



**NATIONAL
CASE COMPETITION**

Case 1

From StartUp to an Innovation Community for all BI students



This case was written for the BI National Case Competition, 2020 by
Svein Lund
Assisted and inspired by
Nils-Otto Ørjasæter and Vibeke Dahle-Hansen

Introduction

BI StartUp is an organisation within BI created to help bachelor students with plans of starting a firm. They offer help to students who want to gain a foothold within the start-up community in Oslo and create a network with other students who are interested in entrepreneurship. In addition, BI StartUp collaborates with Ungt Entreprenørskap and various actors from the business community, and hosts events and conferences.

BI StartUp is also a training arena where students can test pitching, give presentations and set up a business plan. In addition, BI StartUp provides students the possibility of using facilities such as co-working space and offices to work with their own start-up.

BI StartUp in Oslo is located in the basement under Starbucks in the B-block. Here students can collaborate with peers from other programmes at BI.

A hub was established at the Bergen campus in the fall of 2019. The plan is to have BI StartUp hubs at all of BI's campuses, but in Stavanger and Trondheim they have yet to be established.

BI StartUp is led by Nils-Otto Ørjasæter, faculty manager from the Department of Strategy and Entrepreneurship, and Vibeke Dahle-Hansen, project manager. Although BI StartUp is a success, Nils-Otto and Vibeke would like to develop the organisation further. Feedback from students both with and without experience with BI StartUp indicates there is room for improvement. The feedback states that:

- BI StartUp's offer is *too narrow* and mainly directed towards the Entrepreneurship bachelor for full-time students.
- BI StartUp needs a *level-based* offer, meeting students' experience and competence
- BI StartUp needs to enhance the usage of potential for networking, and the development of a creative environment

To develop BI StartUp further Nils-Otto and Vibeke have written a proposal for a strategy for the period 2021 – 2025, highlighting the direction they want BI StartUp to take. The main goal of the strategy is to develop a community for innovation that engages all BI students with interest for innovation and entrepreneurship. When developing this strategy they also question the brand name BI StartUp – should it be changed in order to embrace/include the level-based offer they plan for?

BI StartUp strategy 2021 – 2025

Vision

BI StartUp will be the leading multidisciplinary innovation community in Norway, and a crucial factor for choice of studies.

Mission

The mission is to promote entrepreneurship and innovation for all BI students (full-time and part-time students conducting a bachelor, master or executive programmes) and BI StartUp alumni.

Values

The work and offers from BI StartUp should be based on the three core values; *inspiring, innovative and supportive*.

Strategic goals

1. Have an offer for all students at BI with an interest in entrepreneurship and innovation.
2. Make all BI Students familiar with BI StartUp.
3. Contribute to BI being the first choice for students who want to study entrepreneurship and innovation in Norway.
4. Be recognized as part of the StartUp environment in Norway
5. Maintain and increase close contact with the business community and other educational institutions.

Innovation Community

The main goal of the strategy is to develop a community for innovation that engages all BI students with interest for innovation and entrepreneurship. The business idea for BI StartUp in 2025 is:

BI StartUp shall contribute with professional competence, a creative environment and a supportive network for BI students who want to develop their own business, or with an interest in entrepreneurship and innovation. We will among other initiatives expand the BI StartUp facilities in Oslo by establishing a centre that offers office space, guidance, activities, networking and a creative environment. The offer must be given to all our students in all subject areas.

The idea of the community is creating value for the students attaching to the community. What's in it for the students? What can the community offer that will help students in the different levels (see appendix 1)?

Nils-Otto and Vibeke foresee the following points for value creation for the students:

- Exchange of competence
 - Mentoring
 - Facilitating for multi-discipline activities

- Better conditions for success
 - Growth opportunities
 - Close level-based follow-up

- Better equipped for life after graduation
 - Close relations to companies
 - Experienced learning
 - An arena for trying and failing
 - Guidance

Your challenge

BI would like to develop an innovation community at Campus Oslo.

Choose one of the points on value creation for the students:

- Exchange of competence
- Better conditions for success
- Better equipped for life after graduation

Describe a project, as part of establishing the innovation community, that will enhance these values for the students, based both on long term and short term goals.

Nils-Otto and Vibeke would also like you to suggest a new name for this start up community.

They are greatly looking forward to your suggestions.

Good luck!

Appendix 1 – The levels proposed in the strategy for 2021-2025

