

# Your opinion wanted

1. Go to [menti.com](https://www.menti.com) and use the code 2679562 to answer the question. Or scan



2. Go to [menti.com](https://www.menti.com) and use the code 78188911 to answer the question. Or scan

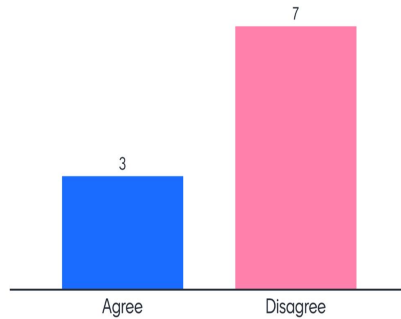


# Results obtained from people in the room

Go to [www.menti.com](https://www.menti.com) and use the code 26 79 56 2

You are not an entrepreneur. You can not teach others entrepreneurship.

Mentimeter

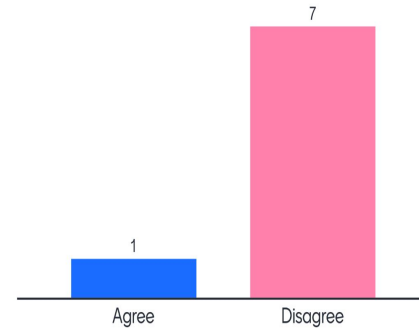


10

Go to [www.menti.com](https://www.menti.com) and use the code 7818 8911

Computer Science students/graduates typically go and work for big companies. There is nothing to do about it!

Mentimeter



8

# Can one be an academic and an intrapreneur in a public Romanian university?

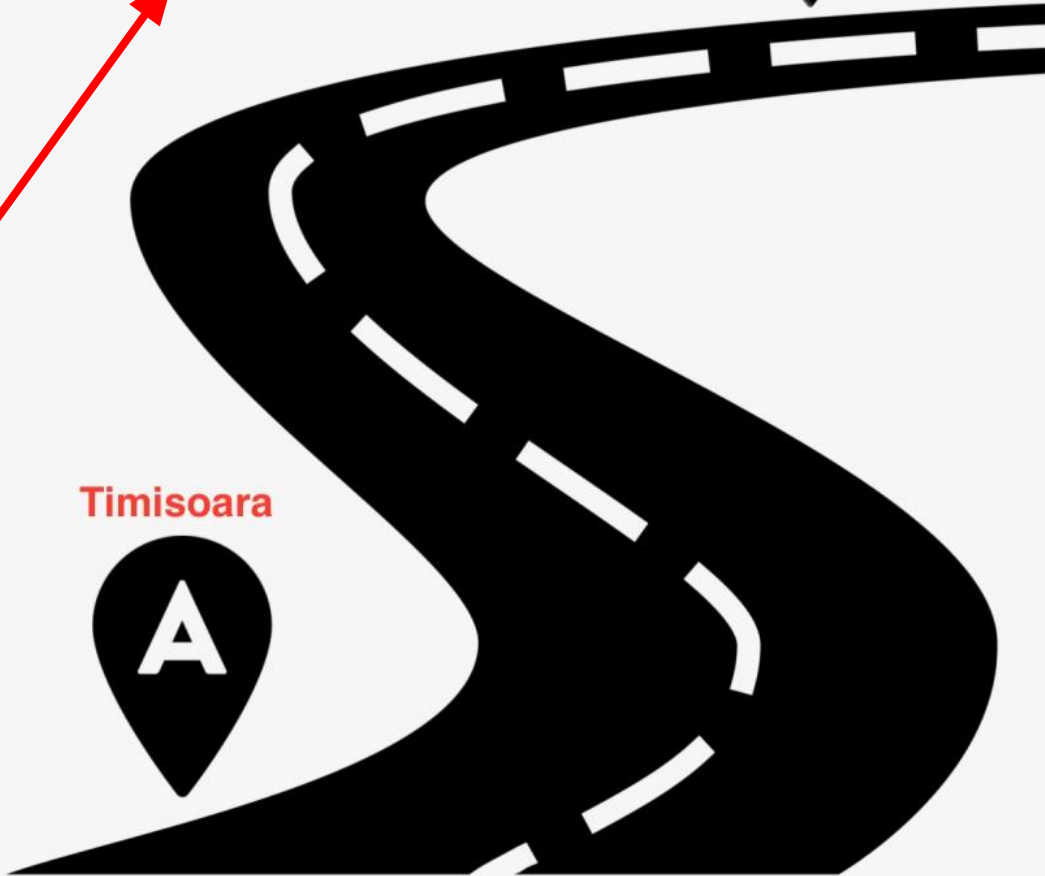
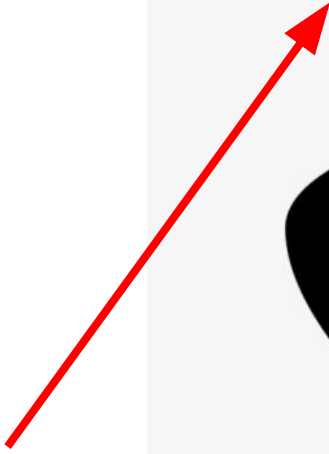
Mădălina Erașcu



Rochester



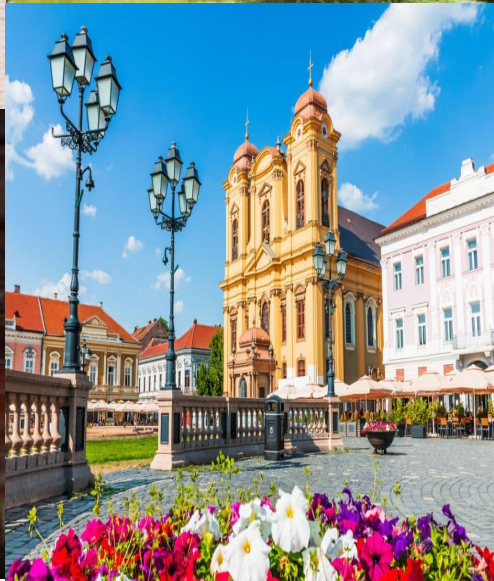
Timisoara



# The Road to Rochester. Short Introduction of myself

- **Associate Professor** in the **Department of Computer Science, West University of Timisoara, Romania**
- **PhD in Computer Science** from **Research Institute for Symbolic Computation, Johannes Kepler University, Linz, Austria**; research scholar at North Carolina State University
- **At West University, Computer Science Department: since 2016**
- Teaching courses/labs/seminars on **algorithms, formal languages and automata theory, formal methods in software development, software engineering**
- Involved in several **research projects** funded by **European Commission** and other research funding agencies (in **Romania** and **Austria**), as **local team leader** or **member**
- Also, **PI of two nationally-funded** (UEFISCDI) projects:
  - Experimental research project (PED), 2017 - 2018, ~102000 EUR
  - Young Research Teams (TE, starting sept 2022 - 2024), ~94000 EUR





# The Road to Rochester.

## Can you make an elephant move (faster)?

### Issues:

Students begin to work earlier during their Bachelor studies.

Public-private partnerships were missing except practice stages or projects in which students work directly for the company.

### Madalina's solutions:

**She** evaluated continuously the students at the courses/seminars/labs she held not making exceptions from the Syllabus.

**She** proposed summer internships and theses with research direction.

**She** went working part-time for a IT corporation in Timisoara.

**She** was the school representative in the relationship with companies.

## Guess which worked?

Will Timișoara/Romania have the same fate as Rochester?

Check: Excell Rochester on the Rise Long [https://www.youtube.com/watch?v=LPZD-\\_u7iIY](https://www.youtube.com/watch?v=LPZD-_u7iIY)





Rochester

B

Timisoara

A

Innov8  
Nextcorps

Rochester Angel Network  
NY Business Plan Competition  
Eastman Institute of Leadership

Weekly meetings with Duncan Moore

Worcester Polytechnic Institute

Meetings with Dennis Kessler

Fulbright Enrichment Seminar

Meeting with Mark Wilson

Weekly checkin with Heidi

ExcellNY

Ain Center Workkshops

Embark Program

Entrepreneurial Finance

StartupWeek

Creative Collision  
Startupbytes

Rochester Institute of Technology

Forbes Entrepreneurial Competition

Product Development and Technical Management

Technical Entrepreneurship and Management

Ain Business Plan Competition

New Venture Development

MIT

E5 practicum  
ROC on Tech

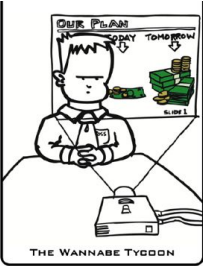


# Rochester (cont'd)

## Most useful activities (as of today):

- **Active participation** (homeworks and/or business plan writing) in **3 lectures**:
  - **New Venture Development** (Prof. Dennis Kessler)
  - **Product Development and Technical Management** (Prof. Mark Wilson)
  - **Technical Entrepreneurship and Management** (Profs. Duncan Moore and Michael Riedlinger)
- **Interaction with the guests** of these lectures
- **Observing** the lecture **Entrepreneurial Finance** (Prof. Urs Waechli)

# Rochester (cont'd)



THE WANNABE TYCOON



THE PANICKED EXECUTIVE



THE MAD SCIENTIST



THE SIMPLE PROPRIETOR



Innovation Creed - Mark Wilson



THE



Photo taken by Roxana Nedelcu



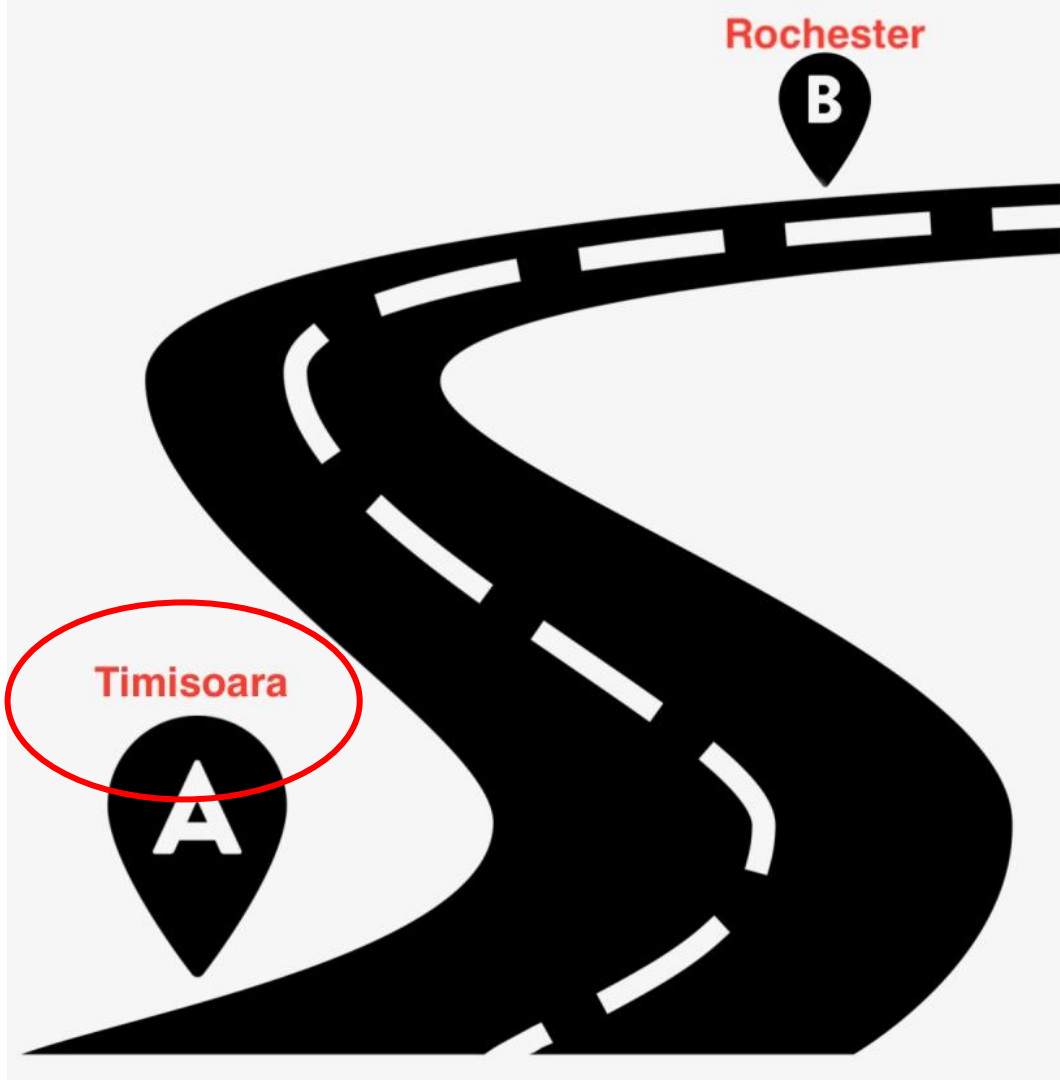
Mission in a Bottle: The Honest Guide to Doing Business Differently-and Succeeding, by Seth Goldman (Author), Barry Nalebuff (Author), Sungyoon Choi (Illustrator)

Rochester

B

Timisoara

A



# Timisoara. “The business plan”

**3 years projection!**

“Work as hard as you possibly can on at least one thing and see what happens.” (Jordan Peterson)

- First **lectures on entrepreneurship for Computer Science Bachelor students** starting the academic year **2022/2023**:
  - 3rd semester (mandatory, **100+ students** in Computer Science in English specialization): **Entrepreneurship skills** - focus on entrepreneurship awareness, innovation creed, entrepreneurial mindset, voice of customers, business model canvas, **with the help of, maybe, mentors** (based on Innov8, ENT101 lecture of Mark Wilson, some topics of the three lectures attended)
  - 4th semester (facultative): **Entrepreneurship skills - practical applications** - focus on market analysis, marketing strategies, pricing, financials, **with the help of mentors** (based on the lectures Technical Entrepreneurship and Management; Product Development and Technical Management)
- Conduct voice of customer, market research, pivoting (inspired by NSF I-Corps program) for the research project: **SAGE: A Symbiosis of Satisfiability Checking, Graph NEural Networks and Symbolic Computation**

# Timisoara. “The business plan” (cont’d)

- Share the knowledge in the framework of **INNOUNITA project** (April 2022 - December 2023):
  - **INNOUNITA** (INNOvation and capacity building in UNITA) financed by EIT (European Institute of Innovation & Technology)
  - **UNITA** (Universitas Montium) project:
    - financed by **European Commission** under the **European Universities** initiative
    - consortium composed of Università degli studi di Torino (Italy), Université de Pau et des Pays de l'Adour (France), Université Savoie Mont Blanc (France), Universidad de Zaragoza (Spain) and Universidade Beira Interior (Portugal)
  - **My role in the project:**
    - **disseminate** good practices in entrepreneurship **in the consortium**
    - **@West University of Timisoara:**
      - Put the **basis of a mentorship and education entrepreneurship program** for students and staffs **one of these programs will be focussed for PhD students** in order to increase the number of University spin-offs



# Timisoara. “The business plan” (cont’d)

- Continue **organizing Entrepreneurship Café\***, an informal meeting, dedicated to Computer Science students, and not only, having guests local, national and international entrepreneurs (next meeting May 27th, 11 AM Rochester time).
- Continue being an **ambassador** and **mentor** of **Innovation Labs\*\***, a national program whose purpose is to support students in development of business projects that have a technology component.
- Continue contributing to the events organized by **Asociatia pentru Educatie Antreprenoriala (Association for Entrepreneurship Education)\*\*\*** co-founded by Fulbright-RAF alumni

\* <https://merascu.github.io/links/entrepreneurship.html>

\*\* <https://www.innovationlabs.ro>

\*\*\* <http://startantreprenoriat.eu>

# Timisoara. “The business plan” (cont’d)

1. Dedicated staff for the Center for Innovation and Technology at West University
  - a. **barriers:** funding
  - b. **solution:** non-reimbursable, regional, national and European funds to sustain until it can auto-support itself
2. Creating authentic relationships with the other actors of Timisoara entrepreneurial ecosystem
  - a. **barriers:** motivation, lack of qualified personnel
  - b. **solution:** quadruple helix approach to open innovation
3. Formal course for Master/PhD students on Entrepreneurship after the MS TEAM (Master of Science in Technical Entrepreneurship and Management) model of those followed at University of Rochester
  - a. **barriers:** obtain approval from ARACIS, reluctance on the part of deans and rectors of different faculties, respectively universities;
  - b. **solution:** microcredentials in European University Alliances
4. Support for students start-ups and spin-offs
  - a. **barriers:** high number of corporations, the entrepreneurship/innovation ecosystem is in incipient phase, national regulations are unclear but are developing;
  - b. **solution:** INNOUNITA mentorship for startups and spin-offs created by students and staff by May 2023 to pilot long term systemic change

!!! Forming a critical mass of fellows who understand the benefits of entrepreneurship and innovation and who want contribute to getting things moving inside and outside the university. !!!

# Conclusions

Go to [menti.com](https://www.menti.com) and use the code 88236341 to answer the question. Or scan

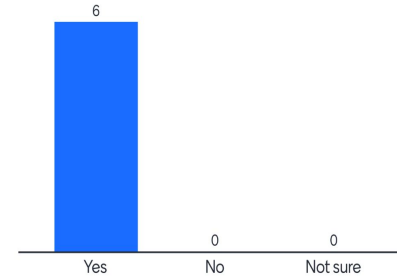


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Can one be an academic and an intrapreneur in a public Romanian university?

Mentimeter



# Conclusions (cont'd)

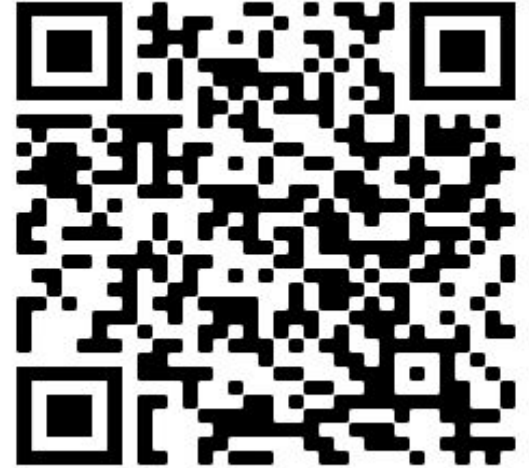
Thank you Rochester for being so good to me!

Not only you helped me on my professional development but also you strengthen/shaped my personal traits!

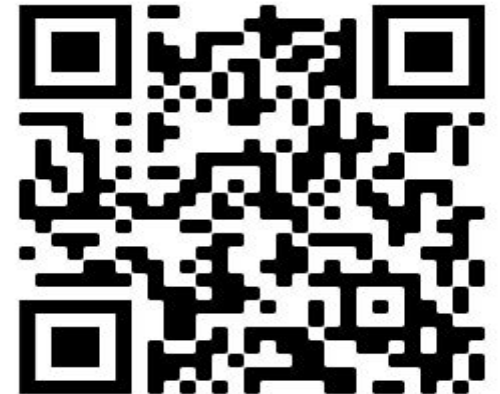
- If You Want To Make Everyone Happy Don't Be A Leader Sell Ice Creams. (Steve Jobs)
- Interests of a group should not be above the interests of its members. (ME)

But it's time to go HOME!

Connect with me via LinkedIn



Presentation feedback



Extra slides



## Conclusions (cont'd)

Your opinion wanted. Again.

1. Go to [menti.com](https://www.menti.com) and use the code 68128396. Or scan



2. Go to [menti.com](https://www.menti.com) and use the code 19505413. Or scan

