



How to make universities play a role in catering to the needs of entrepreneurs, and the entrepreneurial ecosystem?

Keynote Prof. Dr. Jürgen Bode
Vice President International Affairs and Diversity
Hochschule Bonn-Rhein-Sieg University of Applied Sciences



01

**Needs of the
entrepreneur**

02

**Universities in the
entrepreneurial
ecosystem**

03

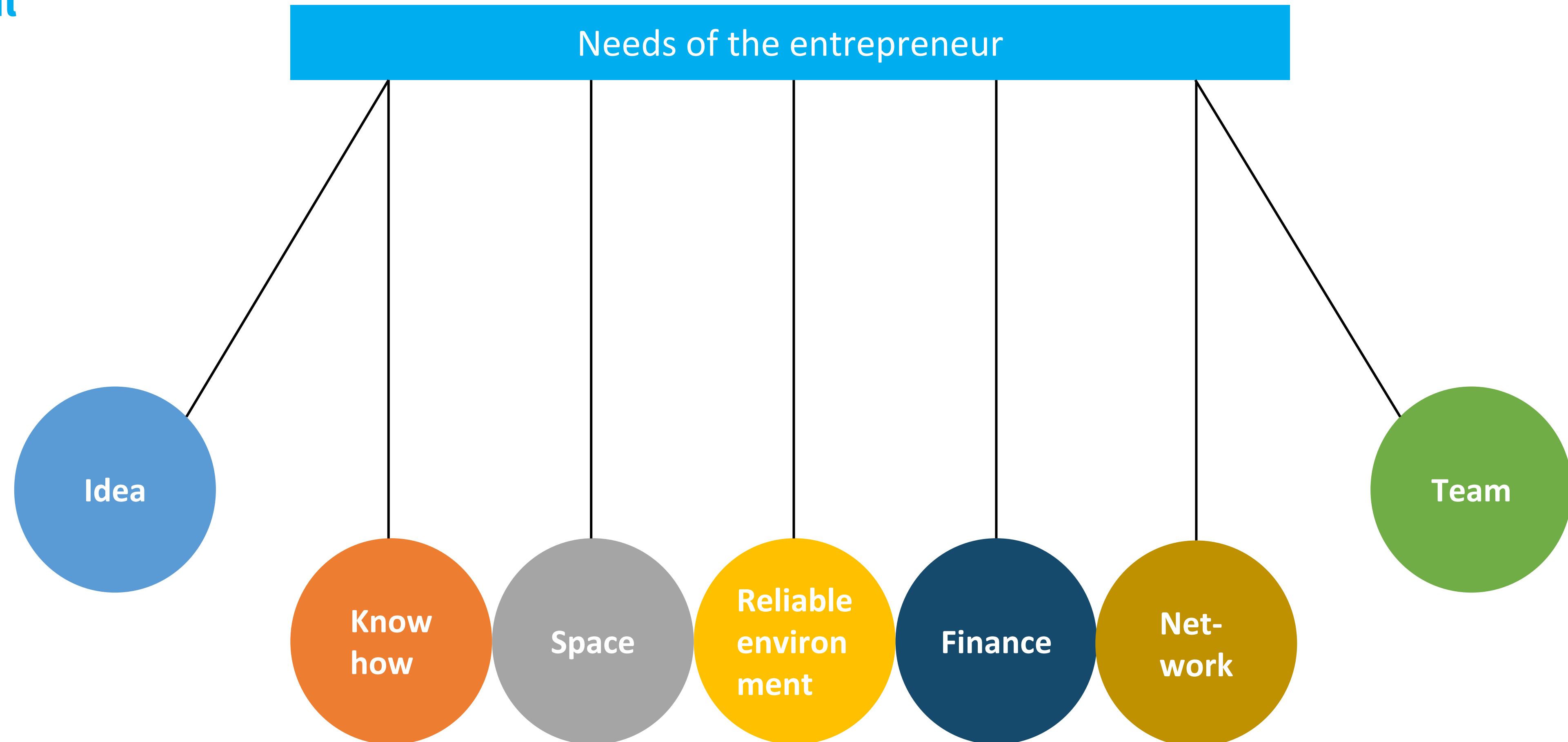
**Universities and
entrepreneurship in
Africa**

04

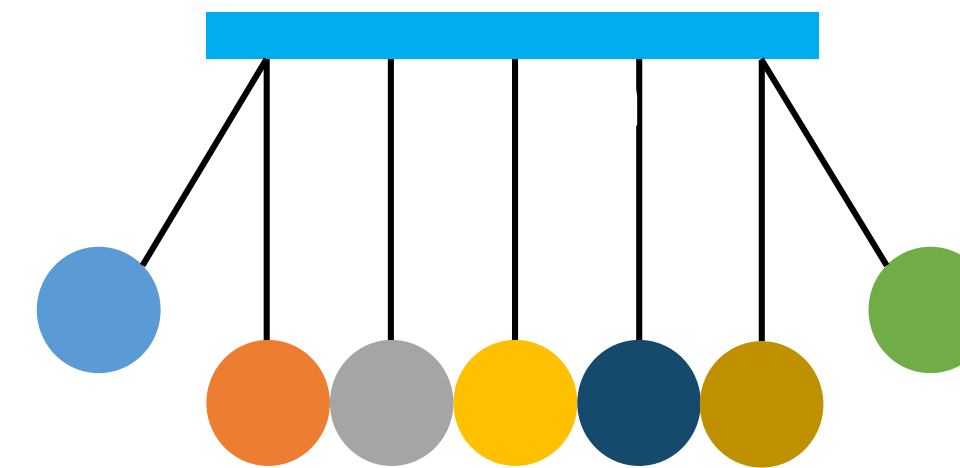
**Why German universities
engage in
entrepreneurship
education in Africa**



**Entrepreneurs need an
interplay of several factors to
become successful**



Many needs are yet unmet in the African university-based ecosystem



Team

- Teaming of students could be strength of universities, BUT...
- ...hard to overcome department barriers
- Need for experienced persons unmet

Network

- Alumni network of universities is barely tapped
- Business network usually poor (not rewarded by university policy)

Finance

- Practical know how and network of universities is insufficient
- Banks play no role (too risk-averse)
- Network to business angels is crucial

Idea

- Ideas are limited to student experience (Soft drinks, restaurant apps)
- Needs of businesses, society are unknown

Know how

- Practical business knowledge is lacking (bookkeeping, finance, marketing, law, ...)

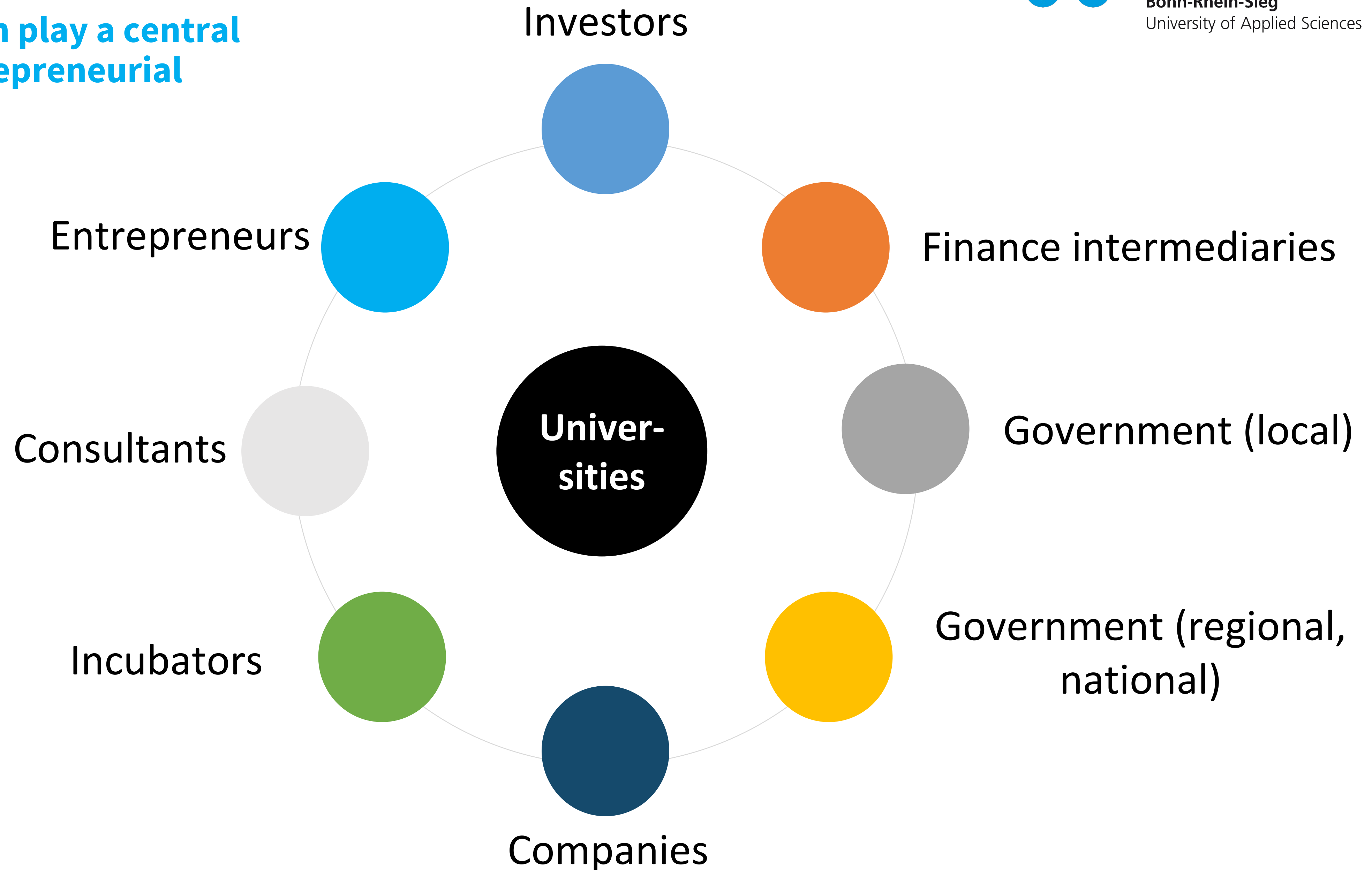
Space

- Could be provided by university incubator
- Pricing?

Reliable environment

- Investors and entrepreneurs need long-term reliability (e.g., taxes, urban planning, interest rates)
- Policy makers must stick to their commitments

**Universities can play a central
role in the entrepreneurial
ecosystem**



Universities do not use their full potential in orchestrating the ecosystem



Universities

- Divert from purely academic view on teaching and research
- E.g. thesis writing on practical cases, recruitment of staff with industry experience
- Entrepreneurship training in curricula of all programmes
- Start-up competitions
- University campus as pilot market



Investors

- Universities to create platforms of exchange with investors
- Tap alumni and diaspora network
- Individuals as business angels for start-up finance



Government

- Universities to establish good contact to local gov't
- Local gov'ts can play important role: space, incubators, networks to companies, basic consultancy, removing „red tape“



Companies

- Universities not seen as partners with value-added
- Transfer know how of companies about untapped markets into the university



Uni Incubators

- Staff from private sector (private sector mentality vs. university culture)
- Visibility of the entrepreneurial university
- Networking, connect to other players in the ecosystem
- Start-ups as partners in university teaching and research
- Must be positioned relative to other incubators

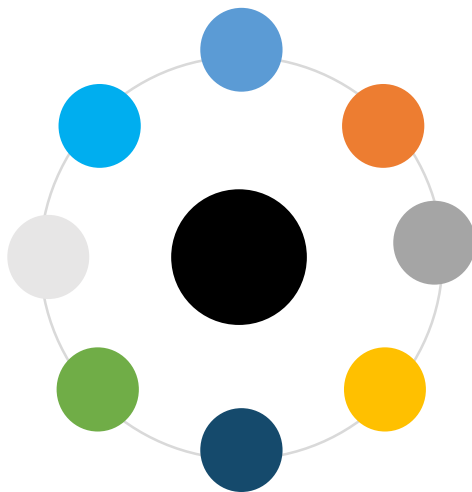


Other Incubators

- Universities must be aware of the regional incubator landscape and the profile of each
- Universities to provide development paths for start-ups in the regional incubator landscape
- Staff exchange



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences



What motivates a German university to engage in entrepreneurship-oriented partnerships in Africa?





Thank you!

CONTACT

Prof. Dr. Jürgen Bode
juergen.bode@h-brs.de