



# SPEED UP

Interreg Europe



European Union  
European Regional  
Development Fund

## Gym of Initiative

Bridging the gap between the academic  
career and world of business

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# Gym of Initiative



EUROTEAM  
PROGETTI★

PER VIVAIO  
L'INTRAPRENDENZA



# Gym of Initiative

## A space and a training course to:

- transform university research and students' knowledge into entrepreneurial projects
- steer academic careers towards self-employment and entrepreneurial projects
- foster the entrepreneurial mindset and practice entrepreneurial skills

# Why Gym?

**Creativity and innovation are hard work, they do not happen by chance.**

**The gym is the place where you**

- learn a technique
- practice a sport
- follow a discipline

**It conveys the idea of repetition, effort, sweat, push, pull, try and fail, try and succeed, hard work, motivation.**

# Why Initiative

**The most important ingredient of entrepreneurship is a genuine spirit of initiative, a strong motivation to create.**

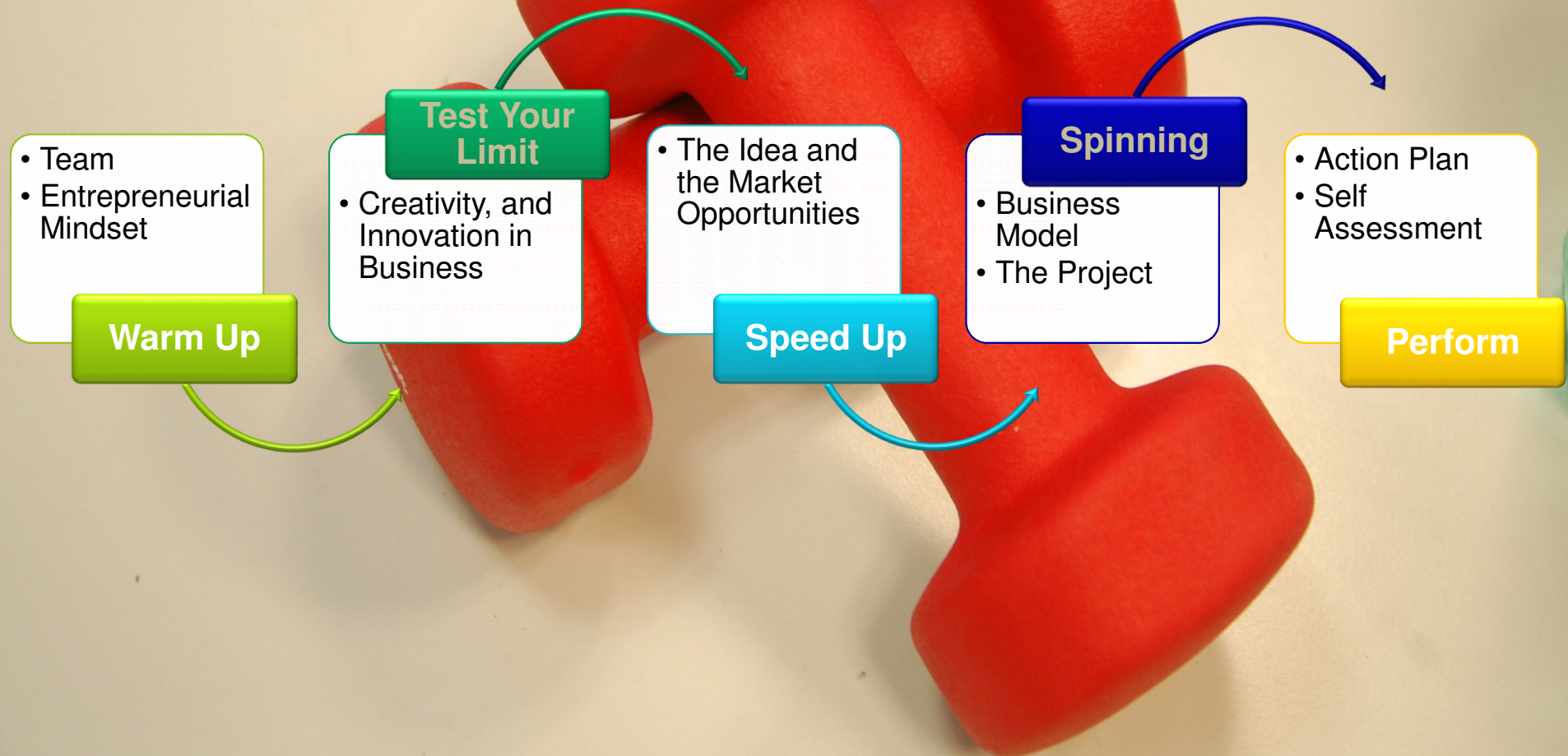
**Most entrepreneurial training concentrates on the competencies needed to start, develop and manage a business.**

**The Gym focuses on fostering the entrepreneurial attitudes and qualities, priming motivation, creativity, curiosity, drive and desire to change the world.**

# Methodology

**A five stages training for the culture of business  
Based on the Action Learning technique and Design  
Thinking approach**

# The Workout Load





# Warm up

- **Learn and accept the Gym's rules**
- **Getting to know each other**
- **Introducing the entrepreneurial perspective:**
  - providing the tools to assess the students' academic experience and research in a business perspective
  - focus on the problem solved, a need satisfied
- **Where do ideas come from? Creativeness and Innovation**



# Test Your Limits

- 🔴 **Know your environment: the local, national and European market**
- 🔴 **Who can help? The business start up support system**
- 🔴 **The Entrepreneurial Mindset: being an entrepreneur: motivation, skills, ideas**

# Speed Up

## 🔴 The Idea and the Market

- 🔴 What is your Value Proposition (USP)
- 🔴 Who are your clients?
- 🔴 Who are your competitors?

## 🔴 The Entrepreneurial Formula:

- 🔴 What do you do (value proposition)?
- 🔴 Whom you do it for?
- 🔴 How do you do it?

# Spinning

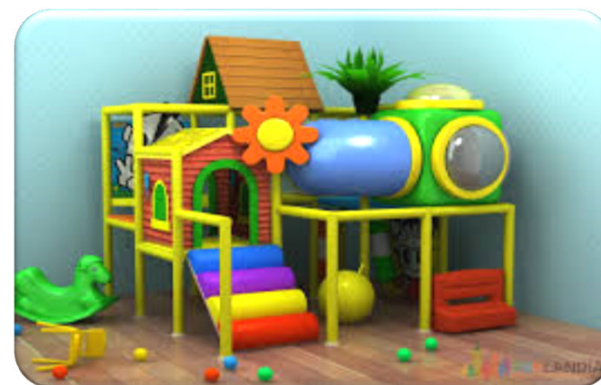
- 🔴 **Business Model Canvas: draw your canvas and test your idea**
- 🔴 **The Logic of the Business Plan: the journey is more important than the end**
- 🔴 **Are you doing for real? Administrative Requirements and Authorizations**

# Perform

- **What now? Action Plan**
- **Helping students to assess the training and the change in attitude achieved**
- **Helping students to choose among future options**
- **Feed back on students business ideas**

# Play Ground

**The unexpected  
perspective  
Individual and group  
training**



# Play Ground

A space and time for **warming down**.

Based on the idea that **there is nothing more serious than play**, when our mind is at the top of its creativeness and relax, of excitement and empowerment.

The playground is **physical**, as opposed to the traditional frontal lessons, is a **group experience**, as opposed to individual learning, is **emotional** as opposed to the rational subjects delivered in the training.

# Prototyping





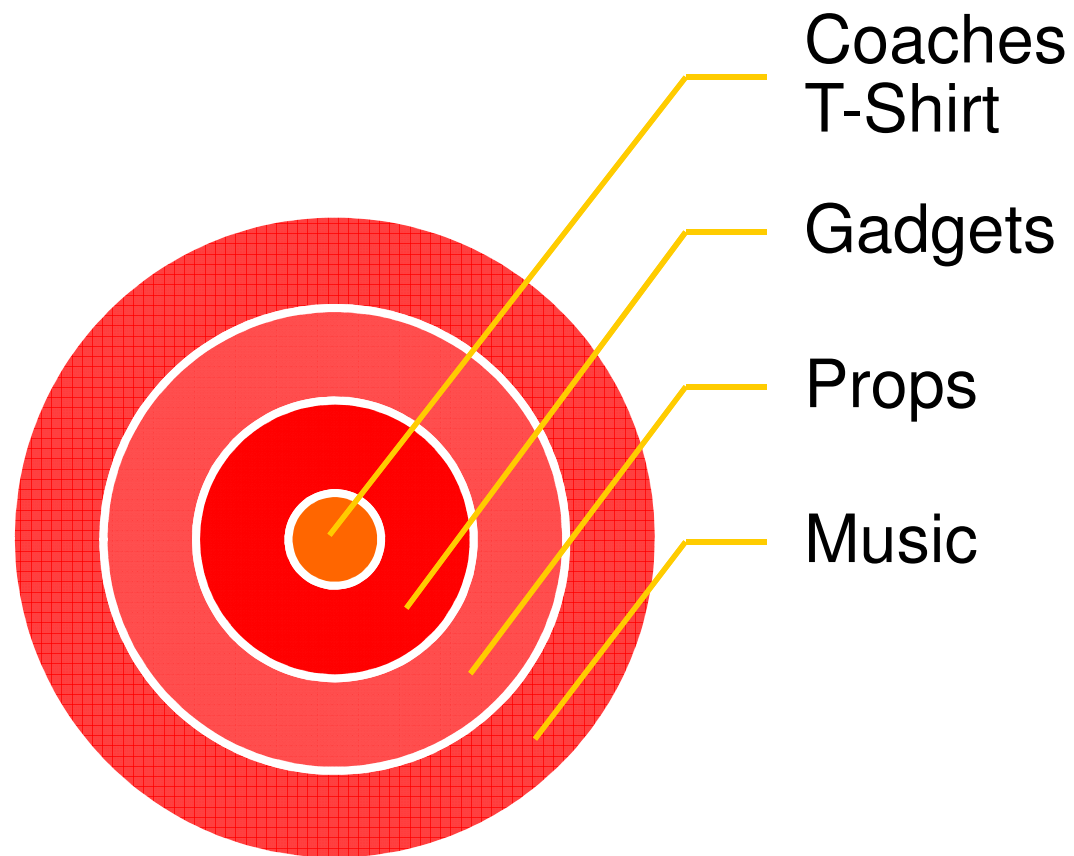
# Testimonials

**Young entrepreneurs and start uppers from all business sectors, triggering an identification process with the students.**

# The Setting

**To strike the difference with the regular classes, and not having a space dedicated exclusively to the Gym, sports equipment is used to decorate the classroom and for the simulation games.**

# This must be the place



# The Tools

## Training Notebook

- To keep track of the stages, to measure the improvements, to fix the ideas, the suggestions, the feelings of the journey.

## Switchboard

- Opening of a “**Palestra di Intraprendenza**” group on a social network; normally LinkedIn.com
- A space to share information, ideas, suggestions considerations, documents, updates.

## Wiki-doc

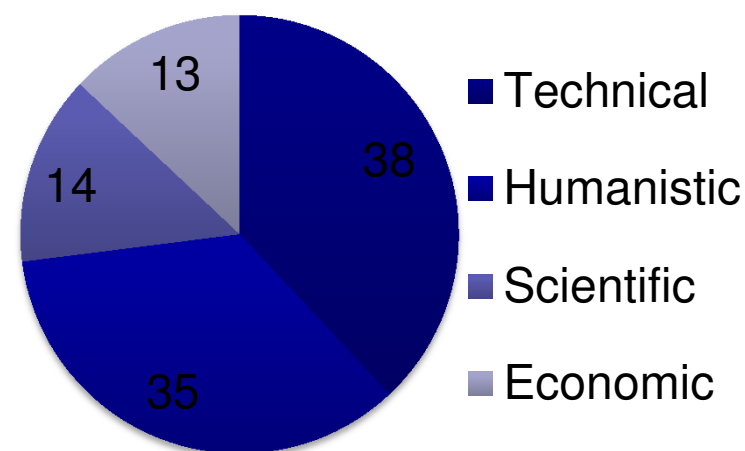
- Students are invited to keep track on the Training Notebook of the most inspiring words, concepts, issues, ideas and to write a short definition, explanation why they chose it.
- The output: a **wiki-glossary** of the most significant concepts and ideas learnt and shared.

# The Results

**Started in 2012,  
14 completed editions,  
(2012-2016)**

**254 participants, 49%  
women, 51% men**

## Background





If you want to  
make one step  
forward,  
you must lose  
your balance  
for a second.

*"Se vuoi fare un passo avanti,  
devi perdere l'equilibrio per  
un attimo".*



**LA PALESTRA DI  
INTRAPRENDENZA  
TI ALLENA A FARE  
UN PASSO AVANTI.**

**UN PASSO AVANTI.  
TI ALLENA A FARE  
INTRAPRENDENZA  
LA PALESTRA DI**

The Gym of  
Initiative trains you  
to make one step  
forward.



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## Thank you!

Questions welcome



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