

# Case 1

## Impact through professionalized University-Industry Collaboration with companies

- The Business Design Center (BDC) was founded on the premise of research collaboration with industry; in many cases including students as active resources in the process. Achieving return on invest for all of the stakeholder group involved in these collaborations is difficult, and this is the competitive advantage of the *Generic Lab* setup developed by BDC.
- To date the BDC has worked with more than 200 organizations ranging from SMEs in the local economy to global corporations in relation to designing business models that are scalable and disruptive.
- This research has been published in leading international scholarly journals, and the expert opinion of BDC researchers has been conveyed to policy-makers and global professional organizations

# Case 1, continued

- Our impact is documented in numerous cases where our research, and our student involvement, has impacted the way companies have done business, leading to growth in profits, job-creation and capital investments.
  - Matching 4 Growth: 12 mio. DKK invested during the project, a further 17 mio. DKK in the aftermath
    - Sort, J. and C. Nielsen (2017), Using the Business Model Canvas to Improve Investment Processes, Accepted in Journal of Research in Marketing and Entrepreneurship
  - Copenhagen Seafood: 7 years of interventionist research led to the implementation of new channels and new partners to achieve business model scalability
    - Nielsen, C. & M. Lund (2017), Finding the Sweet Spot in Business Model Scalability, Accepted and forthcoming in Sloan Management Review
  - SkyWatch: interventionist research project led to the implementation of a new business model and the creation of 25 jobs
    - Lund, M., & Nielsen, C. (2014). The evolution of network-based business models illustrated through the case study of an entrepreneurship project, Journal of Business Models, Vol. 2, pp. 105-121.

# Case 1, further references

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- Nielsen, C. & K. Cappelen, (2014). Exploring the Mechanisms of Knowledge Transfer in University-Industry Collaborations: A Study of Companies, Students and Researchers. *Higher Education Quarterly*, Vol. 68, No. 4, pp. 375–393.
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## Case 2

# Improving entrepreneurship in the region

- The Business Design Center (BDC) constitutes one of the hubs of entrepreneurship-teaching at Aalborg University, mixing creativity training with opportunity spotting and business model configuration in a full semester for students on the New Venture Creation and Corporate Entrepreneurship modules. Between 25 and 30% of the student projects in NVC have revenue before the semester ends
- The impact of the research conducted in designing entrepreneurship modules has affected local activities such as the start of an entrepreneurship-café
- Aalborg municipality established its entrepreneurship café after Megalab presentations were lobbied to members of the City Council in different contexts
- BDCs New Venture Creation and G-Lab structure has been begun implemented in other academic institutions and in business incubators
- Elements from Annemarie Østergaard's PhD dissertation is currently applied in the Business Aalborg entrepreneurship programme
- Kickass Companies, the research-based strategy model developed in a BDC

# Case 2, references

- Nielsen, C., C. Byrge & M. Lund (2017) From Creativity to New Venture Creation: Exploring the potentials of training creativity and business-opportunity spotting. *Journal of Creativity and Business Innovation*, Vol. 3, pp. 65-88.
- Brøndum, K., Nielsen, C., Tange, K., Laursen, F., & Oehlenschläger, J. (2015). Kickass Companies: Leveraging business models with great leadership. *Journal of Business Models*, 3(1), 22-28.
- Østergaard, A. (2017). The Entrepreneurial Personalities: A study of personality traits and leadership preferences of entrepreneurs. Aalborg Universitetsforlag. (Ph.d.-serien for Det Samfundsvidenskabelige Fakultet, Aalborg Universitet).