

20TH IEEE MEDITERRANEAN ELETROTECHNICAL CONFERENCE

IEEE MELECON 2020

JUNE 16-18, 2020, PALERMO, ITALY



IEEE Entrepreneurship Explained

Photographer unknown

Joanne Wong – 2020 Vice-Chair, Investor & Industry Activities



**IEEE
Entrepreneurship**



IEEE Entrepreneurship

- Who we are?
- What we do?
- How you can join us?

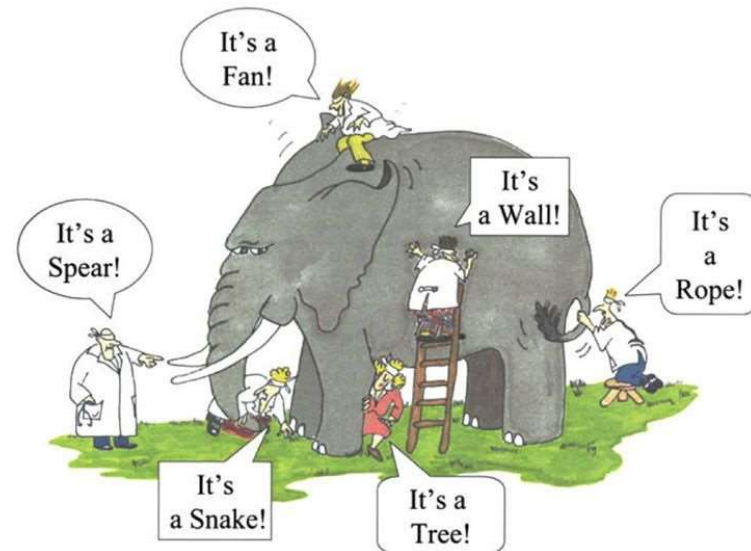


Many opinions about who we are

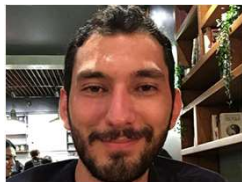
**“And so these men of Indostan
Disputed loud and long,
Each in his own opinion
Exceeding stiff and strong,
Though each was partly in the right,
And all were in the wrong!”**

–John Godfrey Saxe

The Blind Men and the Elephant



Our 2020 IEEE Entrepreneurship Steering Committee



No particular order.
Decoder key is at:

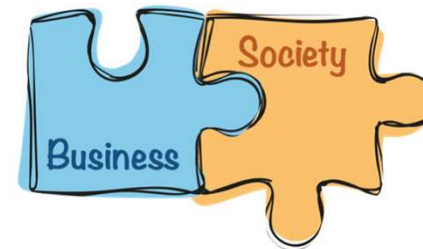
<https://entrepreneurship.ieee.org/>



IEEE Entrepreneurship

Our Mission:

“to foster entrepreneurial engineering and technological innovation for the benefit of humanity”



Technology for the Benefit of Humanity

“Where IEEE Entrepreneurship and Humanitarian Activities Meet”



IEEE Entrepreneurship

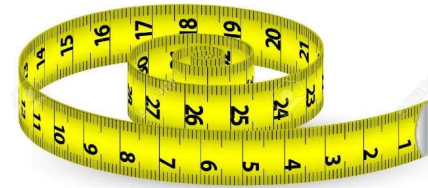
Our Goals:

- **Be relevant** to engineering driven entrepreneurs in our IEEE Entrepreneurship ecosystem
- **Explore and better understand** our vast entrepreneurial ecosystem's needs
- **Create** useful product/services that provide value and create revenue streams



IEEE Entrepreneurship

Measurements – 360° view



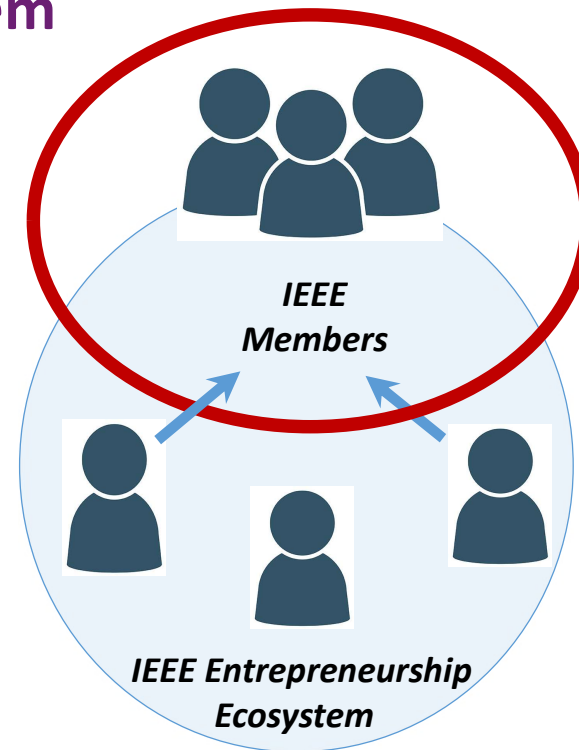
- **Customer Value Added (CVA)** Did we create value for our customers?
- **Economic Value Added (EVA)** Did we create economic value for our organization?
- **Personnel Value Added (PVA)** Did we develop leadership for the future?

*“Leadership is not about the next election,
it is about the next generation.”*

–Simon Sinek

Our IEEE Entrepreneurial Ecosystem

- Those who are IEEE members and are interested in entrepreneurship
- Some in our ecosystem who become IEEE members because they see value.
- Some who are not IEEE members, but want to be a part of our entrepreneurship community.



IEEE Entrepreneurship

What we are not:

- *An IEEE Society, Council, Affinity Group or Technical Community*
- *Academia or Industry -- in the first order*



What we are:

- *A entrepreneurial community inside and outside IEEE with approximately 17,000 virtual members*
- *Rebellious – see Apple Super Bowl ad in 1984*
<https://www.youtube.com/watch?v=2zfqw8nhUwA>

Market Research –Step 1

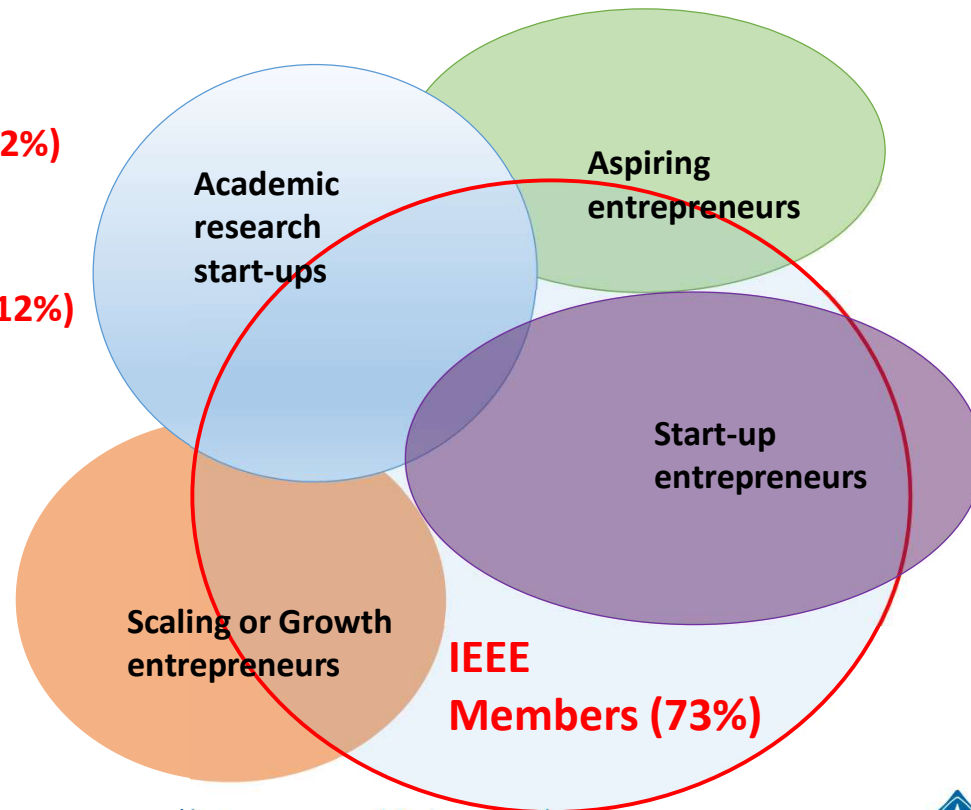
- ❑ IEEE Entrepreneurship completed market research in Q1 2020
 - about 4,000 people in our IEEE Entrepreneurship ecosystem were randomly sampled
 - 502 people responded for, a response rate of 13%

- ❑ Our goals were to:
 - characterize our IEEE Entrepreneurship demographics
 - understand the value of products that we could develop



Demographics of our IEEE Entrepreneurship Ecosystem

- Academic research start-ups **(23%)**
- Aspiring entrepreneurs – product ideation stage **(22%)**
- Start-up entrepreneurs **(26%)**
- Growth and scaling entrepreneurs **(12%)**
- Investors **(7%)**
 - Accelerators
 - Crowd Funding
 - Pitch Competitions
 - Angels
 - VCs
 - Governments



IEEE Entrepreneurship Questionnaire – Key Findings

- Almost half (46%) of respondents described their startup model as both products and services. The other half were split between services (38%) and products (17%)
- Six in ten (59%) respondents have additional paid professional positions other than their entrepreneurial work. About 30% spend 30 - 60+ hours/ week in their business
- Respondents have been active for an average of 9 years as an entrepreneur
- Six in ten (60%) respondents feel their startup or entrepreneurial idea aims towards at least 1 United Nation Sustainable Development Goal, with the highest representation (60%) in Goal 9 -- Industry, Innovation and Infrastructure

IEEE Entrepreneurship Products/Services That Could Provide Value

Service	Not Important	Important
Mentoring from entrepreneurial leaders	14%	68%
Mentoring from investors	16%	68%
Intellectual Property advice at lower cost	15%	66%
Entrepreneurial workshops	14%	65%
Access to legal expert advice at lower cost	18%	65%
Analytical or development tool kits at lower cost , such as TI, Matlab, etc	17%	65%
Access to technical expert advice at lower cost	16%	62%
Company profile marketing assistance , at lower cost, such as Wevolver. etc	19%	58%
PR Web services at lower cost	23%	58%
Amazon Web Service (AWS) credits	25%	57%
Healthcare plans for small businesses	24%	57%
Office space at lower cost	28%	57%
IEEE Xplore downloads at lower cost	26%	55%
IEEE Entrepreneurship credit card	38%	43%

In the works --- “IEEE Entrepreneurship Impact Award”

- **Designed to be awarded annually to an individual who made a significant impact in our IEEE Entrepreneurship Ecosystem**
- **Judged by a Special Awards Committee of 5 people**
- **Criteria include -- Entrepreneurial Spirit, Value Creation, Impact (deep or wide), and Sustainability**
- **\$2,000 cash award plus a plaque**
- **Presented in person at an IEEE Entrepreneurship event**

IEEE Entrepreneurship



What we do

Sample of IEEE Entrepreneurship Events

Both IEEE and Non-IEEE Events

- Speakers
- Panels
- Exhibits
- Judging Pitch Competitions
“IEEE Entrepreneurship Stars”



Video Pitch Challenge at G-STIC 2019

- ▶ Partnership between HAC, IEEE Entrepreneurship, and the UN Major Group on Children and Youth (UN-MGCY)
- ▶ Video Pitch Competition based on the UN SDGs for G-STIC 2019 and on IEEE's mission "Technology for the Benefit of Humanity"
 - Energy, Oceans, Food, Health, Circular Economy, Education, Water, CO2 as a Resource, Housing, Climate Action
- ▶ Judged by Samantha Snabes, Janati Nakimera, and Nadim Choucair using IEEE Entrepreneurship's criteria of "Innovation, Product, Market, Diverse Team, Traction"
- ▶ 72 videos from 24 countries
- ▶ Video pitch winners in three categories
 - Product Ideation
 - Start-Up
 - Growth



Humanitarian Activities
Committee

Introducing the 2019 Winners

Passang Wangdi
from Bhutan



Greenovation Bhutan builds decent housing for communities using recycled plastics as an alternative construction foundation

Rex Tan
from Singapore



AEvic Health has developed a smart medical device that can predict the onset of an asthma attack

Venkat Rajaraman
from India



Cygni developed a community-level, smart solar grid—a sustainable solution to provide electricity in rural communities.

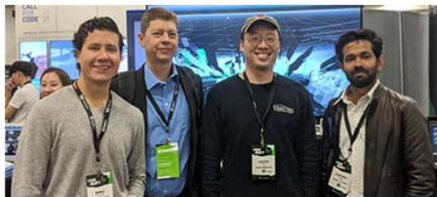


IEEE Entrepreneurship Stars

2020 CES
in Las Vegas



Top 3 of the top 20
European Companies
at K4I in the European
Parliament



TechCrunch in California



Slingshot in Singapore



IEEE Entrepreneurship Mentors / Workshops

The Personal Touch

- Founders Office Hours -- mentoring by entrepreneurial leaders and investors
- IEEE Entrepreneurship Workshops for Engineers and Scientists & Innovation Nation



IEEE Entrepreneurship Career Center & Global Accelerator Startup Index

The Global Startup Accelerator Index is an IEEE information resource for researching entrepreneurship that includes universities, co-working spaces, pitch competitions, incubators, accelerators, grants, and funding.



The IEEE Entrepreneurship career center bridges the gap between job seekers and employers in the engineering-driven startup community. It provides many useful resources for recruiters, job seekers, and employers.



IEEE Entrepreneurship



How you can join us

IEEE Entrepreneurship

Join us for free !!!!

Social Media

- **Web Site** entrepreneurship.ieee.org
- **Collabratec** (~16K)
- **Newsletter** (~17K)
- **IEEEtv Video views** (~27K)



If you let us know about your entrepreneurial event, we will promote it!

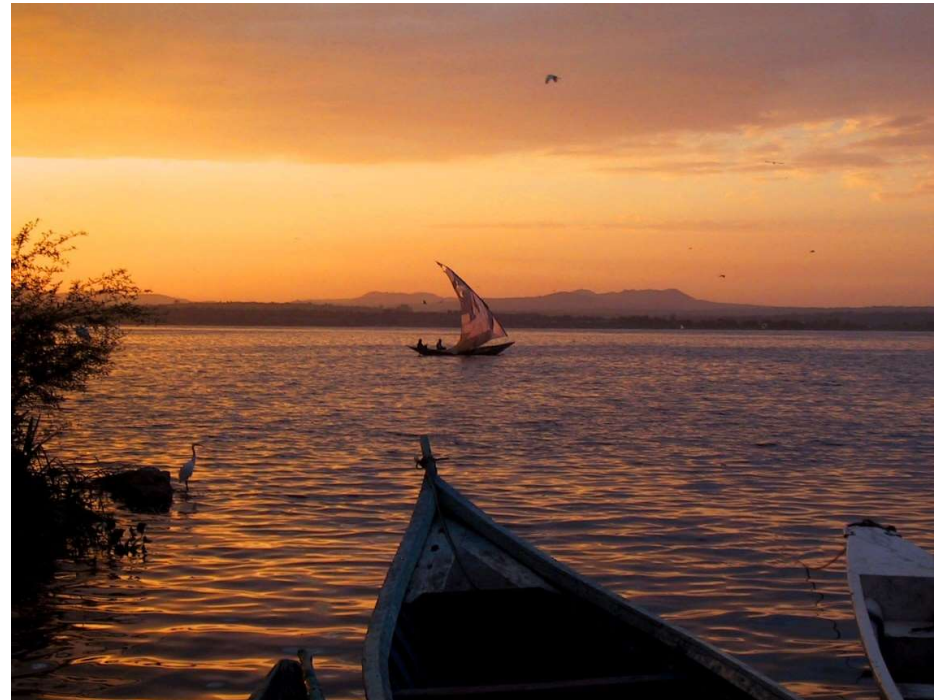


Asante! Questions?

***“Ukitaka kwenda kasi,
nenda peke yako.
Ukitaka kwenda mbali,
nendeni pamoja”***

***“If you want to go fast,
go alone.
If you want to go far,
go together.”***

–African Saying



*Photo by
Dale
Ressler*