



Juni 2024, Klaus Sailer

Regionale Entrepreneurial Eco-Systeme

Das Münchner Ecosystem ...



... ein komplexes Netzwerk und vernetzte Community

Entwicklung der Konzepte für Eco -Systeme

	Zentrale Akteure	Zentrale Konzepte	Zentrales Ergebnis
Marshallian Industriedistrikte	Kleine und mittelständische Unternehmen	Fachkräfteauswahl, spezialisierte Güter und Services, Wissenstransfer, Wettbewerbsmarkt	Regionales Wirtschaftswachstum (Fokus auf Produktivität)
Italienische Industriedistrikte „Drittes Italien“	Kleine und mittelständische Unternehmen; Lokale Regierung	Flexible Spezialisierung, Zwischenbetriebliche Kooperationen, Vertrauen im sozialen Miteinander	Regionales Wirtschaftswachstum (Fokus auf Beschäftigung)
Cluster	Innovative Unternehmen	Faktorenbedingungen, Nachfragebedingungen, verwandte und unterstützende Industrien, Unternehmensstruktur, -strategie und – konkurrenz	Nationaler/ regionaler Wettbewerb (Fokus auf die Produktivität spezieller Firmen)
Regionale Innovationssysteme	Innovative Startups; Entrepreneuriale Vernetzung durch nation. Regierung	Netzwerke, inter-organisationelles Lernen, System-Denken Bottom-up-Unterstützung	Innovation Talente und Start-ups Entrepreneurial Mindset

Stam, E., & Spiegel, B.
(2016). *Entrepreneurial ecosystems* (Vol. 16, No. 13, pp. 1-15). USE Discussion paper series.



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Talente und Entrepreneure im Mittelpunkt

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THROUGH INTUITIVE
FEEDBACK



30

DAYS ROI

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Kernpunkte für Entrepreneurial Eco-Systeme

Table 2. Differences and similarities between entrepreneurial ecosystems and related concepts

Approach	Industrial District, Cluster, Innovation System	Entrepreneurial Ecosystem
Main focus	Main focus is on economic and social structures of a place that influence overall innovation and firm competitiveness. In many cases, little distinction made between (fast growing) startups and other types of organizations.	Startups explicitly at centre of ecosystem Seen as distinct from established large firms and (lower-growth) SMEs in terms of conceptual development and policy formation.
Role of knowledge	Focus on knowledge as source of new technological and market insights. Knowledge from multiple sources is recombined to increase firm competitiveness. Knowledge spillovers from universities and other large research intensive organizations are crucial.	In addition to market and technical knowledge, entrepreneurial knowledge is crucial. Knowledge about the entrepreneurship process is shared between entrepreneurs and mentors through informal social networks, entrepreneurship organizations, and training courses offered.
Locus of action	Private firms and state is primary locus of action in building and maintaining industrial district/cluster/innovation system. Little room for individual agency in their creation.	Entrepreneur is the core actor in building and sustaining the ecosystem. While state and other sources might support ecosystem through public investment, entrepreneurs retain agency to develop and lead the ecosystem.

Spigel, B., & Harrison, R. (2018). Toward a process theory of entrepreneurial ecosystems. *Strategic entrepreneurship journal*, 12(1), 151-168.

Die Rolle von Universitäten im Eco -System

of students or faculty. It is therefore crucial that a common and coherent culture and understanding is developed with respect to the meaning of entrepreneurship. Entrepreneurship should be reframed in a way that is discipline specific, making it relevant to all students, and by clearly illustrating the societal benefits of entrepreneurial behaviour. This framing must also draw a distinction between developing an entrepreneurial attitude more broadly – something that is relevant to all students – and the cultivation of specific entrepreneurship skills for those students interested in new venture creation. In this regard, it means developing a broader lexicon of words around "entrepreneurship" such as: "attitude", "initiative", "impact", "creativity", "taking action", "unleashing ideas", "curiosity", "team work", and "academics into action" among many others.

5.4. Research-intensive universities need to embrace bottom-up initiatives that help to foster an entrepreneurial culture

Research-intensive universities take on a special role in society due to their threefold mission of research, education

infrastructure to ensure these initiatives are easy to find and to access.

5.5. Universities need to be open and take the lead with regard to entrepreneurship education in their entrepreneurial ecosystem

Many studies have demonstrated the important economic contribution of universities to their region and society at large. In order to truly create a knowledge economy, universities must become key players in shaping the economic landscape. They can do so by forging strong partnerships with local, regional, national and international players in what will become high quality entrepreneurial ecosystems. This includes e.g. leveraging their – typically very international – network of alumni. It also means being open to, and leveraging the entrepreneurial communities and ecosystems that already exist around universities and adopting an inclusive approach to entrepreneurship education to prevent the formation of closed "university islands".

Feyen, W., et al.. (2023). Student entrepreneurship at research-intensive universities-From a peripheral activity towards a new mainstream. League of European Research Universities.

Platforms, Communities, and Business Ecosystems: Lessons Learned about Technology Entrepreneurship in an Interconnected World

Steven Muegge

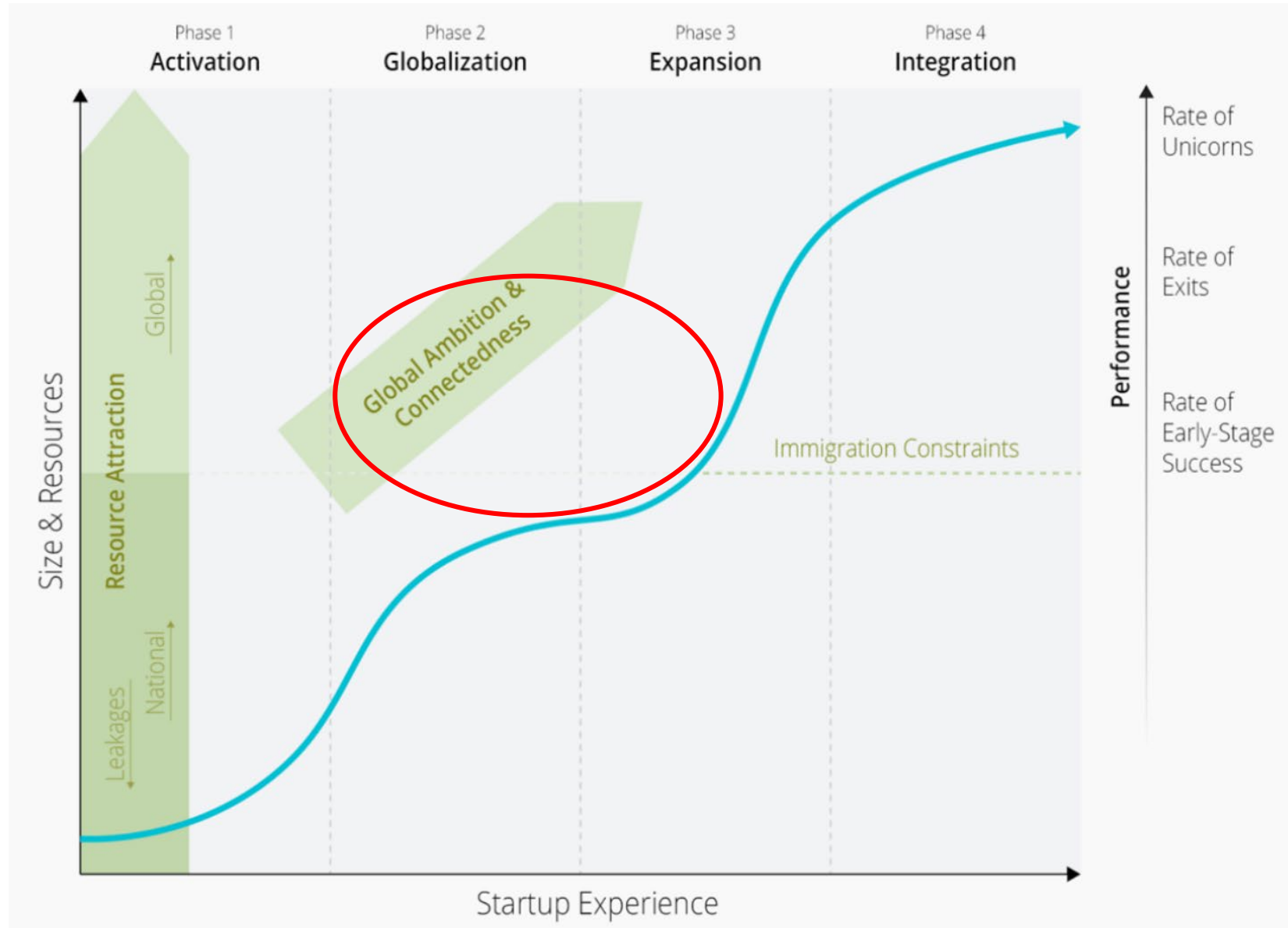
Level of Organization (Type of Actor)	Organizational Forms in an Interconnected System	Traditional Organizational Forms at the Same Level of Organization
Organization of economic actors	Business ecosystem: a field of economic actors whose individual business activities, anchored around a platform, share in some large measure the outcome of the whole ecosystem.	<ul style="list-style-type: none"> • Industrial organization
Organization of people	<p>Community: a voluntary group of people with common interests and a similar sense of identity. Communities can take many different forms. Two are particularly relevant here:</p> <ol style="list-style-type: none"> 1. Developer community: a community of people, organized as a meritocracy, who collectively maintain and extend a platform 2. User community: a community of people who use and consume a platform or the products, technologies, and services built on a platform 	<ul style="list-style-type: none"> • Firm (in the strategy and economics literature) or an organization (in the management and human resources literature) – a privately-held or publicly traded business • Government organization • Not-for-profit organization
Organization of things	Platform: a set of technological building blocks and complementary assets that companies and individuals can use and consume to develop complementary products, technologies, and services.	<ul style="list-style-type: none"> • Integral (non-modular) product or service • The outcome of a closed innovation R&D process

Muegge, S. (2013). Platforms, communities, and business ecosystems: Lessons learned about technology entrepreneurship in an interconnected world. *Technology innovation management review*, 3(2).

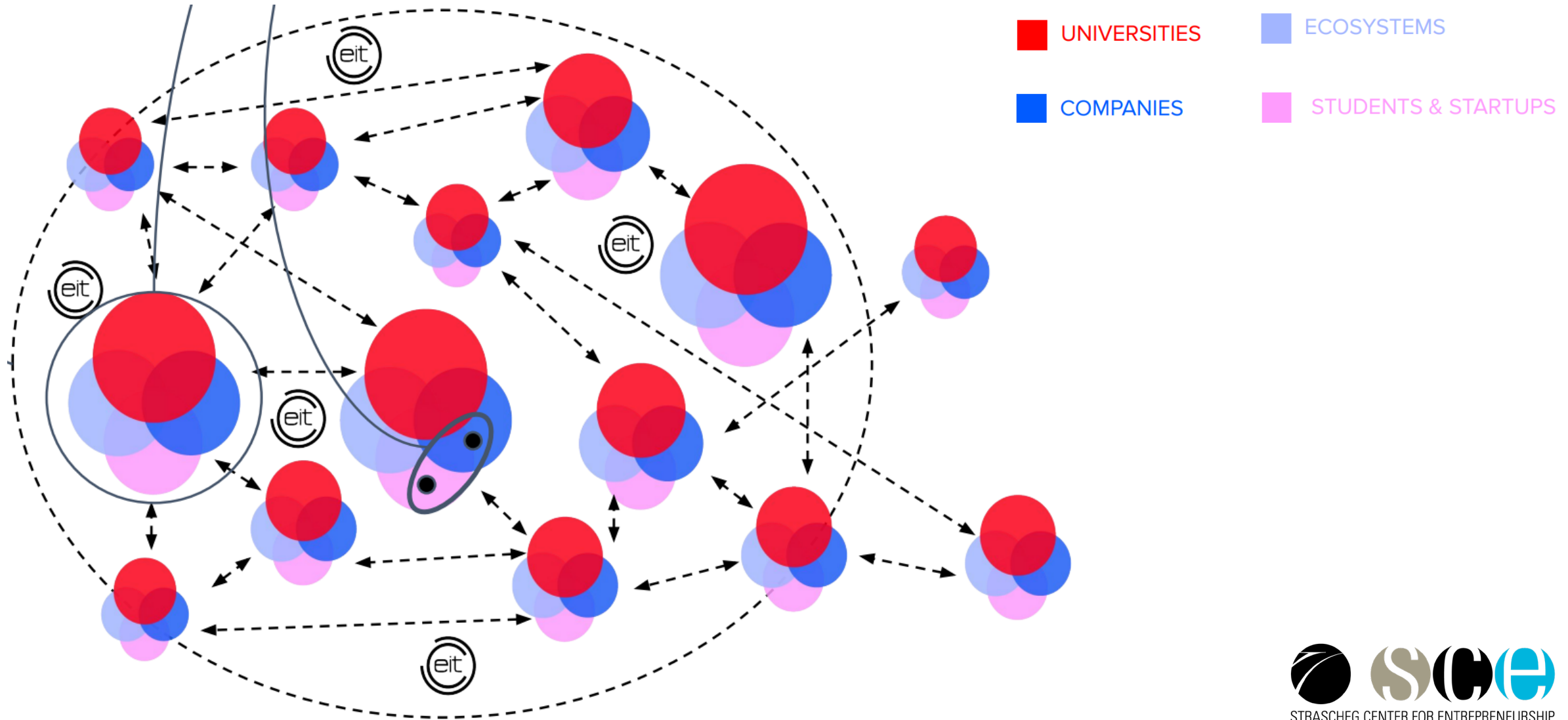


STRASCHEG CENTER FOR ENTREPRENEURSHIP

Entrepreneurial Eco-Systems und ihr Lebenszyklus



Hochschulen werden Teil eines international vernetzten Eco-Systems



Aufgabe von entrepreneurial Hochschulen

- Interdisziplinäre Motivation und Förderung junger Talente
- Erweiterung der Zielgruppe auf gesamte Ecosystem-Stakeholder
- Unterstützung von hochschulübergreifenden Projekten&Startups
- Befähigen und Unterstützen von dezentralen Kollaborationen & Co-Creation-Netzwerken als aktiver Teil von diesen (Hubs/Living Labs)
- Community-Building und Vernetzung von Stakeholdern und Ecosystemen

Community -Plattform für vernetzte Kommunikation



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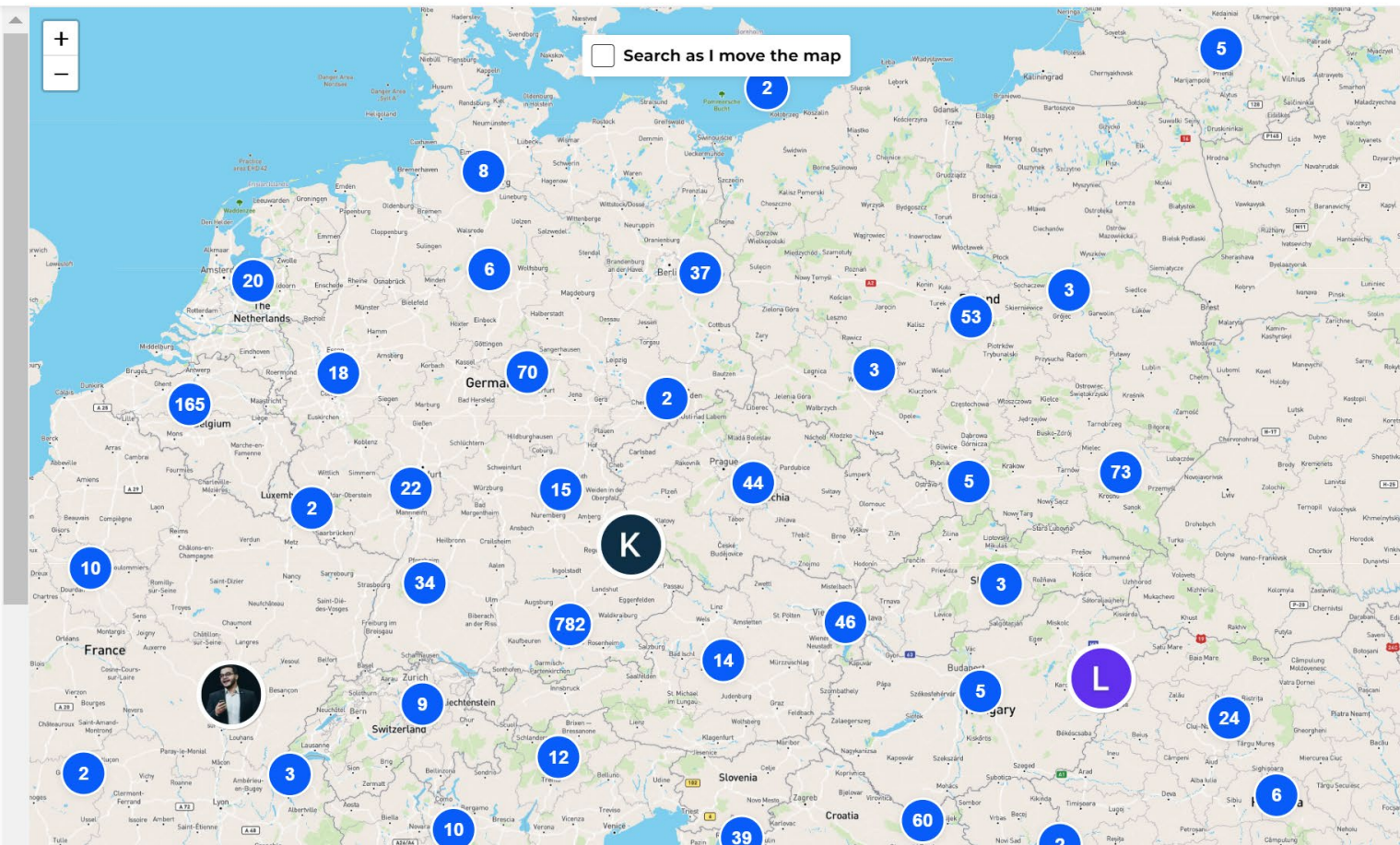
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MYRTO GIOUROUKI

Dimitrios Karydis

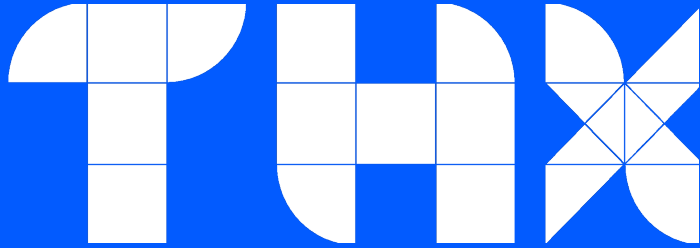


Governance für Ecosystemen



- Bildung regionaler Communities
- Aufbau eines nationalen und internationalen Netzwerks
- Aktive, offene Vernetzung und Programme mit anderen Ecosystemen





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