Preliminary 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

David Robinson, Fuqua School of Business, Duke University
Stephen Merrill, Center for Innovation Policy, Duke University School of Law

1:30    Changing University and Entrepreneurial Landscapes

Amisha Miller, Kauffman Foundation
Maryann Feldman, National Science Foundation and University of North Carolina at Chapel Hill

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
Ji Mi Choi, Arizona State University
Rachel Harris, Creative Destruction Labs, Rotman School of Management, University of Toronto
Steven Kaplan, Booth School of Business, University of Chicago
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

Joseph Knight, InnAVasc, Inc.

Brandon Magsamen, CrowdTunes

Richard Spero, Rheomics, Inc.

Lucia Kamm, Massachusetts Institute of Technology

- What motivated your enrollment?
- What has been your experience since completing the program?
- What were the key elements of the curriculum?
- What literature was most relevant?
- Which of those were more or less useful?

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

William Raduchel, Independent Investor

Myla Lai-Goldman, GeneCentric Diagnostics, Inc.

John Oxaal, Sevin Rosen Funds

Kip Frey, Duke University School of Law

- Do entrepreneurs and investors value participation in university EE programs and, if so, in what aspects of them?
- What difference do university programs make, e.g., in entrepreneur selection, skill development, identification of commercial opportunities?
- How could universities improve these outcomes given limited time and resources?
- What challenges do investors face on considering startups coming out of universities for funding?
- Can institutions do a better job of preparing students to work with investors? Is there a role for curriculum design? For entrepreneurs in the classroom? For mentoring arrangements? For university technology licensing offices?

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: Bryce Pilz, University of Michigan Law School
Jasemine Chambers, Wilson Sonsini Goodrich & Rosati

- 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