

*E*ntrepreneurship*

*Leaders of the Future:
Entrepreneurs*



Rensselaer

Rob Chernow
Vice Provost

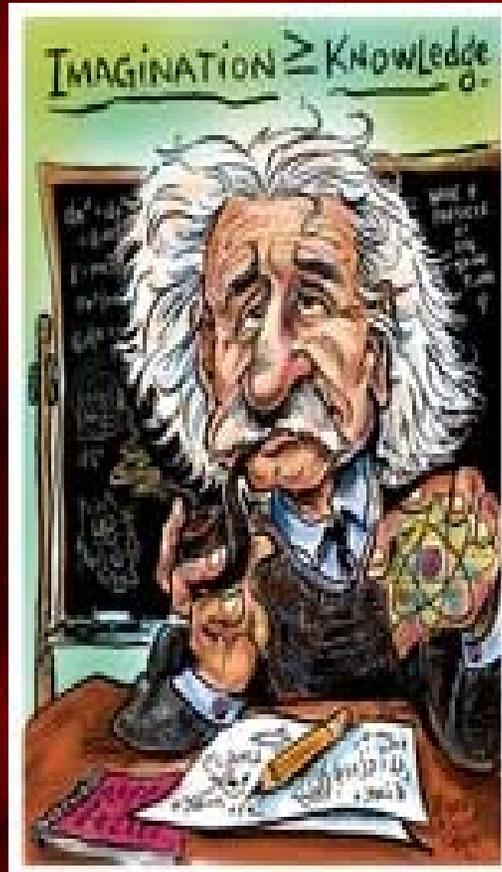


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Home About Us Resources Alumni Spotlight Contact Us **why not change the world?™**



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E*NTREPRENEURSHIP...



...a way to think
...a way to learn
...a way to succeed

- » New Horizons Speaker Series
- » Change the World Challenge
- » Class of '51 Entrepreneurship Fund
- » Elevator Pitch Competition
- » Curriculum Tools
- » Video Archive
- » Invention to Venture

ENTREPRENEURSHIP HIGHLIGHTS

Alumni Spotlight



Tobi Saulnier '84
Founder and CEO,
1st Playable Productions.

What's New

Elevator Pitch Workshop

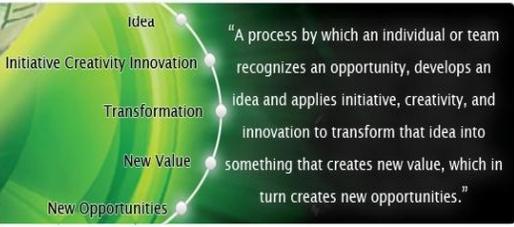
Who Can Enter?	What's the Format?	When Do I Pitch?
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A student competition that recognizes and celebrates the creativity, discipline and skills to concisely and convincingly sell a new idea.

Last revised on May 29, 2009.
Robert A. Chernow, Vice Provost for
Entrepreneurship, Rensselaer Polytechnic Institute
Email: chernr@rpi.edu

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As a core strength and a priority in the **Rensselaer Plan**, the new model for E*ntrepreneurship at Rensselaer expands its definition as a campus-wide opportunity.



"A process by which an individual or team recognizes an opportunity, develops an idea and applies initiative, creativity, and innovation to transform that idea into something that creates new value, which in turn creates new opportunities."

In bringing the definition to life, we believe that it's not essential that everyone become an entrepreneur, but in today's world, it has become important that everyone be able to think like one.

The Office of E*ntrepreneurship provides leadership and coordination for campus entrepreneurship activities and stages several events focused on enhancing the student, faculty and alumni experience at Rensselaer.

Widely practiced at Rensselaer, entrepreneurship is reflected in commercial, scientific, technological, social and cultural achievements.

Featured Videos

Video of the month



Change The World Challenge 2008-2009 Winners Video Interviews
Duration : 00:03:04
[Watch Video](#)

Entrepreneurship at Rensselaer



Overview Video
Duration : 00:06:37
[Watch Video](#)

[Click here to watch all the videos of entrepreneurship.](#)

Designed and maintained by BelWo

*E*ntrepreneurship*



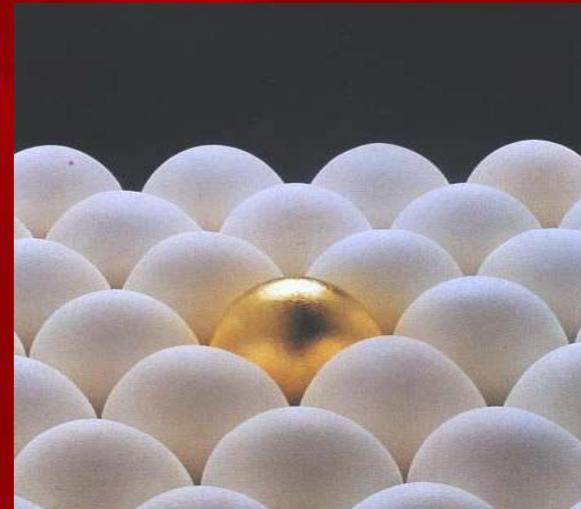
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DID YOU KNOW?



Definition

An individual (or team member) who recognizes an opportunity, develops an idea and applies initiative, creativity and innovation to transform that idea into something that creates new value, which in turn, creates new opportunities ...







Formal Entrepreneurship mechanisms in the U.S.

- *Basic laws, public policies*
- *Intellectual Property protection*
- *Bankruptcy statutes*

Informal Entrepreneurship mechanisms in the U.S.

- *Mindset*
- *Role Models/Examples*
- *Failure is not punished*



***... Not everyone wants to, or needs to,
be an entrepreneur, but everyone should
know how to think and act like one.***





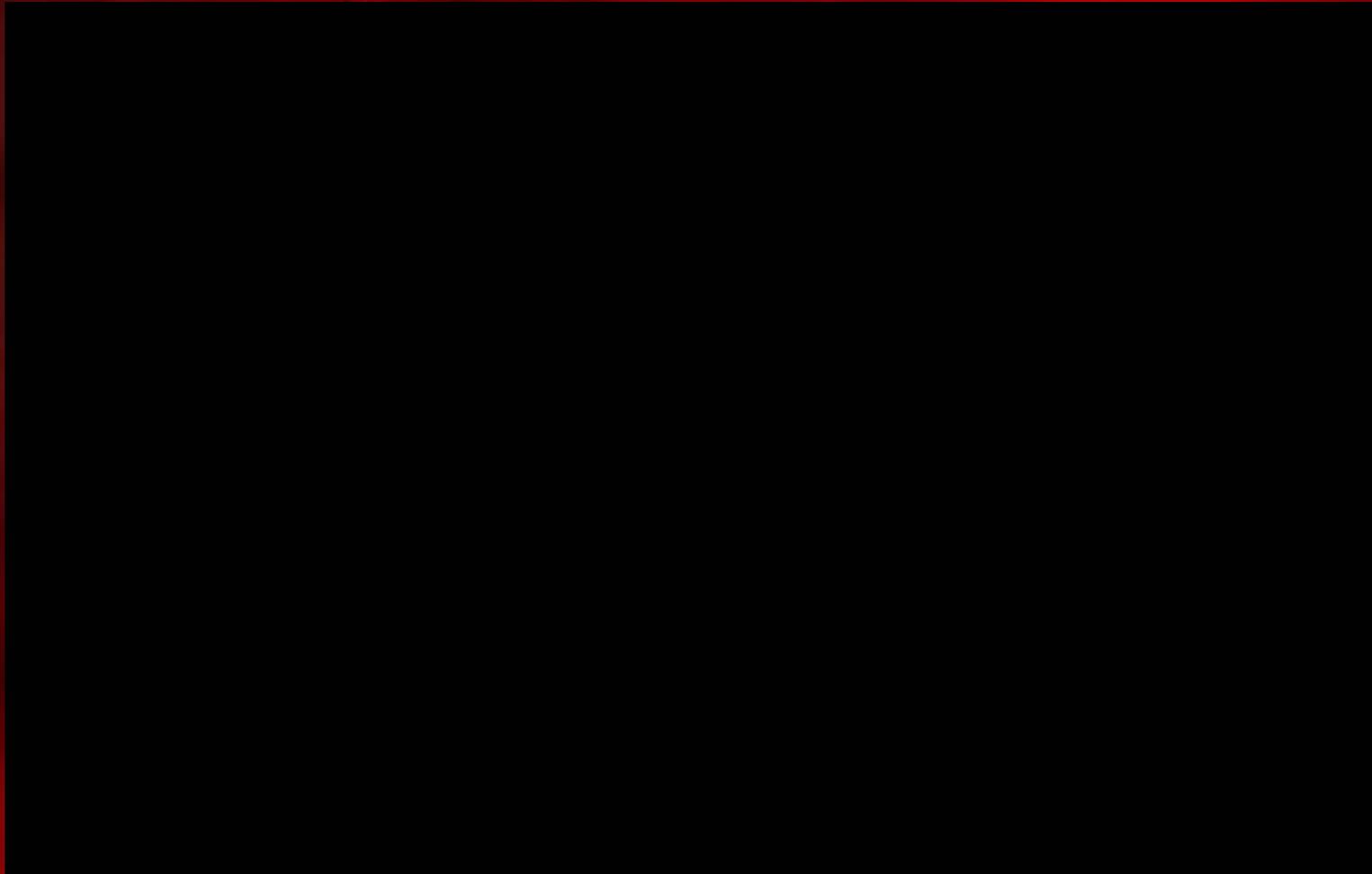
Key Entrepreneurial Traits

- *Opportunity Recognition*
- *Passion*
- *Leadership*
- *Communication*
- *Networking*
- *Problem Solving*
- *Bias for Action*
- *Adaptability*
- *Risk Management*
- *Success Through Failure*

You need more.



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Ralph Taylor-Smith, Ph.D.



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***Your
Frame of Reference***

***has an
overarching influence
on entrepreneurial traits***

Opportunity Recognition

Risk Management

Problem Solving

Leadership

Bias for Action

Adaptability

Passion

Success thru Failure

Communication

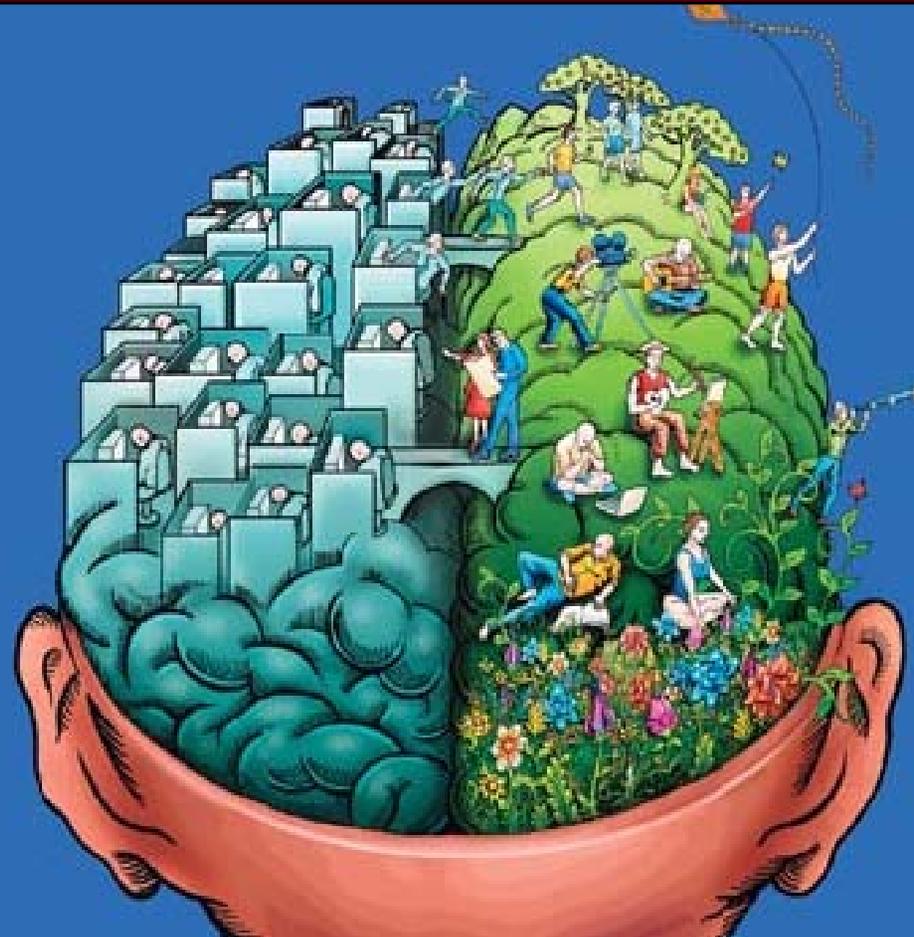
Networking

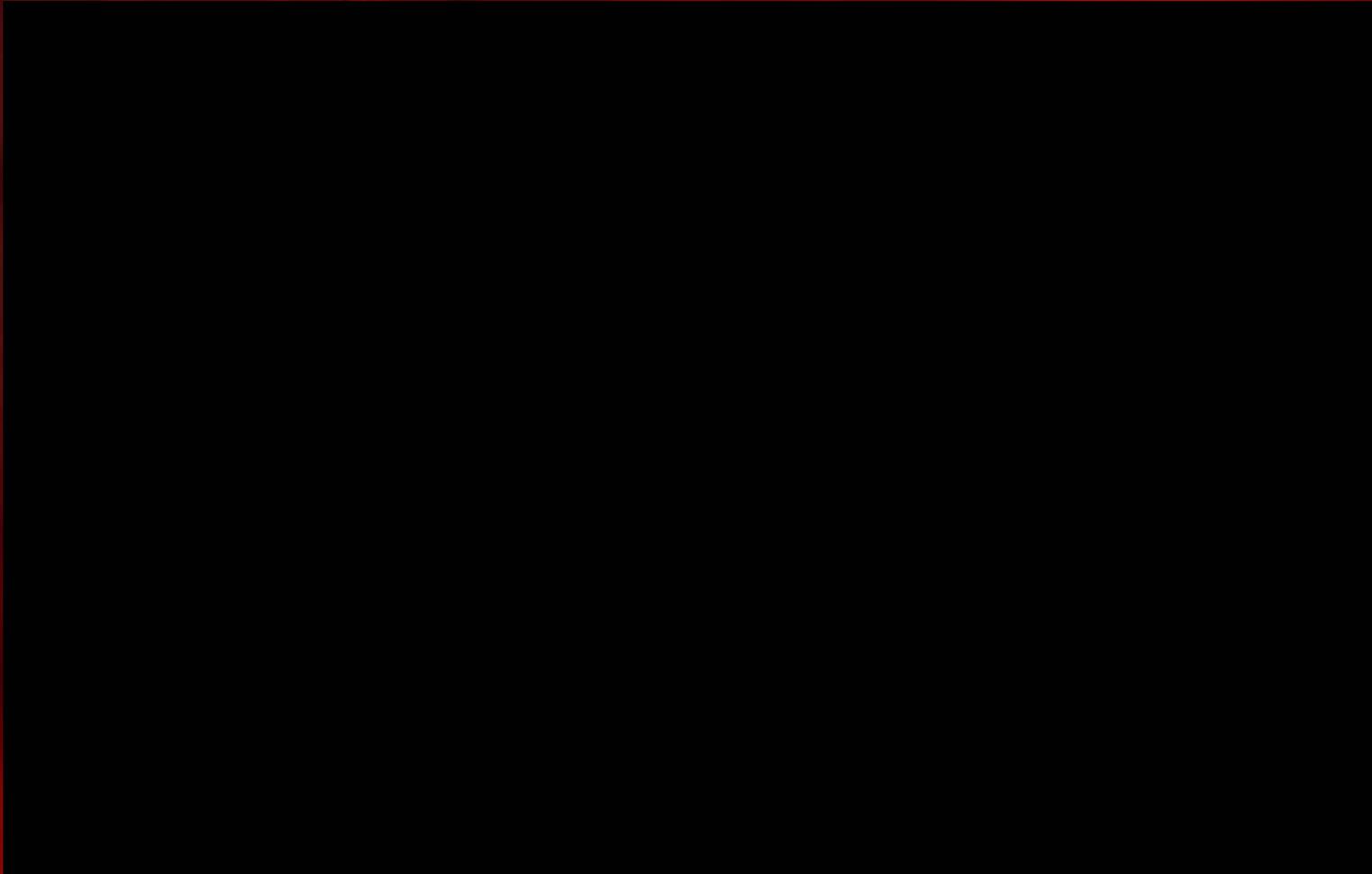


Expanding your Frame of Reference

- Frame of reference weaves the fabric of who we are. It's like a fingerprint or our perceptual DNA. It evolves from a complex combination of factors that shape our perceptions, how we think, how we form our attitudes and opinions, as well as how we see the world differently.
- Age
- Gender
- Ethnicity
- Education
- Religion
- Geography
- Where you grew up
- Size of family
- Values
- Life experiences
- Occupation
- Income
- Interests
- Politics, and more ...

**Right Brain Thinking
in a Left Brain World.**

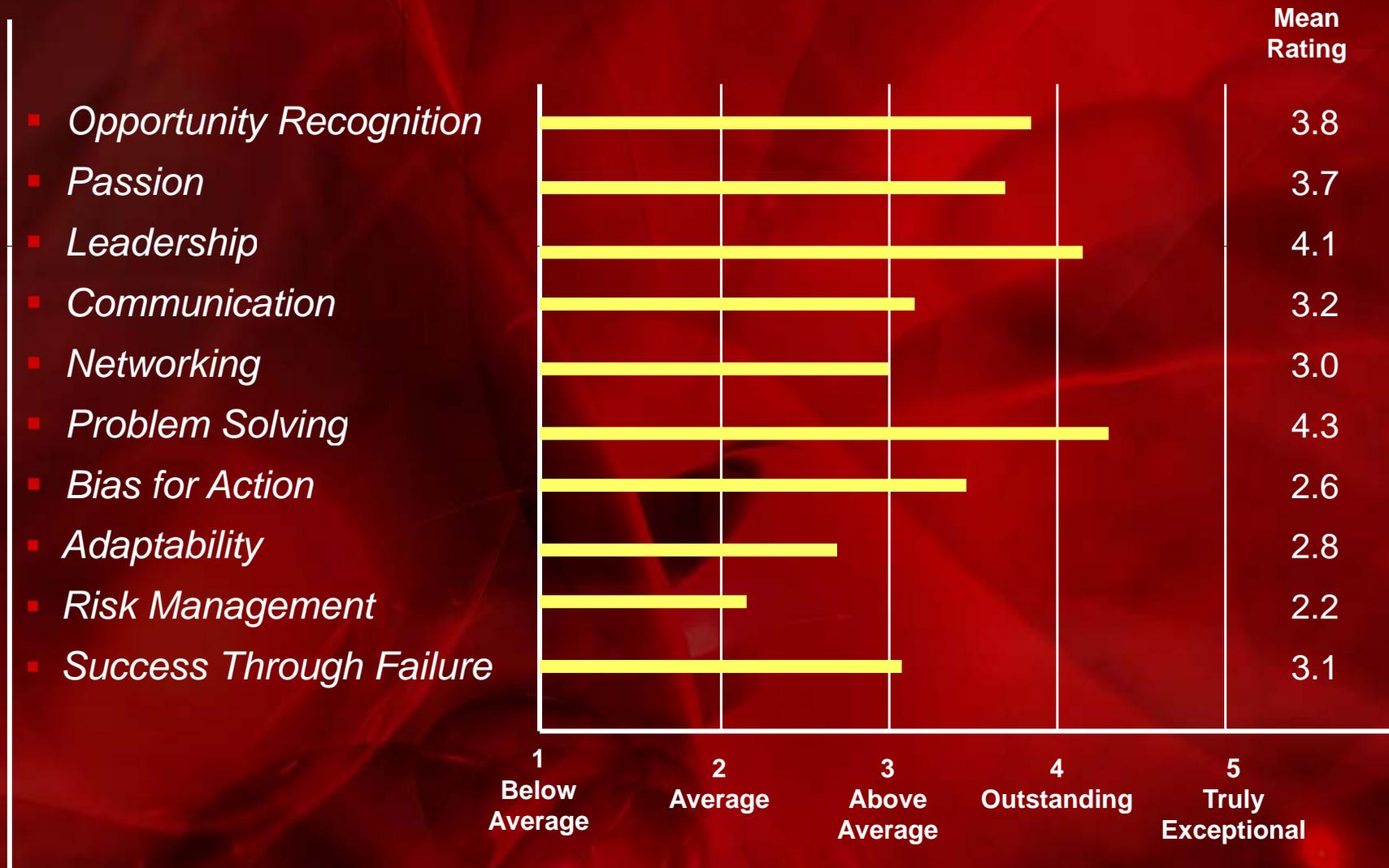




Katie Malysa '12



Traits Evaluation





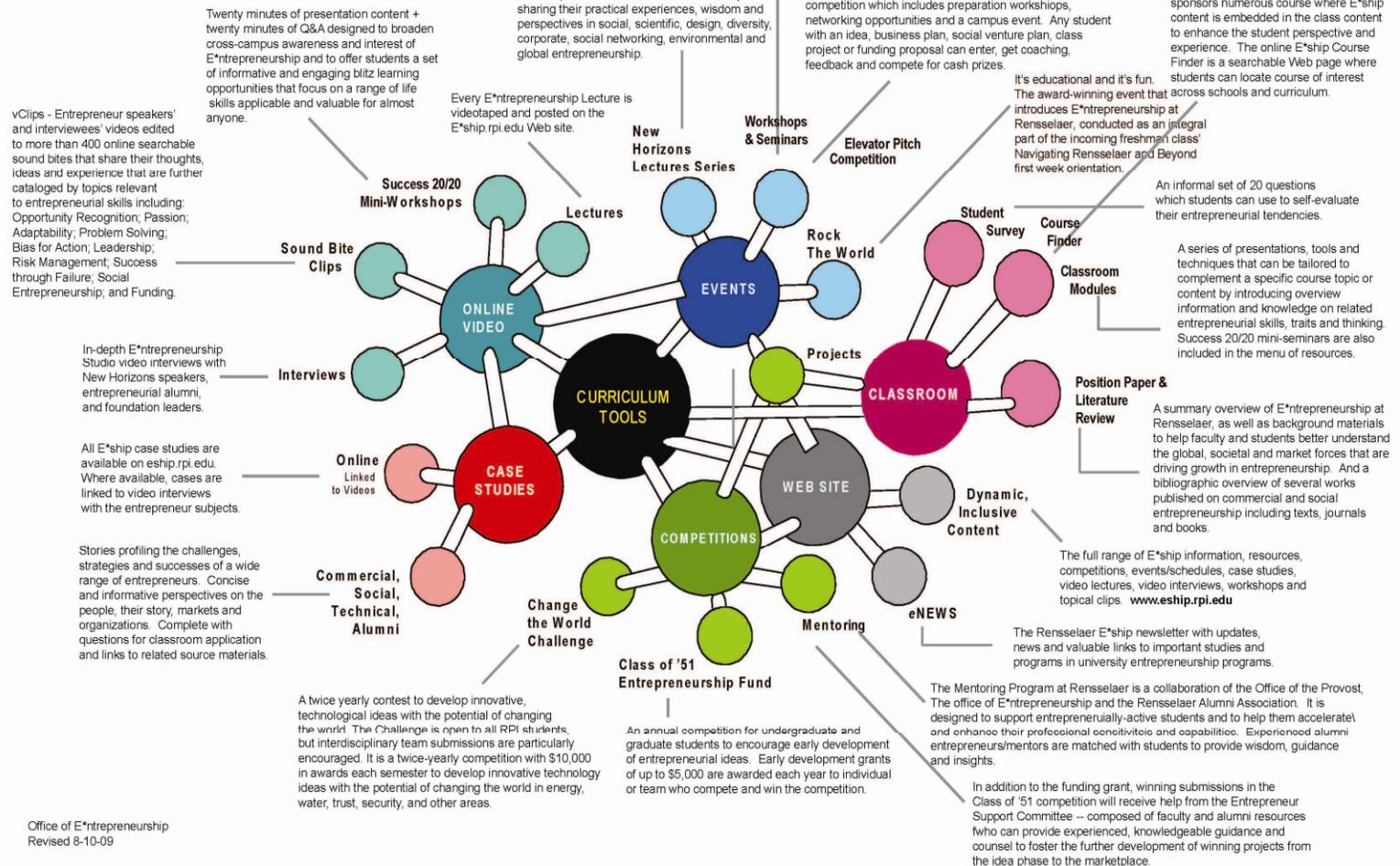
Convergent Thinking

Divergent Thinking



Across-The-Curriculum

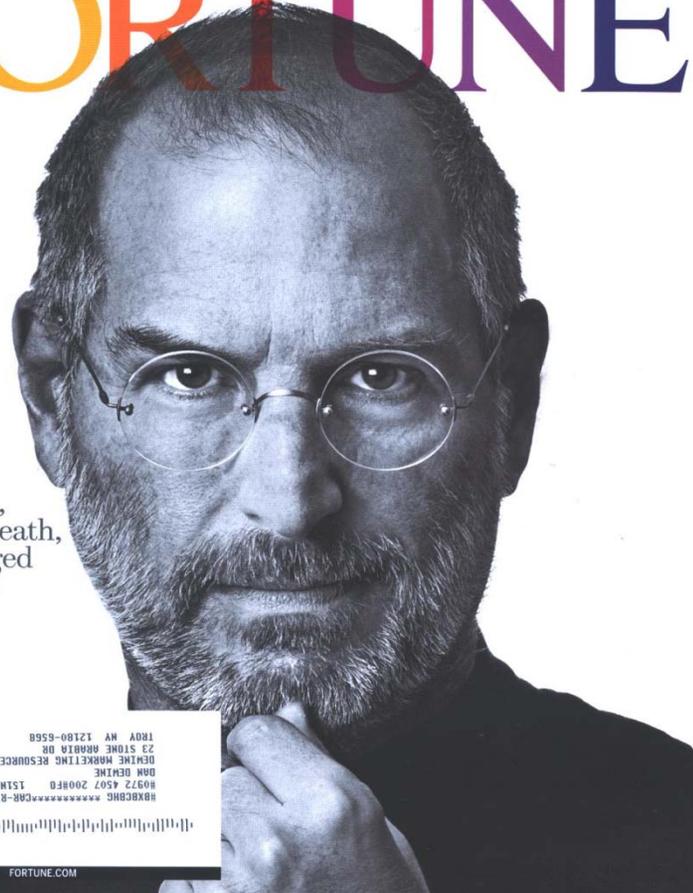
E*NTREPREURSHIP at Rensselaer Curriculum Tools





CEO *of the* DECADE

FORTUNE



STEVE JOBS
How He Defied the Downturn, Cheated Death, and Changed Our World
BY ADAM LASHINSKY
PAGE 89
NOVEMBER 23, 2009

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Key Points to Keep in Mind:

- Not everyone will become an entrepreneur, but everyone needs to be able to think and act like one
- Look for ways to expand your Frame of Reference and make connections

Bottom line:

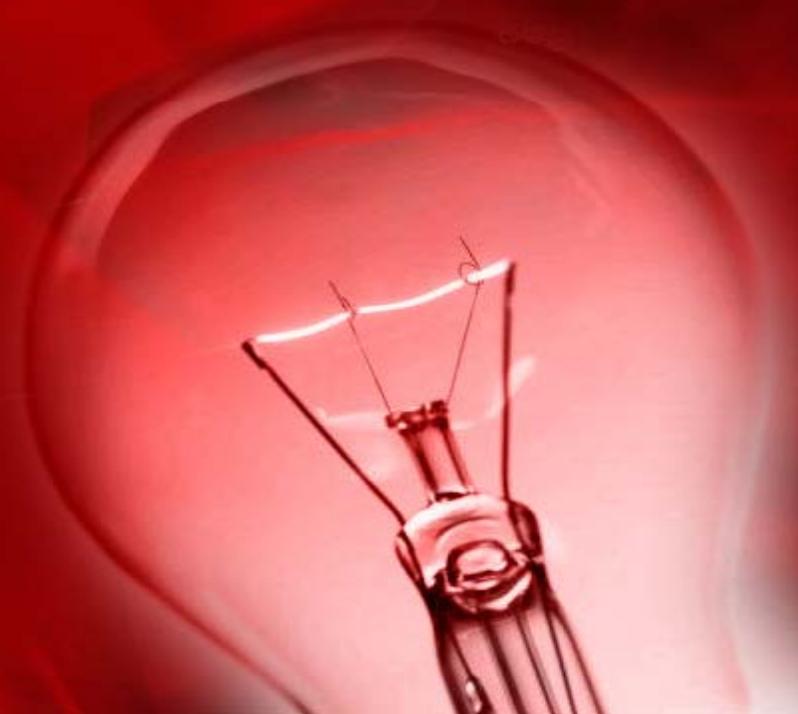
Entrepreneurship is a way to:

think

learn

succeed

LEAD



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cà m o'n

Rob Chernow
Vice Provost



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