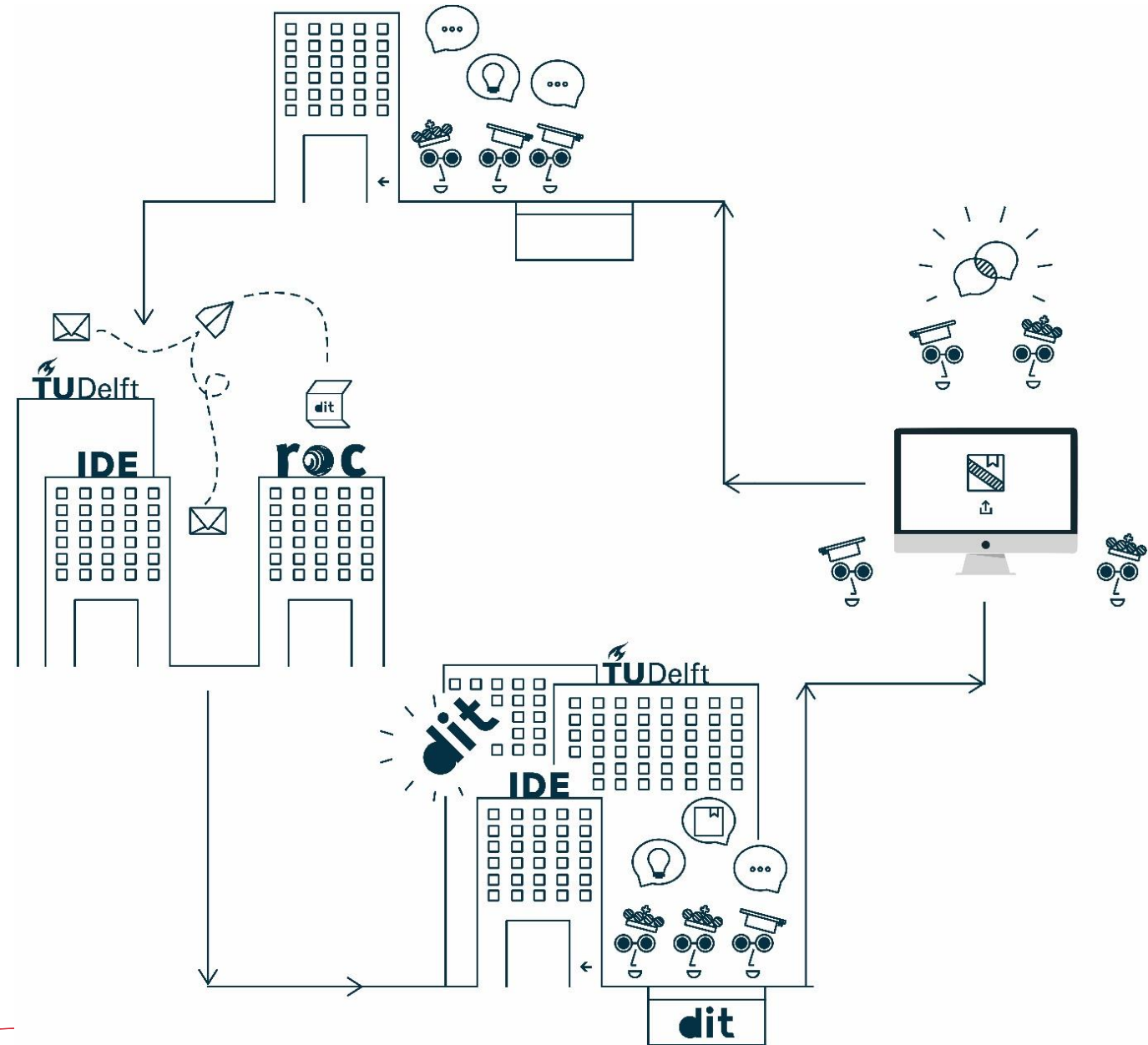
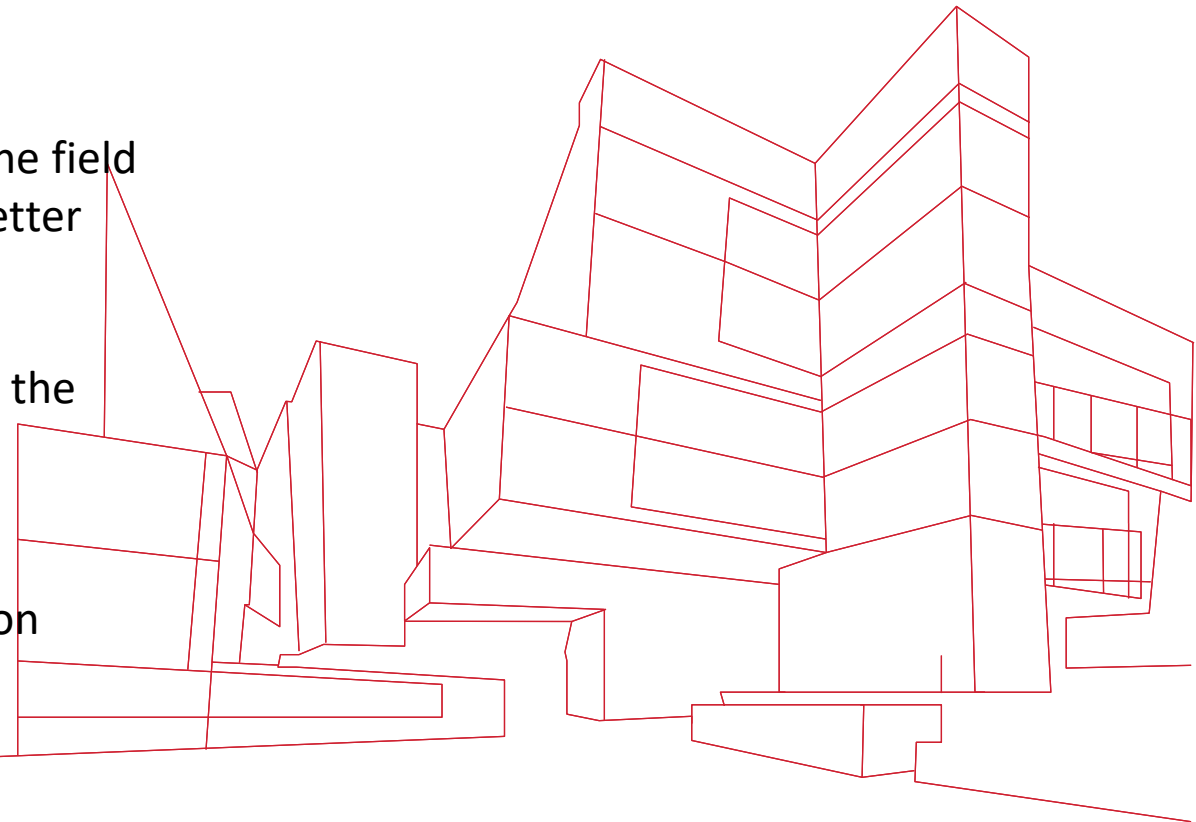


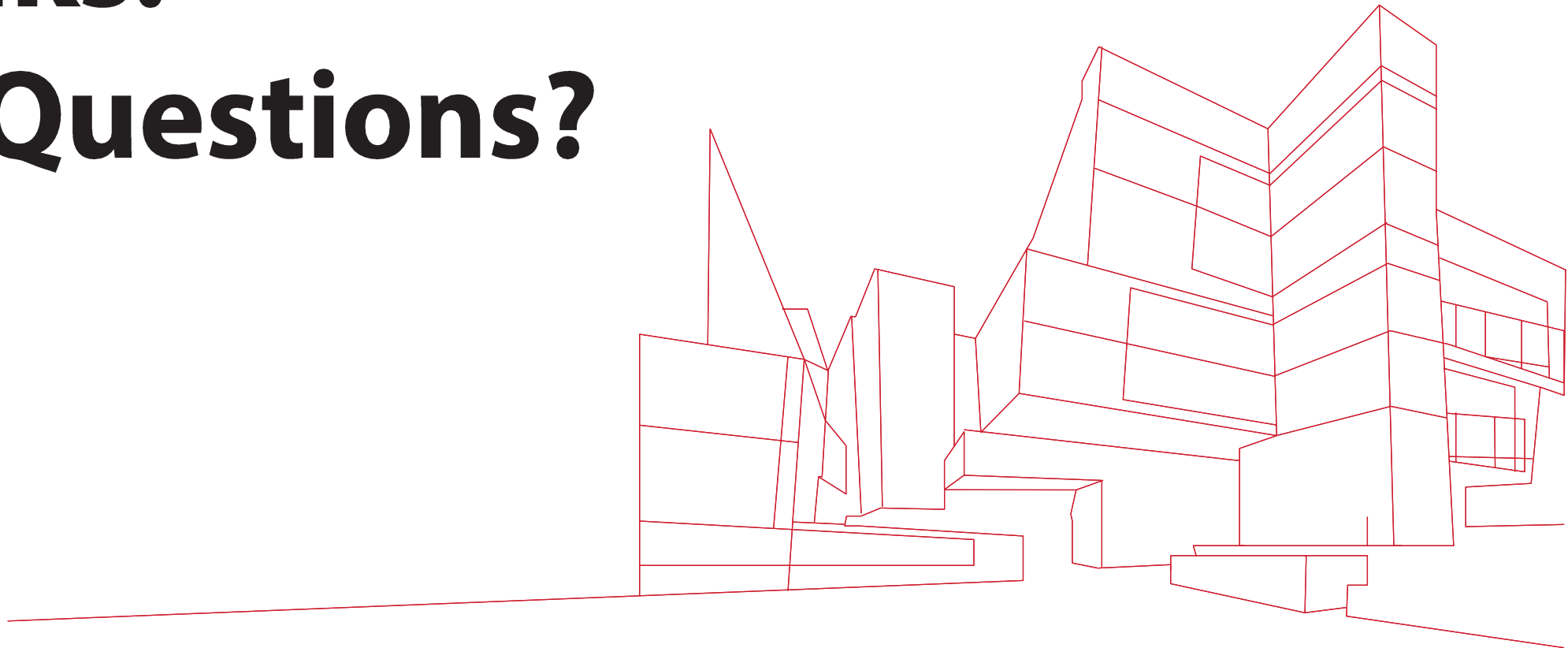
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# Conclusions

- **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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