EFS Role in Strengthening Entrepreneurship and the Innovation Ecosystem

Cris Johnsrud, PhD
Pathfinder Research, Inc.

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What Do Entrepreneurs Need?

- Mentors
- Business & technical experts
- Specialized equipment
- Interns & other talent
- Networking opportunities
Access options

- Business incubators
- Accelerator programs
- Innovation networks
- Personal friends & acquaintances
- Web-based networking sites (LinkedIn)
- Expert Finder Systems
Barriers to access

• Fragmented community resources
• Colleges & universities are “black boxes”
  • Difficulties identifying potential interns & experts
  • No common point of access by outsiders
• Cultural barriers
  • Business culture vs. academic culture
  • Business culture vs. government culture
Organizational Culture

- Language
- Economy
- Power structure
- Belief system/Values
- Social structure
Organizational culture

- Economy
- Power and Authority
- Social Organization
- Values and Beliefs
Organizational Culture

Economy—
“Return on Investment,” “costs vs. benefits,” “rewards & incentives”

Power and Authority—
“stakeholders,” “management vs. science,” “command vs. consensus”

Social Organization—
“departments vs. functions,” “cliques,” “teams vs. individual”

Values and beliefs—
“public domain vs. confidentiality,”
“methodology vs. bottom line”
“Culture Shock” occurs when one moves from one cultural system to another. Expectations, values, priorities, rules of behavior, language, and “the way things get done around here” can be very different from what one has learned in his/her own culture.
### Business vs. Academic Culture

<table>
<thead>
<tr>
<th>Academia</th>
<th>Business</th>
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</thead>
</table>
| **Economy**—  
Research Grants & Contracts  
Donors/Foundations  
Legislative funding | **Economy**—  
Profits  
Costs of production  
Investors |
| **Power & Authority**—  
Full & Assoc. Professors  
Dept. Chairs/Deans  
Administrative VPs  
Provost/President | **Power & Authority**—  
CEO/Founders  
Investors  
Boards of Directors  
Customers |
## Business vs. Academic Culture

<table>
<thead>
<tr>
<th>Academia</th>
<th>Business</th>
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<tbody>
<tr>
<td><strong>Social Organization</strong>—</td>
<td><strong>Social Organization</strong>—</td>
</tr>
<tr>
<td>Student groups/clubs</td>
<td>Project teams</td>
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<tr>
<td>Professional societies</td>
<td>Unions</td>
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<tr>
<td>Faculty committees</td>
<td>User groups (tech)</td>
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<tr>
<td>Unions</td>
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<tr>
<td><strong>Values—</strong></td>
<td><strong>Values—</strong></td>
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<tr>
<td>Academic freedom</td>
<td>Return on Investment (ROI)</td>
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<tr>
<td>Research methodology</td>
<td>Beating competitors to market</td>
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<tr>
<td>Publications</td>
<td>Confidentiality</td>
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<tr>
<td>Creating new knowledge</td>
<td>Bottom line/profits</td>
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</table>
Culture conflicts

• Academic researchers often view business organizations as evil—
  • Want to control research methods and outcomes for its own benefit
  • Profit seeking can lead to falsifying of research outcomes
  • Business is not interested in the public good
Culture conflicts

• Business managers often view academic research as wasteful and impractical
  • Faculty researchers are not in touch with the ‘real world’
  • Researchers are egotistical and a pain to work with
  • Researchers do not understand the need for rapid completions of product development to beat competitors to the market
How Can EFS Help to Bridge the Gap?

• Create “business-friendly” access points on EFS websites
• Identify researchers and students who are willing to work with entrepreneurs and other businesses on projects
• Align expertise areas with standard industry classifications where possible
How Can EFS Help to Bridge the Gap?

- Help educate researchers and students about the role of entrepreneurs in local economic development
- Partner with academic career development organizations to improve access to internship opportunities with local startups
How Can EFS Help to Bridge the Gap?

• Reach out to local innovation groups and business leaders to obtain input for EFS
• Educate local, county and state entities about EFS and its value to the innovation ecosystem
How Can EFS Help to Bridge the Gap?

• Draw on incubator programs to spread the word about EFS to entrepreneurs
• Foster collaborations between technical experts from both business and academia
Pathfinder Research

Thank you!

Dr. Cris Johnsrud
386-454-5676
PathfinderResearchInc.com