



Report on Kick-off consortium meeting and conference

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Executive summary

On September 2 to 4 2015, the FIRES project was officially launched with the FIRES Kick off meeting and conference organized in Berlin, in the Science and Technology Park in Adlershof. This three-day event was divided into two parts: A two-day Kick off consortium meeting committed to Work package sessions, work coordination and working stakeholder engagement sessions; and one-day Kick off conference with participation of invited distinguished guests (stakeholders) who reflected on FIRES project and its component parts. Researchers from 9 countries attended the Kick-off event representing the FIRES consortium partners as well as one Advisory board member and several external guests and stakeholders from countries within and outside Europe.

During these three days, the researchers managed to kick off the project and with great enthusiasm and a strong sense of commitment they shaped and further developed the project strategy for the coming years, and received valuable input from participating stakeholders.

FIRES KICK OFF MEETING AND CONFERENCE IN BERLIN

On September 2 to 4, 2015 the FIRES project was officially launched with a kick off consortium meeting and conference. The event was organized in Berlin, as that city may rightfully be considered the European capital of entrepreneurship; and hosted at Adlershof Science and Technology Park, one of the biggest and most successful science parks in Germany and Europe. As it is crucial for FIRES to involve important stakeholders from early stages of the project, this event location was an excellent choice and served this purpose perfectly. It allowed the consortium members to engage directly and easily with an important stakeholder group in the entrepreneurial society; entrepreneurs.

To ensure broad outreach about the conference and to maximize chance that the information of the conference will reach the target group, an online magazine reporting on the conference day by day has been prepared and distributed via FIRES project website(www.projectfires.eu) and social media sites.

The Kick-off event was divided into two parts:

- A two-days *Kick-off consortium meeting* open to the consortium members and Advisory board;
- and one-day *Kick-off conference* with participation of keynote speakers and distinguished guests (stakeholders) who reflected on FIRES project and its component parts.

THE KICK-OFF CONSORTIUM MEETING, 2nd - 3rd SEPTEMBER 2015

The Kick-off consortium meeting was officially opened on Wednesday, September 2nd early in the afternoon, with warm welcome and keynote speech of Dr. Mark Sanders, the Scientific Coordinator of the FIRES project, followed by a keynote address delivered by Prof. David Audretsch, a distinguished member of FIRES Advisory board.

PLENARY SESSIONS

Mark Sanders started his keynote (see Annex II) with stressing the ultimate aim of the FIRES project: to increase well-being in Europe. He pointed out that the Entrepreneurial Society creates such well-being; not only because it is the most powerful engine for economic growth and innovation, but also because it is inherently inclusive, offering opportunity to all, and caters to fundamental human desire to live “the good life”. He mentioned several arguments that make the transition to a more entrepreneurial society both necessary and desirable, and stressed the need for institutional reform in Europe in order to facilitate such a transition.

Prof. David Audretsch followed up with his inspiring keynote address (see Annex III), stating that globalization and increasing competition forced first the US and now Europe into a more entrepreneurial economy and society. He gave a historical account of how the US was struggling to face up to competition from Europe and Asia in the 80s. And how, despite



FIGURE 1: DAVID AUDRETSCH

efforts to revive the old, managed industrial economy, the engine of growth turned out to be the vibrant entrepreneurial economy that emerged in Silicon Valley and elsewhere. Although there were policies supporting this, at the time there was no intended design. The entrepreneurial economy emerged more than it was the result of supporting policy initiatives.

Mark Sanders closed up the session with introducing seven ‘stepping stones’ of FIRES that were to be discussed during following session.

DISCUSSION CAROUSEL

To get to know each other and discuss in depth the key points presented in the keynote addresses, consortium partners discussed in seven consecutive groups of three people the seven stepping stones that tell the story of FIRES. The format of the discussion served dual purposes, it enabled the consortium members to get to know each other as well as to raise key concerns, discussion points and reservations on the narrative that should bind the project together. The fact that also the Advisory board member and one stakeholder (keynote speaker on Friday session) joined the discussion brought more inputs to the discussion and made the session even more interesting.

Stepping stones discussed during the session:

1. An Entrepreneurial Society is an Open Society (that has Enemies)
2. There is no shortage of ideas, talent and capital in Europe
3. Too little ideas, talent and capital flows to (productive) entrepreneurial activity
4. Institutions protecting creditors, workers and inventors block these flows
5. Effective Reform requires a historical approach
6. Effective Reform should change the allocation of capital, labour and knowledge
7. Effective Reform requires finding and mobilizing our allies



FIGURE 2: CAROUSEL DISCUSSION

ADLERSHOF SCIENCE PARK TOUR, VISIT TO START UPS

On Wednesday, after an afternoon of hard work, the consortium took a brief tour of the Adlershof Science Park and visited two start-ups based in Adlershof, *Chromicent GmbH*. and *5Micron*. Typical for the more than 1000 companies based at Adlershof, these companies are high technology intensive, focused on business-to-business markets and are typically German in their long-run orientation on organic growth in specific niches. The visit resulted

in an interesting discussion on barriers, funding and motivation for firms to start the business in Adlershof, Germany.

STAKEHOLDER ENGAGEMENT SESSION

On Thursday morning the work was executed in the Work package sessions (for minutes of WP sessions see below). In the afternoon the programme continued with a working session with Levuur - company specialized in stakeholder engagement processes from Leuven (Belgium). In a hands-on working session the consortium partners first established a sound and broadly shared understanding of the need and urgency to engage with stakeholders in the field.

The second part of the session was dedicated to formulating a set of urgent “calling questions” that translate FIRES research questions into questions appealing to a wider audience of relevant stakeholders. A research question like: “What explains the global pattern of top entrepreneurs over time?” then becomes: “If Mark Zuckerberg were a European, there would be no Facebook”. Although this exercise took some of the scientists out of their comfort zones and challenged their skills, the session ended with a set of high quality “calling questions” that were then ready to be tested on the Friday conference audience - invited guests and stakeholders.

SOCIAL PROGRAMME – BOAT TRIP AND DINNER

After a long day of work on Thursday, the consortium partners, already joined by some of the conference keynote speakers took a refreshing walk to the boat landing at Adlershof, where they boarded the first solar panel powered ship “Solon” for a short trip down to Köpenick Ratskeller for an excellent dinner. To open the dinner the coordinator congratulated the work package leader Andrea Herrmann (on maternity leave) on being the first to “deliver” in the project and Prof. Acs thanked the coordinator and project manager for an excellent job in organizing the project and kick-off so far. With the formalities out of the way and much of the work done, the partners could relax and enjoy their evening.

WORK PACKAGE SESSIONS

The reports, databases and other deliverables of the project were discussed at length and great detail during work package sessions under the chairmanship of the work package leaders: Prof. Magnus Henrekson (WP2), Prof. Michael Fritsch (WP3), Prof. Zoltan Acs (WP4), Dr. Mark Sanders substituting Dr. Andrea Herrmann (WP5) and Dr. Axel Marx (WP6).

For practical and organizational reasons the work packages were not discussed in their chronological order. First work package session was held already on Wednesday afternoon (on Work package 5) as a sole session, as most of the consortium partners are involved in this case-studies oriented WP. Other Work packages were discussed on Thursday morning in two consecutive rounds of parallel sessions.

WP1: MANAGEMENT AND COORDINATION

For this Work Package, no meetings in particular were organized apart from the Executive Board meeting that took place during the conference.

WP2: INSTITUTIONS AND ENTREPRENEURIAL ECOSYSTEMS IN EUROPE: PAST, PRESENT AND FUTURE; Meeting Minutes

During this session the work in WP2 was discussed at length as well as the strategy for sharing outcomes and cooperation between deliverables. The session was divided into two parts.

During the *first part* of the session mostly the practical issues were discussed. Magnus Henrekson (WP Coordinator) introduced the WP, its contents and place in the project, followed by brief presentations on deliverables by WP2 members. After these presentations researchers broadly discussed how the team will approach the work to be done within the WP2.

In the *second part* of the session Selin Dilli (postdoc UU) presented first ideas and results for D2.2, 2.4 and 2.5. She focused on a general framework to be used and in which the three pillars (of D2.2, 2.4 and 2.5) are placed and linked to entrepreneurship. She also discussed the problem of measuring entrepreneurship over time (e.g., many different definitions) and measuring institutions. Her presentation also served a more general discussion about organizing WP2.

Challenges identified during the session

- A major challenge for WP2 is to identify effects of different institutions, while at the same time acknowledging that the institutional setups in the various countries have evolved along their own trajectories (path dependence, complementarities). The resulting institutional setup in each country consist of a set of complementary institutions, a specific variety of capitalism (VoC).
- Related to this is the question whether the EU countries should encourage convergence. Can we synthesize the many components from the three pillars into a

systemic prescription? It is very unlikely that this will be the same for all European countries

- Taking the above challenges and facts into account, researchers agreed that it would be necessary to find a way to cluster the 28 EU countries in different “varieties of capitalism” based on entrepreneurship and relevant institutions. It will be the first step in WP2, and this clustering (framework) can then be used and explained in the various deliverables.

WP3: GLOBAL COMPETITION, SMART SPECIALIZATION, VALUE CREATION AND INCLUSIVE GROWTH IN THE ENTREPRENEURIAL ECONOMY; Meeting Minutes

During this session Michael Fritsch (FSUJ) and Jacob Jordaan (UU) provided a presentation on the context, main concepts, data, methodologies and preliminary evidence on the topics of work package 3 and opened a discussion on organizing the work within the WP.

Outcomes of the session

- One of the key outcomes of the meeting was that tasks 3.1-3.4 benefit from strong links and inter-relations. As a result, it was concluded that these four tasks can be seen as one project and should be treated as such. From the presentation and discussion it was concluded that the project comprising the four tasks will frame, collect data and conduct research into the effects of smart specialisation and related variety on regional growth. As preliminary evidence indicates that unrelated rather than related variety may play a key role, the participants agreed that tasks 3.1-3.4 need to keep a critical attitude towards the role of smart specialisation in regional growth.
- Furthermore, entrepreneurship will be given a key role in the research of these tasks, both as driver of variety and as independent factor influencing regional growth. Regarding the importance of entrepreneurship, the participants of the meeting also discussed measurement issues, took stock of datasets that are already in the possession of the researchers and discussed possible datasets that can be used to further expand the dataset for these tasks. In this discussion, it became clear that there appear to be potentially important links with work package 4 that need to be explored.
- Next, it became clear during the meeting that the other tasks in work package 3 can be seen as extensions of further applied topics related to a variety of issues on the operations and effects of entrepreneurship. The participants agreed that there may be potential links with other tasks in work package 3 and other work packages in the project that need to be further explored.

WP4: ASSESSING THE QUALITY OF ENTREPRENEURIAL ECOSYSTEMS: THE STATE OF THE UNION; Meeting Minutes

In this session Erik Stam (UU) stepped in for Zoltan Acs presented the work planned in WP4, comprising of 6 Deliverables. The main challenge in this WP was identified and broadly

discussed – namely the issue of collecting data and bringing these together in a consistent and coherent way, such that the quality of the entrepreneurial ecosystems in Europe can be compared across space at the regional level and across time at the national level. Significant part of the session was devoted to the discussion on the tasks division within the work package and on to collaboration on deliverables. It was decided that it would be more efficient to transfer the funding reserved for 18 PMs of PhD time at UU to Dr. Niels Bosma, who can both collect and update the data for the proposed GEDI and REDI-indicators and should be able to do the required empirical analyses in significantly less time. There was also some discussion on how to organise the work between Utrecht, Pecs and London School of Economics, also because Zoltan Acs will be leaving LSE per 2016 and cannot supervise a research assistant there. Several options on how to handle these organisational complications were raised and discussed. It was decided to look into the matter further in the coming month. All present did explicitly commit to the project and deliverables at the promised deadlines and the work in this work package can proceed as planned.

WP5: FORMULATING AN INSTITUTIONAL REFORM STRATEGY FOR EUROPE'S ENTREPRENEURIAL SOCIETY; Meeting Minutes

WP5 session was led by Mark Sanders, substituting for WP coordinator Andrea Herrmann, who is currently on her maternity leave.

At the beginning of the session Mark Sanders briefly introduced the WP, its contents and place in the project, followed by short introduction of case studies planned within the WP. The work on the start-up processes was presented by Lukas Held and is largely a self-contained project that proceeds as planned. The first interviews have already been conducted, the survey has been updated and prepared and the important step of hiring external parties to administer the survey online have been taken. This part of the work package is challenging and important, but does not require a lot of complicated communication and coordination across people and institutions and is progressing as planned. More time and attention was spent on the case studies in WP5. These are relatively stand-alone projects also, but some ex ante coordination is desirable. The size, form and level of detail in the case studies should be roughly comparable and the consortium members brainstormed on a set of common questions all case studies would have to answer to contribute to the overall purpose of the project. The first case studies to be delivered (M12) are those by Werner Liebrechts and Saul Estrin (not present). Werner Liebrechts presented his ideas on how to proceed on the Dutch case study and those responsible for a case study in WP5 discussed this approach with him. It was agreed that Werner Liebrechts and Saul Estrin will set the norm for all other case studies and in a separate meeting in early October the two will get together to come to a common format and finalize this discussion. A final, and important deliverable in this work package is the reform strategies in D5.12. Although the deliverable explicitly states and will develop a reform strategy for the UK, Italy and Germany, this document will not only contain and build on the results of the sequencing

study done in D5.1. Instead, it will present the general ingredients for developing a reform strategy in support of the entrepreneurial society using all insights and conclusions from the other work packages. The cases of the UK, Italy and Germany are then developed as examples of how the FIRES-approach works out for a specific national context. These countries were of course chosen to represent three distinct institutional complexes as the Varieties of Capitalism literature has identified. This deliverable will therefore not be the exclusive responsibility of the assigned researchers. Close cooperation with the project coordinator on this milestone deliverable is required here, as well as timely communication with those involved in WP6. It was decided that this coordinating role is to be taken by the project coordinator.

WP6: POLICY IMPLICATIONS AND PROPOSALS: LEGALLY ASSESSING AND OPERATIONALIZING THE REFORM STRATEGY; Meeting Minutes

There are only a few deliverables in WP6, but the main challenge in this WP is to organise a close, efficient and timely flow of information from the other WPs into WP6. Therefore, at the WP6 session not only the researchers from WP6 were present, but also WP coordinators of WP 2 and WP 4. At the beginning of the session the main purpose of the WP6 in the project was stressed - to translate the proposed reform agenda in D5.12 into an actual and specific set of executable proposals to the relevant government bodies. The main challenge identified in this WP is the coordination not within, but between the WPs.

Therefore, significant part of the session was devoted to the discussion on how to organize the timely exchange of results and reform proposals to WP6, so that the appropriate levels of legal and political action can be determined. WP6 leader Axel Marx stressed the importance of timely communication of ideas such that the WP6 researchers can immediately start mapping the relevant policy areas and legal competencies involved. WP6 will take a proactive role, but ultimately relies on the input from other WPs. It was agreed with the WP-leaders of WPs 2 and 4 that such communications would go through them. The project coordinator takes a central role in this process, being involved in some of the WP6 deliverables, collecting all information for reporting and D5.12 anyway. It was agreed that frequent communication between WP6 and the project coordinator should suffice to keep the work in WP6 up to date and prevent undesirable concentration of workload towards the end of the project. After the shorter WP6 meeting all in attendance joined the WP3 session to also ensure the point of timely communication of (preliminary) results and ideas was made and shared.

WP7: DISSEMINATION

During the course of the Kick-Off, dissemination activities have been discussed in the Executive Board meeting and plenary sessions. No specific meeting on dissemination has been organised during the event.

EXECUTIVE BOARD MEETING

The Executive board meeting was planned and executed at the end of the conference, on *Friday*, 4 September. This meeting was mainly used to reflect on the past days of the conference and to discuss new insights, ideas and suggestions resulting from the three conference working days. Apart from that, approval of several deliverables was also on the meeting programme. Issues discussed at the meeting:

- The Quality Assurance Plan, Dissemination Plan and Corporate Identity report were officially approved.
- The Kick off conference was shortly evaluated. EB members agreed that the conference fulfilled its aim and pointed out that much progress was achieved during the working sessions, both separate WP sessions and plenary stakeholder engagement sessions.
- The format and ambition level for upcoming Consortium meeting and Conference (to be held in Utrecht in 2016) were discussed. It was suggested for next conference to spend more time on communication and work coordination across the Work Packages to ensure complex view and to be able to come up with good policy recommendations.
- Stakeholder engagement processes were discussed as well as the target group of stakeholders for next conference meeting. To present the project and engage with stakeholders, organization of smaller-scale events was suggested, to be considered.

KICK OFF CONFERENCE, 4th SEPTEMBER, 2015

On Friday, September 4, the project was finally launched publicly. Dr. Hardy-Rudolf Schmitz, as CEO of WISTA-management, our gracious host at Adlershof, opened the day by welcoming the FIRES-consortium and its guests. His welcome was followed by a brief summary of the project by the scientific coordinator Dr. Mark Sanders. His brief introduction stressed once more the importance and challenges of engaging with important stakeholders in the field. To put this into practice, representatives of important stakeholder groups - startups, venture capitalists, successful entrepreneurs and business leaders and lastly policy makers from the EU - were represented in the audience.

The Work Package coordinators first all briefly presented their work packages and these were subsequently discussed under moderation of Stef Steyaert and Mark Hongenaert of Levuur (professional company specialized in stakeholder engagement processes). By presenting FIRES research questions and plans, also referring to the calling questions that had been formulated during the Thursday working session with Levuur, the stakeholder representatives could quickly provide valuable feedback, suggestions and comments that the work package leaders took to heart. The discussion covered many topics and lots of ground in little time.

After lunch the stakeholders present were invited to brainstorm with the consortium members on how to bring the calling questions to FIRES respective stakeholder groups. In a working session of about an hour consortium members tested their appeal and got many suggestions, tips and ideas from these stakeholders on how to actually engage the often very busy people that FIRES project aims to reach out to. Very useful contacts and suggestions were made by conference guests.

KEYNOTE ADDRESSES AND INTERACTIVE PANEL DISCUSSION

In the final Stakeholder Engagement Session a panel discussion was organized, where eight distinguished guests shared in their keynote addresses not only their experiences, but also their “recipes” for a successful start-up environment. Present at the panel discussion were representatives of different stakeholder groups, spanning the American and European perspective.

Keynote address by Hardy-Rudolf Schmitz

Hardy-Rudolf Schmitz, CEO of WISTA-Management and Adlershof Project GmbH gave a general overview of how Adlershof goes about in bringing young startups to life and elaborated on how there is very little incentive in German Universities to foster entrepreneurship. Part of his recipe for improving the German startup ecosystem was the concept of creating a structural reform within the university curriculum to bring young entrepreneurs together.

Keynote address by Ken Krull

Ken Krull shared his experience as tech entrepreneur and venture capitalist. Mr. Krull is the founder and Managing Director of Quatere/Foundry, a successful company based in the US, planning to expand in Europe. He was also part of the founding team at the top performing private equity firm Mercato Partners where he serves as an Operating Partner.

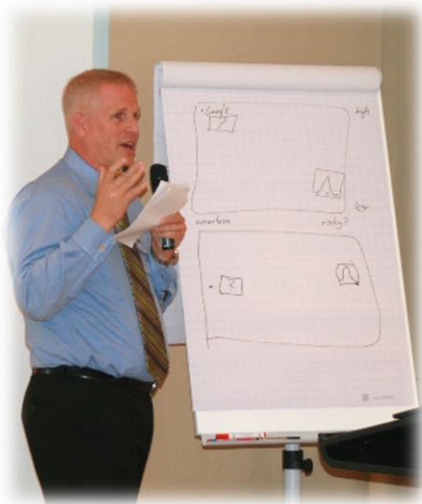


FIGURE 3: KEN KRULL

His main message was that fundamental uncertainty that truly innovative entrepreneurs face, cannot be captured in recipes. As a consequence the Foundry is not using coaches and instead stimulates entrepreneurs to challenge each other and their own business ideas. The Foundry takes no equity stake, does not offer consulting and celebrates the first entrepreneur in each cohort to kill his idea. Still there is structure. Entrepreneurs in a Foundry-cohort are taught to manage their firms well and to have efficient meetings in which weaknesses in their propositions are quickly uncovered and addressed. The approach is quite different from the one taken at Adlershof, where

massive public support and close ties to the high-tech university create a more structured environment. It was discussed that both approaches may have their niche, as Adlershof is highly successful in spawning high-tech business-to-business niche players and nurturing them to maturity, whereas in the Foundry more radical ideas are born and killed.

Keynote address by Sissel Hansen

Ms. Sissel Hansen was the youngest among the keynotes, and she brought fresh ideas and new perspectives to the discussion. Ms. Sissel Hansen is the Founder and Managing Director of the book series Startup Guide - a guide book with the purpose of fostering the existing startup community in the local area and help the upcoming startups and entrepreneurs.

Ms. Hansen stressed in her speech the various obstacles that one faces when starting a business in Berlin, notably "German Bureaucracy" and called for institutional reforms to facilitate this process. The discussion leader Max Keilbach disagreed with her on the point of German bureaucracy being a hurdle, but in doing so proved Sissel's point that (older) Germans do not seem to experience their bureaucracy in the same way as (young) foreigners. Sissel also stressed that, according to her, the



FIGURE 4: SISSEL HANSEN

driving force behind entrepreneurial venturing is inspiration. Before Startup Guide, Sissel had started and failed at a business in Copenhagen and came to Berlin with little more than the passion to start her own business there. She did not think institutional reform could help create more entrepreneurial spirit and inspiration. But it could be helpful in creating an environment in which such spirit would be nurtured.

Keynote address by Olaf-Gerd Gemein

Mr. Gemein holds the Chair position of 'SpeedUP! Europe FIWARE Accelerator Program' and that of the 'Hamburg Smart City HUB'. Mr. Gemein supports around 500 entrepreneurs, who have succeeded in opening 96 companies so far. He has also facilitated several workshops around Europe in the past few years.



FIGURE 5: OLAF-GERD GEMEIN

As a 'business architect' he was willing to share his recipe on how to succeed in starting a business in Europe. The FIWARE-accelerate project he is chairing, has developed a recipe that does not impose a one-size-fit-all, but applies a set of general principles and steps that all new ventures have to go through. At set deadlines and time frames the participants have to deliver certain milestones and an important aspect of the FIWARE-program is that

participants relocate to come together on site, to facilitate exchange. Pushing the young firms through the same set of assignments and setting them shared challenges creates the atmosphere for cooperation that also Mr. Krull suggested is crucial for success. Both agree that competition among start-ups, for funds, markets or prizes, is not productive at the incubation and acceleration stages. An environment that promotes cooperation and challenging each other is what both agreed would be most conducive to productive entrepreneurship.

Keynote address by Ingmar Jürgens

To introduce a more political and policy-oriented point of view, Mr. Ingmar Jürgens, the Senior Economic Advisor at European Commission Representation in Germany, was present. He gave a keynote address explaining what the European Commission has been doing to help entrepreneurship as well as its strong bias towards structural reforms. Mr. Jürgens briefly referred to the Juncker Investment plan, which focuses on removing obstacles to investment, providing visibility and technical assistance to investment projects and creating an investment friendly



FIGURE 6: INGMAR JUERGENS

environment. From his talk, however, it was also clear that the Commission has great problems shaping policy in such a way that it addresses the key issues raised by previous speakers. There is a wide gap between the very specific, micro and tailor made solutions and recipes proposed by those engaged in promoting startups and accelerating growth and the large policy initiatives at the EU-level.

Keynote address by Jack Harding

Mr. Jack Harding, CEO and co-founder of eSilicon, shared with the audience his experience on expanding a business and growing to a global player.



FIGURE 7: JACK HARDING

Mr. Harding mainly focused on the challenges of emerging into new markets, followed by tips on how to preserve a company's identity when doing so. As Mr. Harding put it, "the DNA of a company are the values and beliefs in which it is founded, and this DNA should be preserved throughout the years" in order for a company to be successful. After his address to the public, Mr. Harding and other members from the panel, as well as members from the audience engaged in a short discussion regarding entrepreneurial deregulation in the state of California, and the healthy business ecosystem in place. The key insight that Mr.

Harding could share with the audience is that in California the government plays a crucial role. Not in what it does, but rather in that it has understood that the public benefits of a vibrant entrepreneurial ecosystem flow to the State indirectly and it is not wise to kill the goose that lays the golden eggs. The government, however, is far from passive. It invests heavily in infrastructures and conditions that benefit the entrepreneurial engine. The coalition of stakeholders in the private, public and academic sector supports this ecosystem and defends it against any external attacks and threats.

Keynote address by Birgitta Stymne Göransson

As our final speaker, Mrs. Birgitta Göransson an experienced entrepreneur in the field of biotechnical services and. Currently Mrs. Stymne Göransson is working as independent Industrial Advisor and as Chairman of the Board of Medivir AB.

Mrs. Stymne Göransson gave her opinion on the nature of entrepreneurs and their creative spirits. She concluded her presentation by a few tips on



FIGURE 8: BIRGITTA STYMNE GÖRANSSON

how to survive in the ever-changing technological environment.

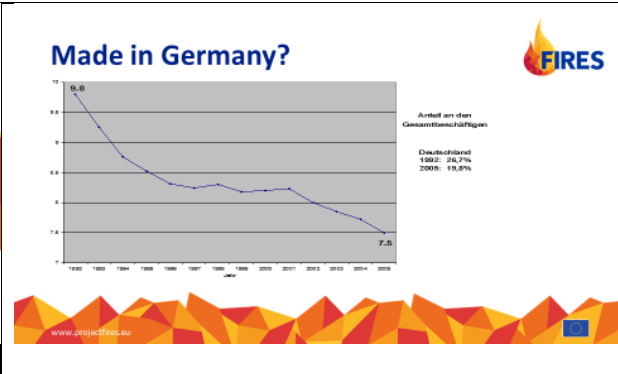
Max Keilbach (*panel discussion moderator*)

After the speeches from the Keynote speakers, there was an engaging panel discussion led by Mr. Max Keilbach, former researcher at the Max Planck Institute of Economics and currently entrepreneur and angel investor in Berlin.

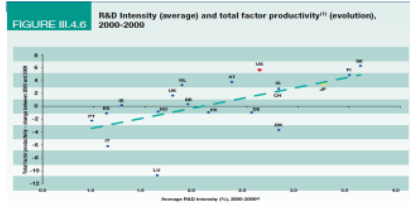
ANNEX I: PHOTO IMPRESSION OF KICK OFF CONFERENCE



ANNEX II: KEYNOTE ADDRESS BY DAVID AUDRETSCH

 <p>David Audretsch</p> <h3>The Entrepreneurial Society in Europe</h3> <p>DEUTSCHE BERLIN How the European entrepreneurial revolution</p>	 <h3>Made in Germany?</h3> <p>Anteil an den Gesamtschäftigen</p> <p>Deutschland 1992: 26,7% 2009: 19,5%</p> <p>www.projectfires.eu</p>
 <h3>Unemployment Rates</h3> <p>1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000</p> <p>Germany United States</p> <p>www.projectfires.eu</p>	 <h3>EU Unemployment Rate</h3> <p>1991-2000</p> <p>1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000</p> <p>www.projectfires.eu</p>
 <h3>Internationalization & the American Competitiveness Crisis</h3> <ul style="list-style-type: none"> • "Can America Compete?" <i>Business Week</i>, 1987 • "The new question is whether the United States can deploy its assets as to maintain its standard of life" W.W. Rostow, 1987 • "Today it's very hard to find an industrial corporation in America that isn't in really serious trouble...The systematic erosion of our competitiveness comes from having lower rates of growth of manufacturing productivity year after year compared with the rest of the world" Lester Thurow, Dean of MIT Sloan School of Business, 1985 <p>www.projectfires.eu</p>	 <h3>The Proposed Policy Response – Protecting the Status Quo</h3> <ul style="list-style-type: none"> • Restore productivity of capital • "We can't afford to become a nation of video arcades, drive-in banks and McDonalds hamburger stands" Lee Iacocca, Chairman of Chrysler Corporation, 1986 • The MIT Commission on Industrial Productivity <i>Made In America: Regaining the Productive Edge</i>, (MIT Press, 1989) <p>www.projectfires.eu</p>
 <h3>The Successful Policy Response – Creating The Entrepreneurial Society</h3> <ul style="list-style-type: none"> • Shift in competitiveness from physical capital to knowledge • Emergence of entrepreneurship as a conduit for knowledge spillovers • Shift in policy and institutional emphasis on knowledge and entrepreneurship • Small Business Innovation Research Program (1980) • Bayh Dole Act (1980) <p>www.projectfires.eu</p>	 <h3>The Knowledge Filter</h3> <p>"A wealth of scientific talent at American colleges and universities – talent responsible for the development of numerous innovative scientific breakthroughs each year – is going to waste as a result of bureaucratic red tape and illogical government regulations...What sense does it make to spend billions of dollars each year on government-supported research and then prevent new developments from benefiting the American people because of dumb bureaucratic red tape?"</p> <p>U.S. Senator Birch Bayh, 1980</p> <p>www.projectfires.eu</p>

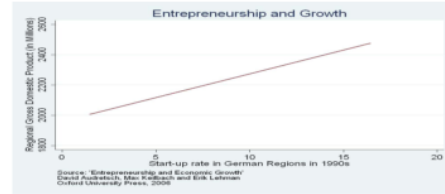
The Knowledge Filter



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Entrepreneurship as the Missing Link to Competitiveness & Growth



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The German Entrepreneurial Policy Response 2004

- Agenda 2010
- Hartz IV for unemployed – incentives to become self employed
- Flexibility in labor regulations
- Educational reforms
- Increased commitment to science & R&D
- Enabling entrepreneurship

www.projectfrees.eu



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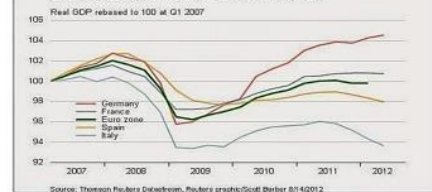
Creating an Entrepreneurial Germany

- Microcredit Program (Foerderkredite) –KfW Mittelstandsbank – 10.000 -25.000 euro
- High Tech Startup Funds (Gründerfund) – 500.000 euro for seed finance (86% from Gov't, co-investment with V.C.)
- EXIST –University Based Startups
 - Culture of Entrepreneurship
 - Startup Grants (30.000 euro annually)
 - Transfer & Commercialization of Research (50.000 euro in Phase I; 150.000 euro in Phase II)

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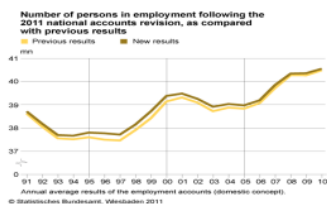
Euro zone GDP since 2007



www.projectfrees.eu



Increase in Employment, 2006-'12



www.projectfrees.eu



Conclusions: Creating the Entrepreneurial Society in Europe

*It will never rain roses:
when we want
to have more roses
we must plant more trees.*

--George Elliot

www.projectfrees.eu



ANNEX III: KEYNOTE ADDRESS BY MARK SANDERS

 <p>Mark Sanders Coordinator</p> <h3>The open, inclusive society and well being</h3> <p>04 SEP 2015 BERLIN Join the European entrepreneurial revolution</p>	 <h3>Our Mission</h3> <ul style="list-style-type: none"> An Institutional Reform Agenda <ul style="list-style-type: none"> To achieve what? Why institutional reform? How are we different? The Entrepreneurial Society and its Enemies <p>www.projectfires.eu</p>
 <h3>The Goals</h3> <ul style="list-style-type: none"> Well being and Entrepreneurship  <p>WELCOME TO GOOD LIFE</p> <p>s happy</p> <p>www.projectfires.eu</p>	 <h3>What do People want?</h3> <p>P: Positive Emotions (sm)</p> <p>R: Relationships (Interdependence)</p> <p>I: Intensity (Intrinsic motives)</p> <p>M: Making a difference (Making a difference)</p> <p>A: Accomplishment (Achieve goals)</p> <p>L: Living Conditions (Environment)</p> <p><i>The Entrepreneurial Society offers all that</i></p> <p>www.projectfires.eu</p>
 <h3>The Obstacles</h3> <ul style="list-style-type: none"> Institutions of the managed society <ul style="list-style-type: none"> Availability or Allocation  <p>www.projectfires.eu</p>	 <h3>What Institutions Matter?</h3>  <ul style="list-style-type: none"> The entrepreneur may, but need not, be the "inventor" of the good or process he introduces. Also, the entrepreneur may, but need not, be the person who furnishes the capital. <p>Schumpeter, Joseph A. (1939), <i>Business Cycles: A Theoretical, Historical, and Statistical Analysis of the Capitalist Process</i> (New York: McGraw-Hill) p. 103.</p> <p>www.projectfires.eu</p>
 <h3>What do Entrepreneurs need?</h3> <p>S: Stability (Secure)</p> <p>P: Personality (Personal Attributes)</p> <p>I: Ideas (Knowledge Spillovers)</p> <p>R: Risk (Willing to take a Risk)</p> <p>A: Accessors (Finance)</p> <p>T: Team (Team)</p> <p><i>Europeans have much more SPIRIT than they currently put to use</i></p> <p>www.projectfires.eu</p>	 <h3>The Obstacles</h3> <ul style="list-style-type: none"> Institutions of the managed society <ul style="list-style-type: none"> Availability and Allocation Protecting workers, creditors and inventors Turning knights into generals Insiders, Outsiders and the Golden Cage  <p>www.projectfires.eu</p>

The Challenges



- Reforming these Institutions
 - Beyond Entrepreneurship Policy
 - The Entrepreneurship 2020 Action Plan
 - Educate, Tax/Subsidize, Deregulate
 - The Startup Manifesto
 - Etc...
 - Identify Reformable Institutions



Williamson (2000)



Level	Type	Time Scale	Purpose
L1	Culture	10 ² to 10 ³	Historical Process
L2	Law/Constitution	10 to 10 ²	Get Institutions Right
L3	Governance	1 to 10	Get Governance Right
L4	Allocation	continuous	Get Marginal Conditions Right

Enable

Inform and Incentivise



The Challenges



- Reforming these Institutions
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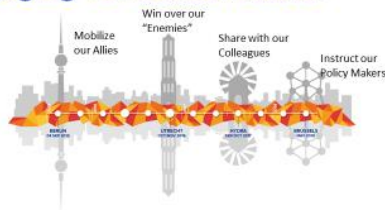
Allies and Enemies



- Entrepreneurial Society and its Enemies
 - Popper's Open Society
 - Schumpeter's Capitalist Dynamics
 - David's Entrepreneurial Society
 - Winning Hearts and Minds for FIRES



Engaging Our Stakeholders



Stepping Stones



1. An Entrepreneurial Society is an Open Society (that has Enemies)
2. There is no shortage of ideas, talent and capital in Europe
3. Too little flows to (productive) entrepreneurial activity
4. Institutions protecting creditors, workers and inventors block these flows
5. Effective Reform requires a historical approach
6. Effective Reform should change the allocation of capital, labor and knowledge
7. Effective Reform requires finding and mobilizing our allies

