UNIURB LAB

**Contamination Lab
of University of Urbino**

Prof.ssa Francesca Maria Cesaroni

IL LABORATORIO
CHE FACILITA L'IMPRESA

WHAT IS A CONTAMINATION LAB?

It is a place of cross-fertilisation between university students (and others) of different disciplines.
It promotes the culture of **entrepreneurship**, **innovation** and **interdisciplinarity**.

Cross-fertilization is the result of interaction among:

1. **students** attending different courses of studies

2. **students and professors/lecturers** with different backgrounds, coming from various departments and scientific areas

3. **third actors** – companies, startups, investors, business and entrepreneurial associations, incubators, coworking, etc

4. **international actors**, who present best practices, help building international networks and offer students opportunities for mobility abroad.

Contamination lab: learning models

A **contamination program** is based on **new learning models**, that:

◆ stimulate participants' creativity, vocations and talents

◆ encourage collaboration

◆ increase soft skills

◆ stimulate team-working ability

◆ stimulate and support entrepreneurial ideas proposed by groups of students with different disciplinary backgrounds.

(Contamination Lab, University Ministry Guidelines, 2016)

Why is a contamination lab important?

Global Enterpreneurship Monitor (GEM) 2016/17 Italy
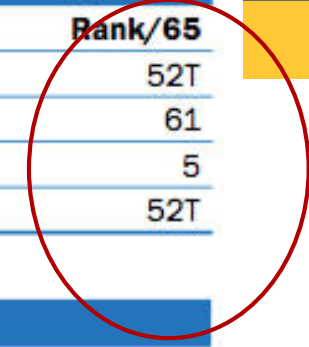

Self-Perceptions About Entrepreneurship	Value %	Rank/65
Perceived opportunities	28.6	52T
Perceived capabilities	31.2	61
Undeterred by fear of failure	49.4	5
Entrepreneurial intentions	10.1	52T

Activity	Value %	Rank/65
Total Early-stage Entrepreneurial Activity (TEA)		
TEA 2016	4.4	65
TEA 2015	4.9	56
TEA 2014	4.4	N/A
Established business ownership rate	5.2	49
Entrepreneurial Employee Activity – EEA	2.1	39

Motivational Index	Value	Rank/65
Improvement-Driven Opportunity/Necessity Motive	3.7	17T

TEA - Total Early-stage Entrepreneurial Activity rate - Percentage of the adult population (18-64) that are in the process of starting or who have just started a business.

GEM (Global Entrepreneurship Monitor) data

Low entrepreneurship rate in Italy = creation of new ventures by new entrepreneurs (Italy is the last in the GEM international ranking)

Low intention to start a business

In Italy:

- ◆ **Fear of failure is very high**
- ◆ **Ability to perceive opportunities is very low**
- ◆ **Ability to perceive capabilities is very low.**

These factors hinder new business creation

Need to promote entrepreneurship

To encourage the creation of new businesses

- **Promote the growth and development of the economic system**
- **Stimulate innovation**
- **Reduce unemployment rate (especially youth unemployment rate)**

Entrepreneurship = **key competence,** necessary for **personal fulfilment**, **active citizenship**, **social cohesion** and **employability** in a knowledge society

1. **Communication in the mother tongue**
2. **Communication in foreign languages**
3. **Mathematical comptence and basic competences in science and techology**
4. **Digital competence**
5. **Learning to learn**
6. **Social and civic comptences**
7. **Sense of initiative and entrepreneurship**
8. **Cultural awareness and expression**

Entrepreneurship is a **mind-set**.

It refers to an **individual's ability to turn ideas into actions**.

It includes:
- ◆ **Initiative**
- ◆ **Proactivity**
- ◆ **Creativity**
- ◆ **Innovation in personal, social and working life**
- ◆ **Risk-taking**
- ◆ **Ability to plan and manage projects in order to achieve objectives**.

Why it's important to encourage entrepreneurship?

◆ To support individuals, not only in the workplace but also in their everyday lives at home and in society, in **being aware of the context of their work** and **being able to seize opportunities**, **to work both individually than collaboratively in teams**, to **judge and identify one's strenghts and weaknesses**, and **to assess and take risks** as and when warranted, is essential

◆ To **encourage the creation of new ventures**

ITALY

Compared to other countries, EU and non-EU, in Italian universities there are **few education programs aimed at promoting entrepreneurship**.

Numerous studies confirm that entrepreneurship education in universities favours the development of students' entrepreneurial spirit and the start-up of new businesses.

Entrepreneurship education can make an important contribution to the development of the Italian economic system.

Entrepreneurship = opportunity to enhance **technological and humanistic knowledge and skills**

Our partners

What have we done?

uniurb
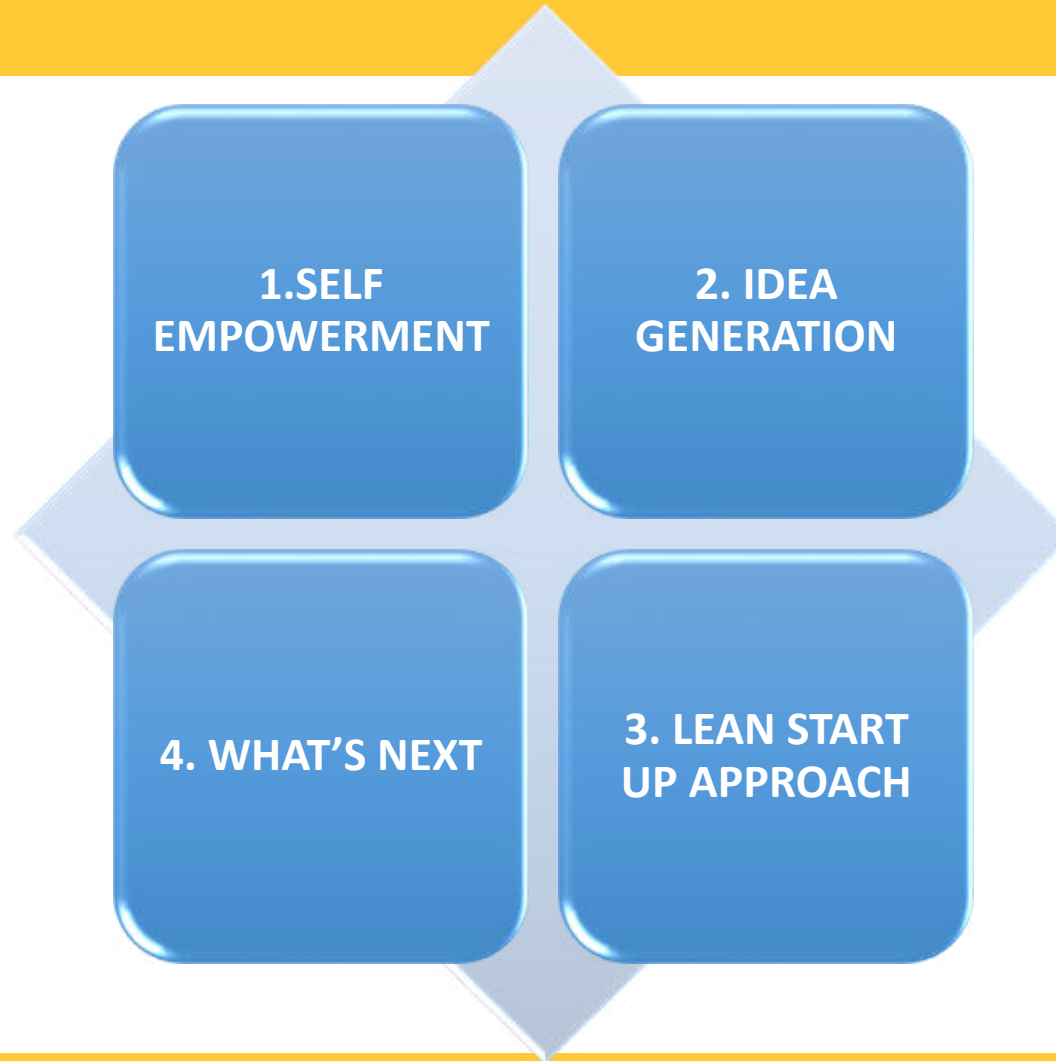CONTAMINATION LAB

1° EDITION:
February-May 2017

2°   EDITION
October 2017-
March 2018

Il programma

1. SELF EMPOWERMENT

2. IDEA GENERATION

3. LEAN START UP APPROACH
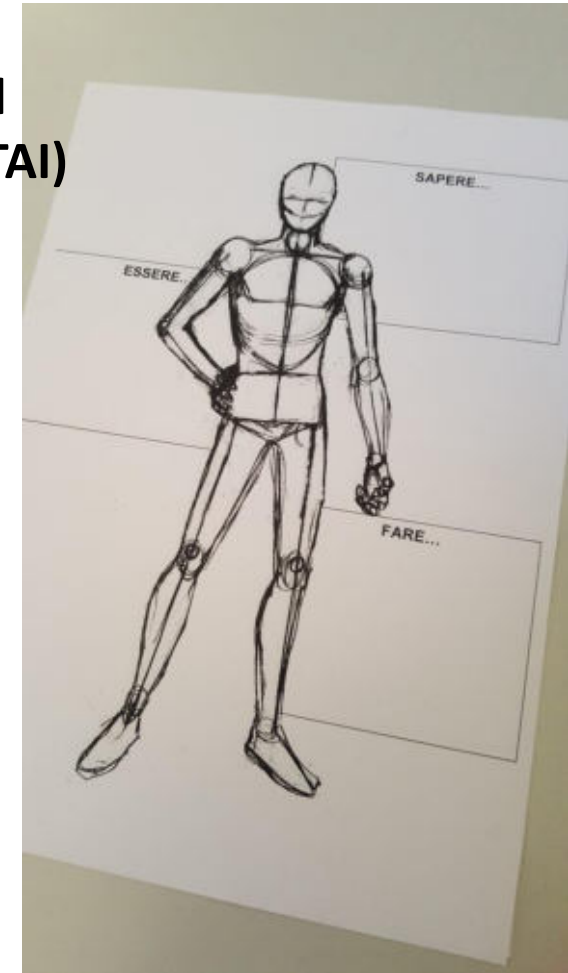
4. WHAT'S NEXT

1.4 ottobre 2017   Inaugurazione + Self Empowerment
2.5 ottobre 2017   Self Empowerment
3.11 ottobre 2017   Self Empowerment
4.19 ottobre 2017   Idea generation con imprenditori
5.26 ottobre 2017   Lean Startup 1
6.27 ottobre 2017   Lean Startup 2
7.9 novembre 2017   Test di autovalutazione dell'attitudine imprenditoriale
8.13 novembre 2017   Come aprire un'impresa
9.24 novembre 2017   Strategia di branding come base per la comunicazione advertising
10.1 dicembre 2017   Lean Startup 3
11.18 dicembre 2017   Lean Startup 4
12.31 gennaio 2018   Gioco da tavolo Start®
13.16 febbraio 2018   Warehouse Coworking Factory – Marotta cID106 – Pesaro
14.9 febbraio 2018   Incontro conclusivo

Entrepreneurial
Aptitude Test (TAI)

What does it mean to be an entrepreneur? What are the necessary skills?

◆ Creativity
◆ Ability to work in teams and collaborate with others
◆ Goal orientation
◆ Problem solving
◆ Ability to deal with and assess risks
◆ Ability to deal with uncertainty, etc.

ENTREPRENEURIAL APTITUDE TEST (University of Verona): Evaluation of the entrepreneurial potential of the participants.

Idea generation with entrepreneurs

Lean Startup approach

Focus on the **business ideas proposed by the participants:** These ideas are subjected to a **self-evaluation and validation** process following a **Lean Startup approach**.
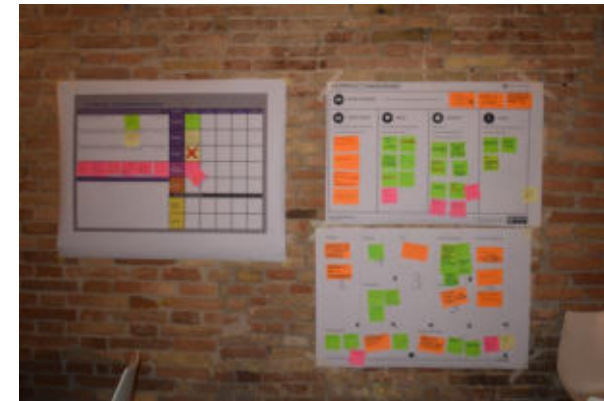
Lean start up = Innovative approach to carry out a project and:
- ◆ Reduce times
- ◆ Reduce costs and the likelihood of failure.

Continuous iteration between problem and customers, from the early stages   of product / service development
Minimum viable product (eg simplified version of the product / service).

Learning and continuous improvement process (**validated learning process**) based on **feedback from potential users / customers** of the new product / service.

How to start a business

Branding strategy and advertising

Elevator – Table game

Visits to organisations where students could be helped to develop their entrepreneurial projects after the end of the workshop.

BUSINESS INCUBATORS

They favour the emergence and development of new business ideas.

EU definition: *an organization that accelerates the creation of new enterprises, providing them with a wide range of integrated support services that include physical spaces, support services for business development and opportunities for integration and networking*.
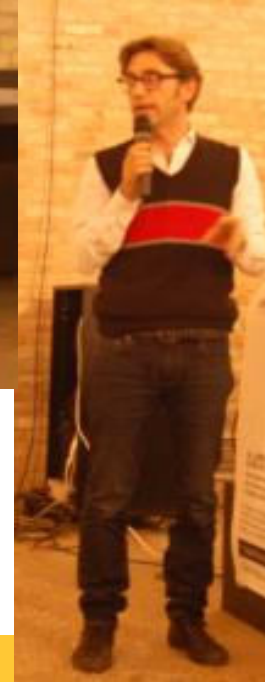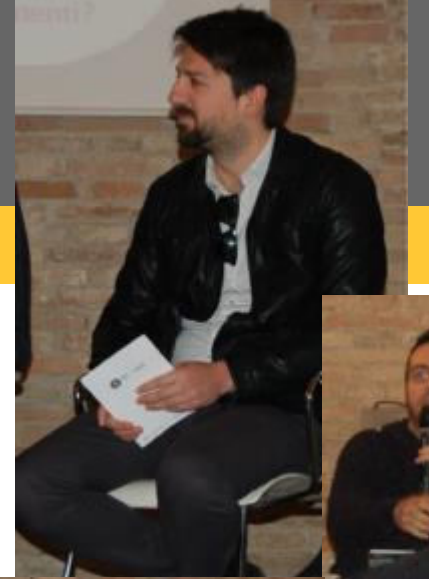
COWORKING

Workspace based on collaboration and sharing of premises, services and values.

Open place, where professionals know each other and can work together on common activities or projects.

It allows you to share ideas, knowledge and skills, network, train and grow professionally thanks to workshops, workshops and moments of informal learning.

**Just do it!
Incontro con
imprenditori**

contaminationlab@uniurb.it

BPCube e Warehouse Coworking Factory

Our results

GLUOS srl – Academic spin-off, pharmaceutical sector.

Arturo – Academic spin-off, restoration.

Progetto Movens – physiotherapy.

Students community: **Urbino Contamination Community**

Pagina Facebook: UniurbLab Community

For more information:

contaminationlab@uniurb.it

http://contaminationlab.uniurb.it