AGENDA

Tuesday, May 3, 2016

12:00  Registration & Lunch

1:00  Welcome
    Eric Toone, Vice Provost & Director, Innovation & Entrepreneurship Initiative, Duke University

1:15  Meeting Objectives
    Stephen Merrill, Center for Innovation Policy, Duke University School of Law
    David Robinson, Fuqua School of Business, Duke University

1:30  Changing University and Entrepreneurial Landscapes
    Maryann Feldman, National Science Foundation and University of North Carolina at Chapel Hill
    Amisha Miller, Kauffman Foundation

2:15  Faculty Roundtable
    Moderator: Jon Fjeld, Fuqua Center for Innovation and Entrepreneurship, Duke University
    Bill Aulet, Sloan School of Management, Massachusetts Institute of Technology
    Rachel Harris, Creative Destruction Labs, Rotman School of Management, University of Toronto
    Steven Kaplan, Booth School of Business, University of Chicago
    Scott Shrake, Arizona State University
    Marie Thursby, Scheller College of Business, Georgia Institute of Technology
    - What are the key features of your program’s approach?
- How is it connected to academic research, if at all?
- How is it connected to community resources?
- Are there metrics for measuring whether the program’s objectives are being met?
- What have been the key challenges?
- What are your intermediate and longer term objectives?

Discussion

3:45 Break

4:00 Student Roundtable

Moderator: Ted Zoller, Kenan-Flagler Business School, University of North Carolina at Chapel Hill
Lucia Kamm, Massachusetts Institute of Technology
Joseph Knight, InnAVasc, Inc.
Brandon Magsamen, CrowdTunes
Richard Spero, Rheomics, Inc.
- What university experiences and resources were most influential in your evolution from student to entrepreneur? What elements of EE programs and courses were less helpful in navigating the transition?
- How do millennials learn? What forms of experiential learning, enabling technology, or other tools would enhance the process?
- If you were designing the next generation of entrepreneurship education, what form would it take?

Discussion

5:30 Adjourn

7:00 Dinner at Mateo Bar de Tapas, 109 West Chapel Hill Street, Durham

Wednesday, May 4, 2016

8:00 Breakfast

8:30 Introduction

8:45 Venture Investor and Entrepreneur Roundtable

Moderator: Yael Hochberg, Jones Graduate School of Business, Rice University
Kip Frey, Duke University School of Law
Myla Lai-Goldman, GeneCentric Diagnostics, Inc.
John Oxaal, Sevin Rosen Funds
William Raduchel, Independent Investor
- Do entrepreneurs and investors value participation in university EE programs and, if so, for what purpose—entrepreneur selection, skill development, or identification of commercial opportunities?
- What is the role of entrepreneurship education in developing skills that serve students in variety of career paths or as entrepreneurs later in life?
- What can universities do to prepare students and student-led teams to engage in obtaining capital? What is the role of curriculum design? Mode of teaching (e.g., mentoring)? Alumni angel networks?
- Can university technology licensing offices play a constructive role?
- How could universities improve these outcomes given limited time and resources?

Discussion

10:00 Break
10:15 Simultaneous Breakout Sessions

A. Pedagogy

Chair: Matt Marx, Sloan School of Management, Massachusetts Institute of Technology
Discussants: Joshua Gans, Rotman School of Management, University of Toronto

Ted Zoller, Kenan-Flagler Business School, University of North Carolina at Chapel Hill
- What are the essential elements of an undergraduate or graduate curriculum? How important is it to integrate the curriculum with extra-curricular programs (e.g., venture investment funds, accelerators, business plan competitions, etc.)?
- Is there empirical evidence supporting these elements or suggesting that others are ineffective or less effective?
- What research findings on entrepreneurship should be taught?
- What are the roles of tenured faculty vs. practitioners and other outside experts in instruction and mentoring?

B. Ancillary Supports

Chair: Yael Hochberg, Jones Graduate School of Business, Rice University
Discussants: Jasmisne Chambers, Wilson Sonsini Goodrich & Rosati
Bryce Pilz, University of Michigan Law School
- How should university programs be connected to the community and region? What differences result?
- What is the role of university technology licensing, incubators, accelerators, and access to sources of capital?
- What is known about best design of accelerators and investment programs?
- Are universities' student IP rights policies clear and adequately communicated?

C. Differences and Collaboration Across Academic Levels/Units

Chair: Rosemarie Ziedonis, Questrom School of Business, Boston University
Discussant: Marie Thursby, Scheller College of Business, Georgia Institute of Technology
- How do graduate or undergraduate programs differ among business, engineering, medicine, law, public policy, and arts and design schools?
- What should be the role of cross-disciplinary, cross-school collaboration?
- What are the obstacles to achieving collaboration and how can they be overcome?

D. Research Opportunities

Chair: Thomas Hellmann, Said Business School, Oxford University
Discussant: Maryann Feldman, National Science Foundation and University of North Carolina at Chapel Hill
- What is the current state of EE research? Are there data on learning or commercialization outcomes?
- Are there well-formed research questions?
- Can we develop a standardized nomenclature for content descriptions and teaching protocols?
- Can a common (cross-institution) data collection be developed to enable testing of hypotheses on a large scale?

12:00 Lunch
12:45 Reports and Discussion
2:00 Next Steps
David Robinson, Fuqua School of Business, Duke University
2:30 Adjourn