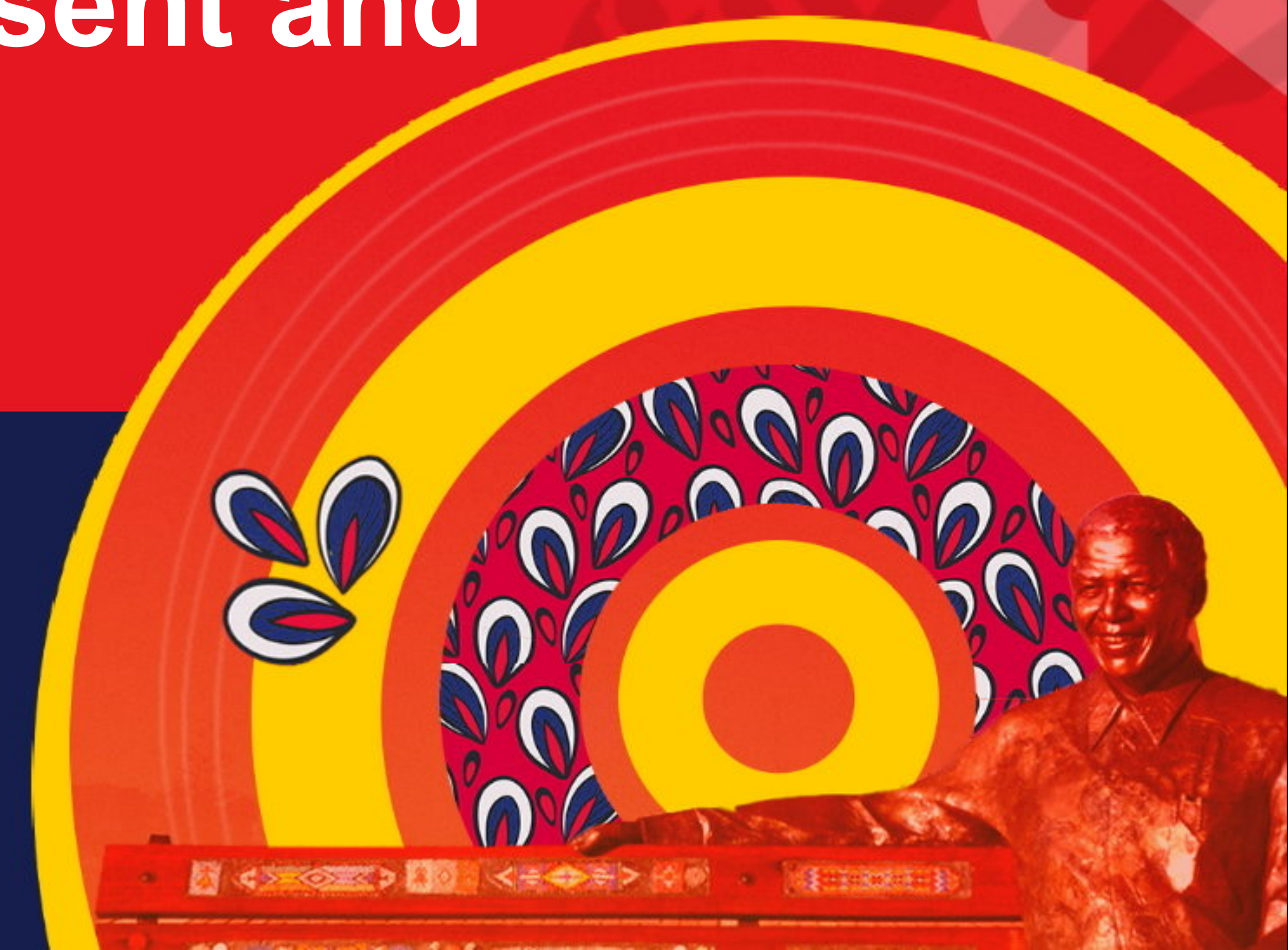


LAUNCHPAD 1G

EDHE Economic Activation Offices (EAOs) at universities - the present and the future

Moderator: Mr Richardt Kok, Stakeholder Manager: USAf;

Participants: Ms Naledzani Mosomane, Head: Enterprise Development, Standard Bank SA; Mr Buhle Dhlamini, Head: Social Innovation and Incubation, Allan Gray and Gill Gray Philanthropy South Africa; Ms Caro Buitendag, Technology Transfer Office, University of Johannesburg; Mr Ben Pretorius, Executive Head : Education Sector / Business and Commercial Clients, Standard Bank SA;



There are pockets of excellence...



How do we break the **mould**?

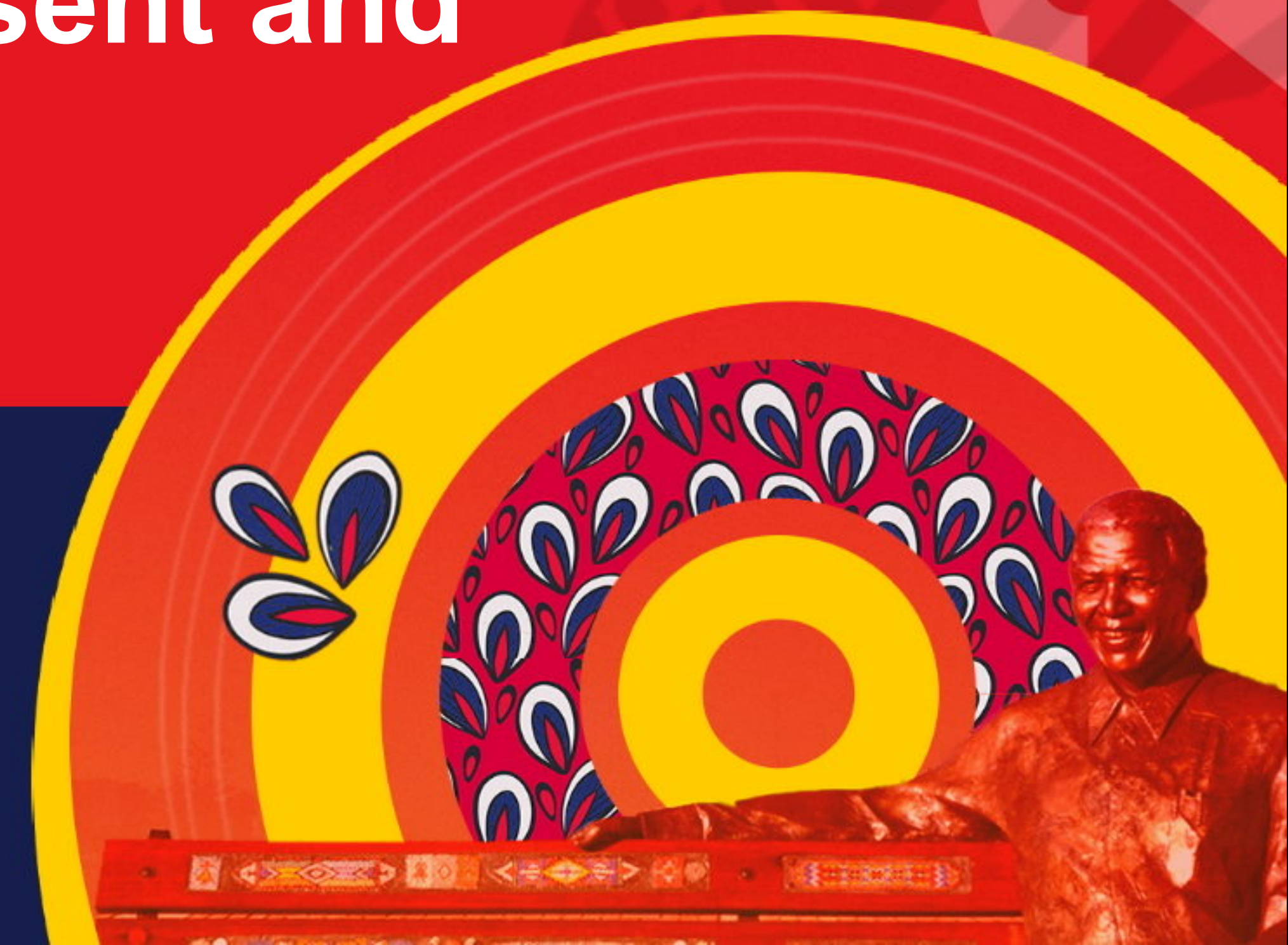


Recent studies conducted through the EDHE structures indicated that **there is a need to integrate efforts, structures and resources within Universities to deliver greater impact within the ecosystem.** This needs to be coordinated and properly managed internally.

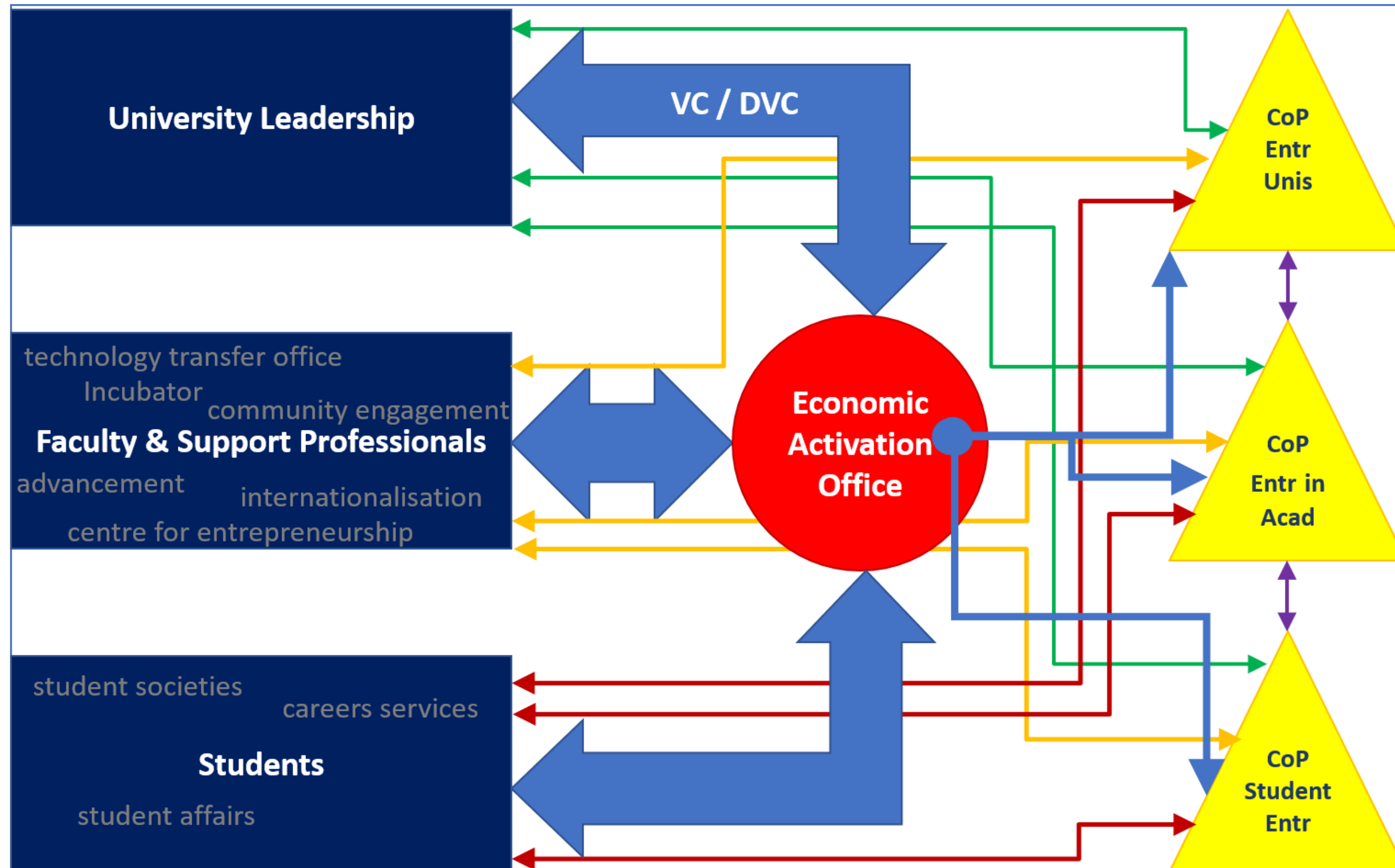


LAUNCHPAD 1G

EDHE Economic Activation Offices (EAOs) at universities - the present and the future



University structures conducive to entrepreneurship & economic activation



Functions of the Economic Activation Offices:

- Support alignment between University leadership, faculty, support staff and students to advance entrepreneurship within the university ecosystem;
- The EAO should work closely with Technology Transfer Offices, business incubators, Centres for entrepreneurship and other existing entities within the University;
- Facilitation and coordination of support, networking and information sharing in the broader University community;
- Serve as an information Centre for any entrepreneurship development enquiries at the University.



THE PROCESS?





EDHE

ECONOMIC
ACTIVATION
OFFICES



EDHE

ECONOMIC
ACTIVATION
OFFICES

PROUDLY SUPPORTED BY



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OFFICES



University Entrepreneurship Resource Tour and Video Project



- 10 selected EDHE Economic Activation Office (EAO) partners.
- Showcase institution's own specific field of entrepreneurial success, captured in a 10-minute video.
- Each university will have an opportunity to **showcase broader entrepreneurial endeavours on its campus by telling their own story, introduce their unique personalities**, which could potentially inspire students, learners, academics, investors, and business for your university.



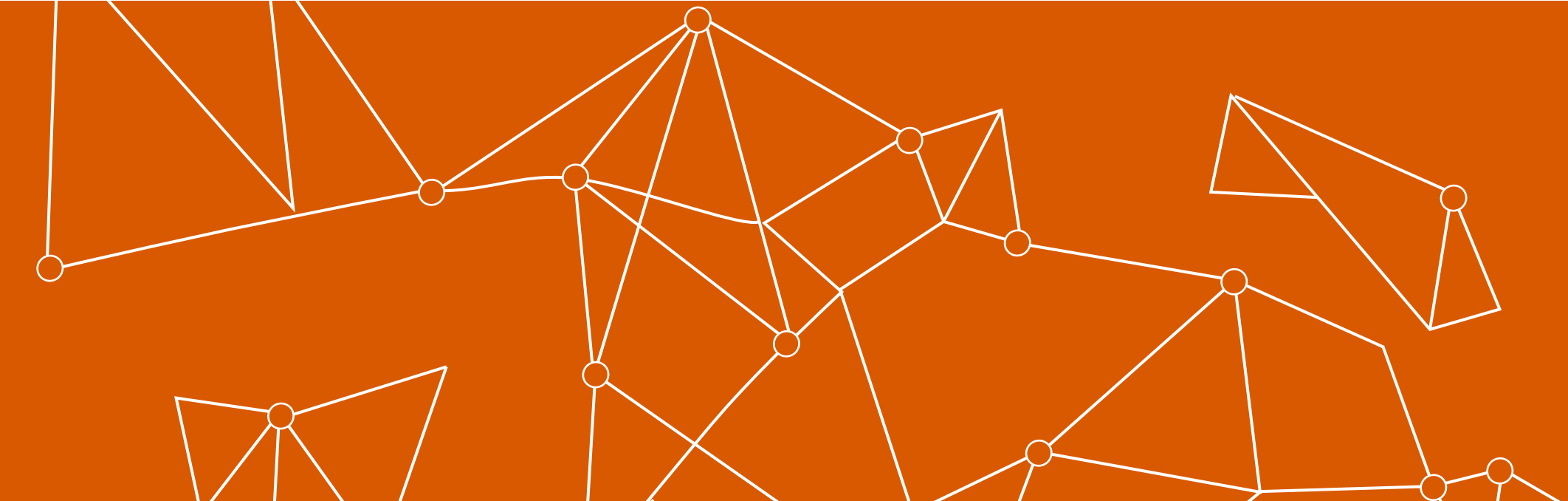
The EAO vision for UJ

UJ's objectives in participating in the pilot phase of the EAO programme are to:

- **Create a central entrepreneurship desk to steer entrepreneurial activities to appropriate entities within UJ**
- **break down siloes,**
- **avoid duplication of effort,**
- **optimise use of resources, and**
- **better network and integrate UJ's entrepreneurship initiatives**



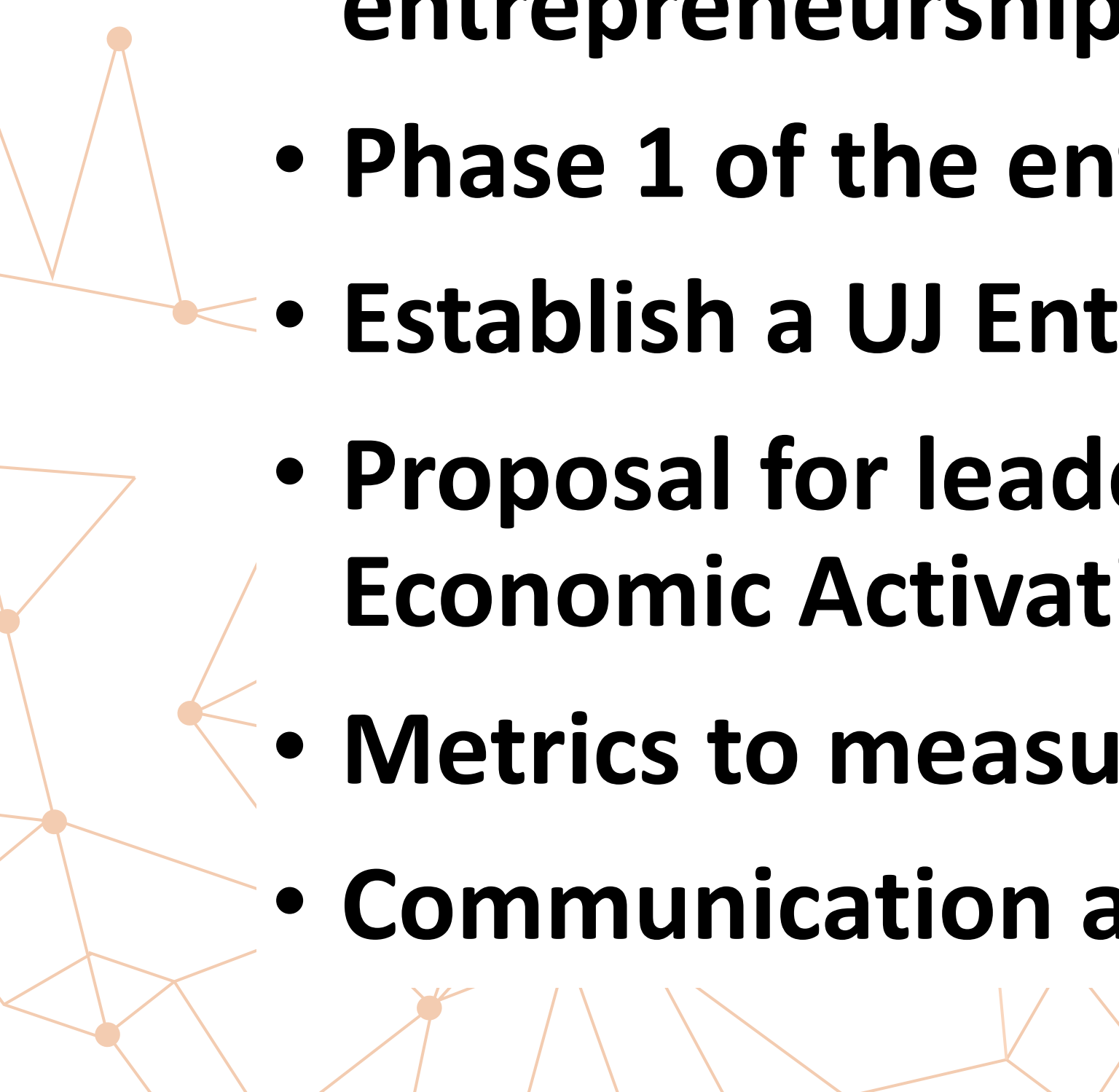
ENTREPRENEURSHIP SYNERGY



UJ EAO Pilot phase outputs

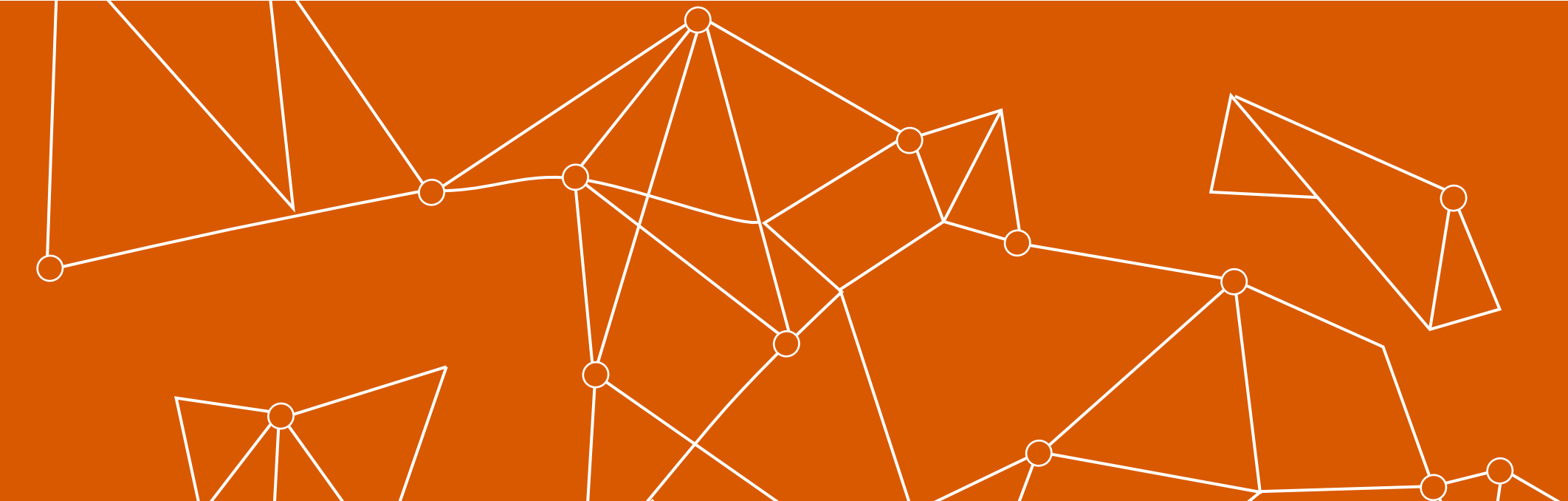
A decorative network diagram in the top right corner, featuring a central node connected to several other nodes, which are further connected to a larger, more complex network of nodes and lines.

Tangible outputs expected from participation in the pilot phase include:

- **Refinements and enhancement of the mapping of the UJ entrepreneurship ecosystem**
 - **Phase 1 of the entrepreneurship online portal live**
 - **Establish a UJ Entrepreneurship Ecosystem Forum**
 - **Proposal for leadership, staffing, structure and location of the Economic Activation function**
 - **Metrics to measure progress, success and outputs**
 - **Communication and sharing of info, opportunities, etc.**
- 
- A decorative network diagram in the bottom left corner, featuring a central node connected to several other nodes, which are further connected to a larger, more complex network of nodes and lines.



UJ EAO Activities to date



UJ Entrepreneurship Ecosystem

Student Entrepreneurship / Studentpreneurs

- Central Student Representative Council (CSRC)
- UJ Technology Transfer Office (UJTTO) & Incubator
- Johannesburg Business School Centre for Entrepreneurship (JBSCE)
- Technopreneurship Centre
- Makerspace
- UJ Process, Energy and Environmental Technology Station (UJ PEETS)
- Izindaba Zokudla
- UJ TechnoLab
- Metal Castings Tech Station (MCTS)
- Resolution Circle
- FADA FabLab
- PsyCAD

Entrepreneurial University Support

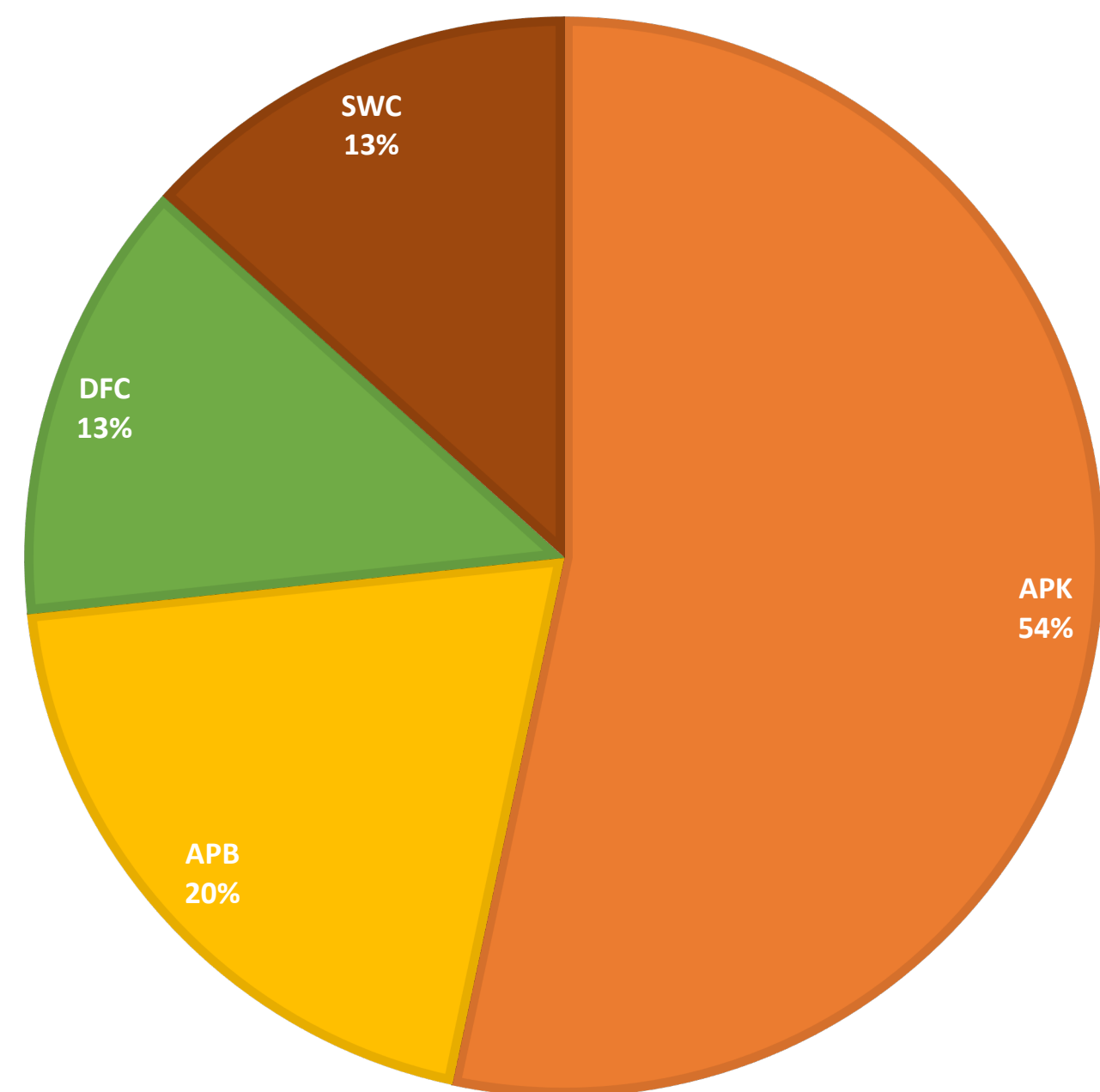
- DVC: Research and Internationalisation
- UJ Technology Transfer Office (UJTTO)
- UJ Invnt
- Internationalisation
- UJ Library
- Strategic Initiatives and Administration
- Financial Governance and Revenue (FGR)
- UJ Enactus
- Centre for Local Economic Development (CENLED)
- Institute for Intelligent Systems (IIS)
- UJ Alumni
- UJFM
- UJ Brand and Marketing

Entrepreneurship in Academia and Research

- DVC: Research and Internationalisation
- DVC: Academic
- College of Business & Economics (CBE)
- Department of Business Management
- Johannesburg Business School (JBS)
- SARChI Chair: Entrepreneurship Education
- SARChI Chair: Transformative Innovation, 4IR and Sustainable Development
- Postgraduate School
- Department of Industrial Design
- School of Tourism and Hospitality
- UJ Press

Who, what, where?

- First engagement
- Survey – Who? What? Where? To whom?



Independent Entrepreneurs (Pre-commercialisation)

Community / Civil Society

Government

Industry

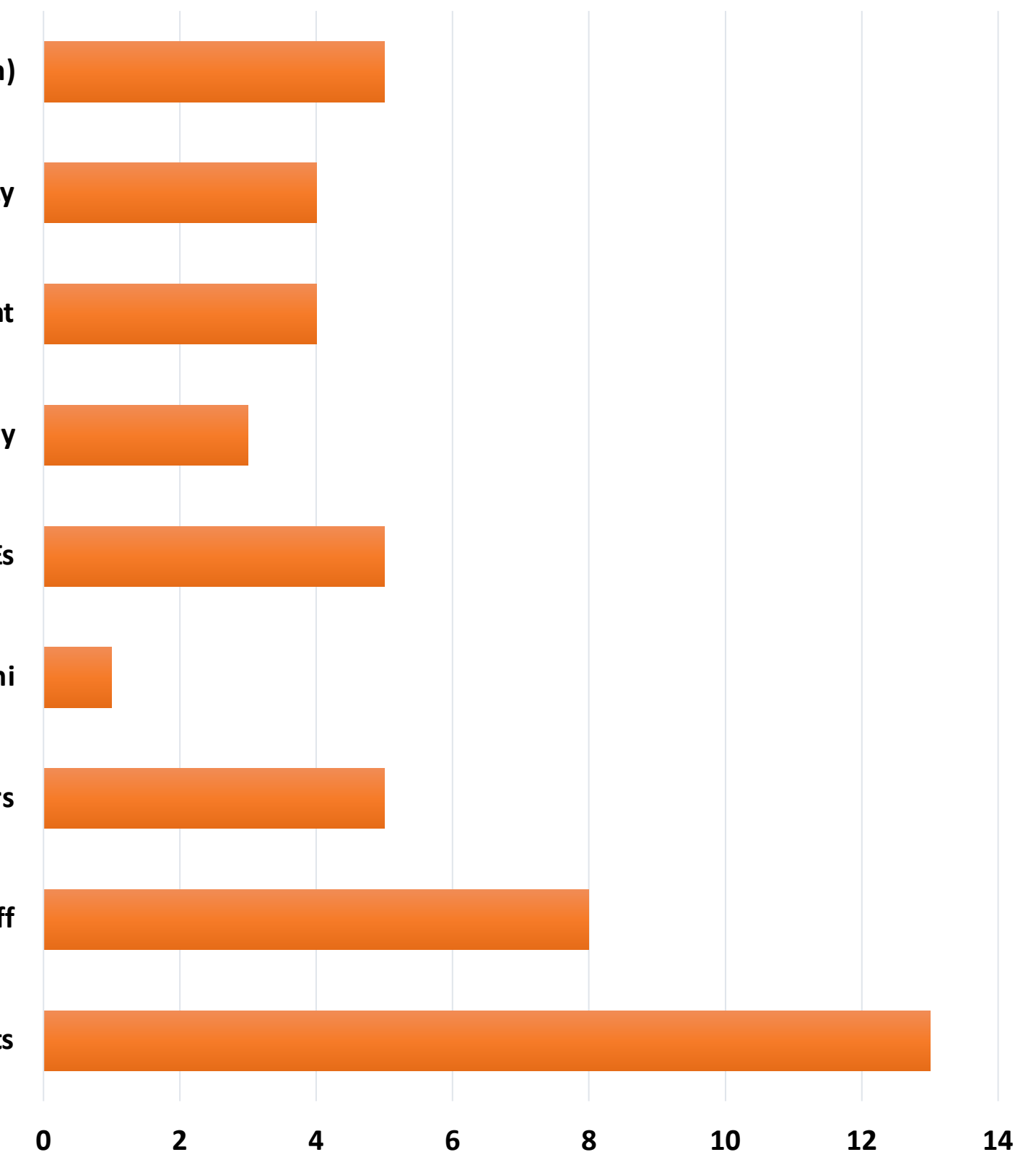
SMMEs

Alumni

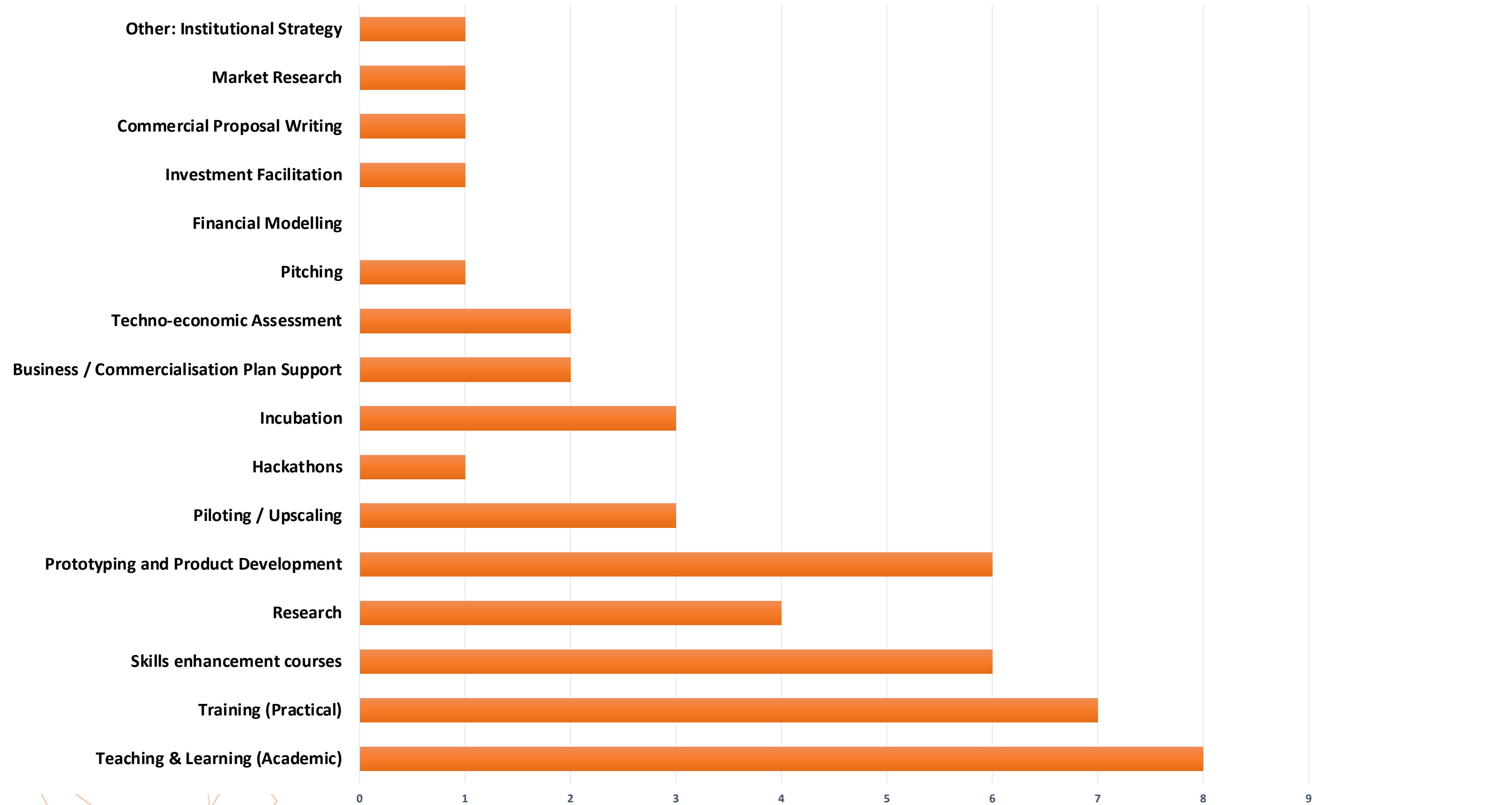
Researchers

Staff

Students



Entity Offerings



Required Offerings in ecosystem

- Teaching & Learning (Academic)
- Training (Practical)
- Skills enhancement courses/workshops
- Research
- Prototyping and Product Development/Makerspaces
- Market Research
- Hackathon/Ideation Sessions
- Incubation/Accelerator
- Piloting/Upscaling
- Business/Commercialisation Plan Support
- Techno-economic Assessment
- Pitching
- Financial Modelling
- Investment Facilitation
- Commercial Proposal Writing
- Advisors for Your Project
- Career Exploration/Recruiting
- Collaborative Space
- Events & Networking
- Legal Advice
- Prize Competitions
- Project Funds/Fellowships
- Projects to Join
- Student Clubs
- Technology Licensing
- Mentorship & Coaching

UJ Ecosystem Services and Gaps

Teaching & Learning (Academic)

Training (Practical)

Skills enhancement courses/workshops

Research

Prototyping and Product Development/Makerspaces

Market Research

Hackathon/Ideation Sessions

Incubation/Accelerator

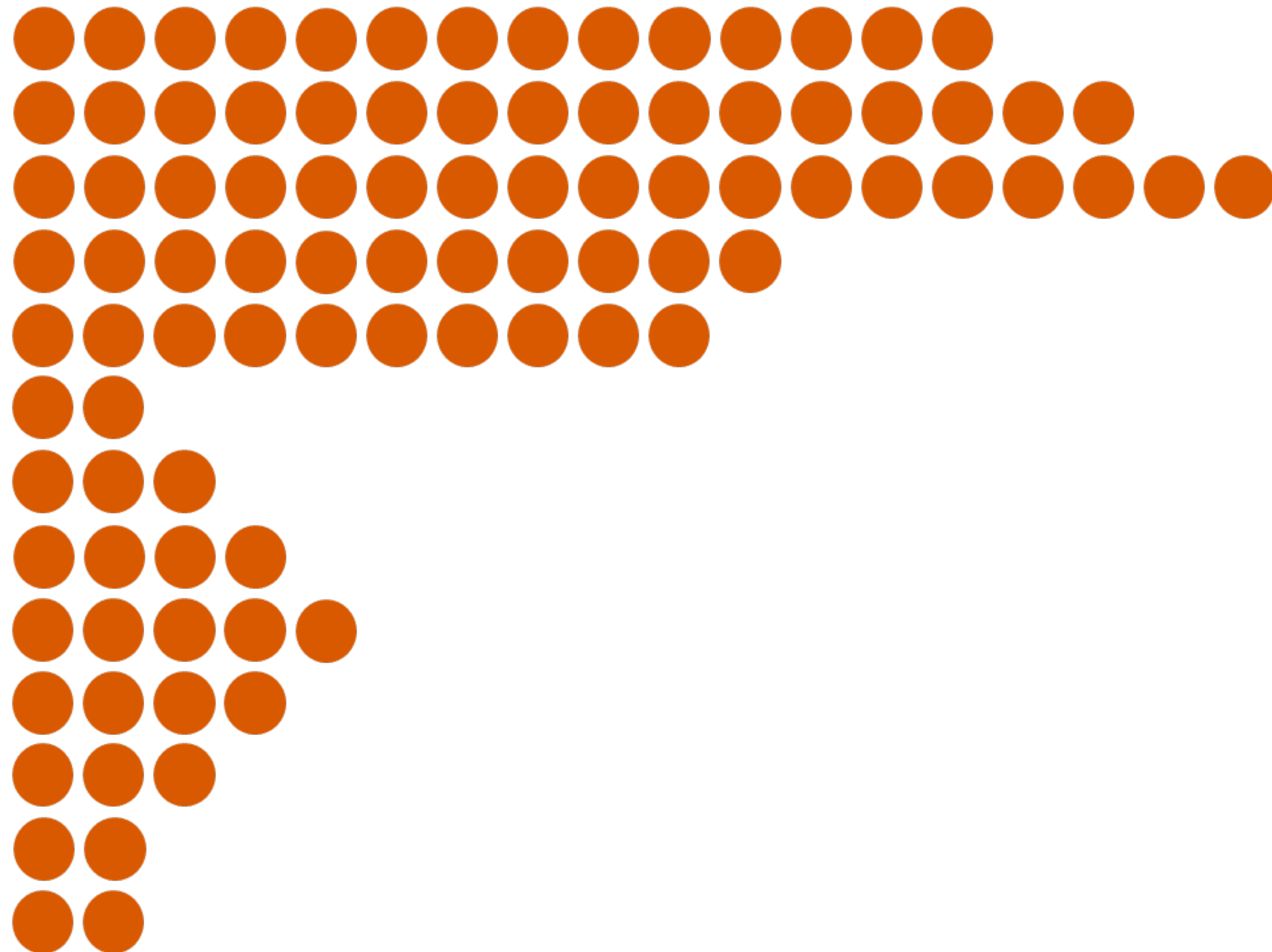
Piloting/Upscaling

Business/Commercialisation Plan Support

Techno-economic Assessment

Pitching

Financial Modelling



UJ Ecosystem Services and Gaps

Investment Facilitation



Commercial Proposal Writing



Advisors for Your Project



Career Exploration/Recruiting



Collaborative Space



Events & Networking



Legal Advice



Prize Competitions



Project Funds/Fellowships



Projects to Join



Student Clubs



Technology Licensing



Mentorship & Coaching



Other EAO Initiatives/Support

- **Web portal**
 - Mapping
 - Resource repository
 - Social media
 - 4IR
- **Events**
 - Forum/COPs
 - EDHE Entrepreneurship Intervarsity
 - Other competitions
 - Student Entrepreneurship Week
 - Hackathons
- **Education/curriculum**
 - Teaching
 - Work integrated learning
 - Cross-cutting & domain-specific needs
- **Research**
- **UJ incubator**
- **Makerspaces; Fablab; other equipment**
 - Duplication and Gaps
- **Service offerings to UJ & the public**
 - Employment & volunteer opportunities for students
- **UJInvnt online store**
- **UJ as first customer**
 - S34.(5) of HEA
- **Tapping into the alumni network**
- **Standard license for student entrepreneurs wishing to commercialise UJ IP**
 - Policy questions



Thank you

LAUNCHPAD 1G

Economic Activation Offices (EAOs) at universities - the present and the future



Economic Activation Offices (EAOs)

Way forward>>>



Join EDHE and connect with your tribe!



EDHE Student
Entrepreneurship



@EDHEStudentEntrepreneurship



Entrepreneurship
Development in Higher
Education (EDHE)



@EDHEStudents

EDHE
LEKGOTLA 2022

ANNUAL GATHERING OF LEADERS IN ENTREPRENEURSHIP AT UNIVERSITIES

#EDHELekgotla2022

#movetomarket

#EDHEStudentpreneursIndaba2022

