Global Alliance Laboratory
VentureLab
envisioned…

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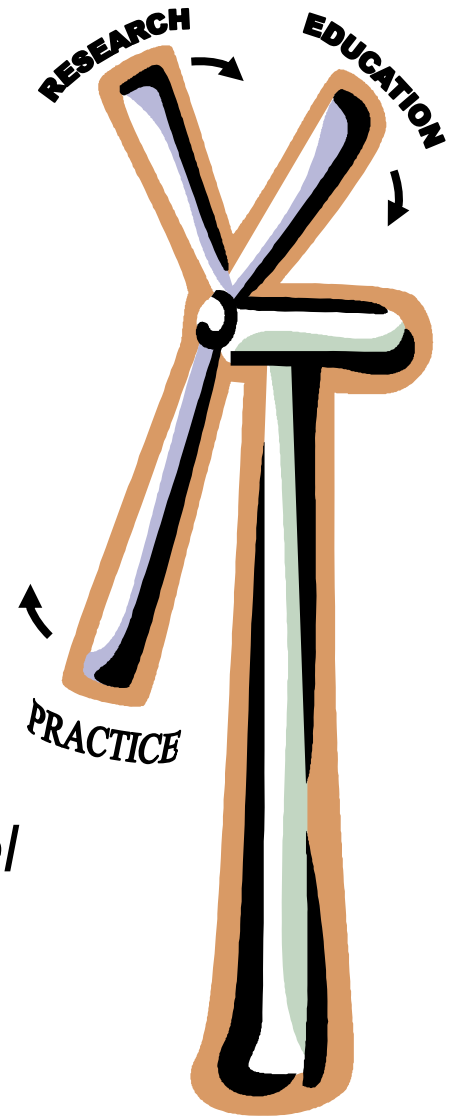
”Windmill of Change”

- Integration of Research, Education, and Practice: ”Three into one”
  - Integration of Education and Practice (”two into one”) has been done before
- Towards a new innovative structure
  - Within the changing university system
- *Alternative Energy Generation*
  - *For the institutional innovation system*
  - *Empowered by ”Dreams and Passion”*
  - *Investing in the Individual on every level*
  - *Individuals investing in each other*



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Mission envisioned

- To produce ”Masters of Growth Venturing”
  - Individuals capable (both willing and able) of creating business value that ”makes meaning”
  - With great passion on problems worth solving
  - From Human, Technology and Business backgrounds
- On fresh evidence based knowledge
  - Knowledge based on research on *creation of business* taking place **real time, real life**
  - Live Case Approach
- Thereby renewing the Theory of the Firm
  - Under the paradigm of Growth Venturing

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Strategy envisioned

Produce ”Masters of Growth Venturing” via

- active side-by-side engagement of students, faculty, and practitioners in the creation of brave new enterprises
  - with both external business partner firms and internal research spin-offs & student ventures
- mobilising practitioners into parallel roles
  - as (i) business partners and (ii) practically motivated PhD students and part-time faculty
- practically, running an open innovation based business creation platform (or Living Lab)

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Operations envisioned

- Students *learn by doing*
  - ”Dream Labour of a Dream Factory”
  - Some serve as knowledge investors (in profit pools)
- Practitioners *offer Live Case material*
  - Some serve as scholars (PhD students) and part-time faculty
  - Some serve as knowledge investors (in profit pools)
- Faculty *teach while enjoy scholarly access*
  - Some serve as knowledge investors (in profit pools)

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Vision 2011 envisioned

- 1 NASDAQ IPO has emerged from the ”Global VentureLab” platform
- 4 new PhDs have pushed the V2C (or Growth Venturing) paradigm a leap forward
- All ”Global VentureLab” graduates are ”most wanted” on the global job market
- Global network in place
  - All main continents bridged
  - Global VentureLab platform constituted

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