



AALBORG UNIVERSITET

Wofie – eksempel på kursus i brudfladen mellem  
curriculære og ekstracurriculære I&E aktiviteter

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## Aalborg University – a network university

Based in Aalborg, Esbjerg and Copenhagen, and in Japan, India, Italy, USA....

- Founded 1974
- Faculties:
  - Humanities (2 departments)
  - Social Sciences (5 departments)
  - Engineering and Science (11 departments)
  - Medicine (2 department)
- 20 Departments
- National Building Research Institute (SBI), Cph
- > 20,500 students
- Campuses:
  - Aalborg (Main)
  - Esbjerg
  - Copenhagen
  - Annual budget (2014) in excess of EURO 300 M

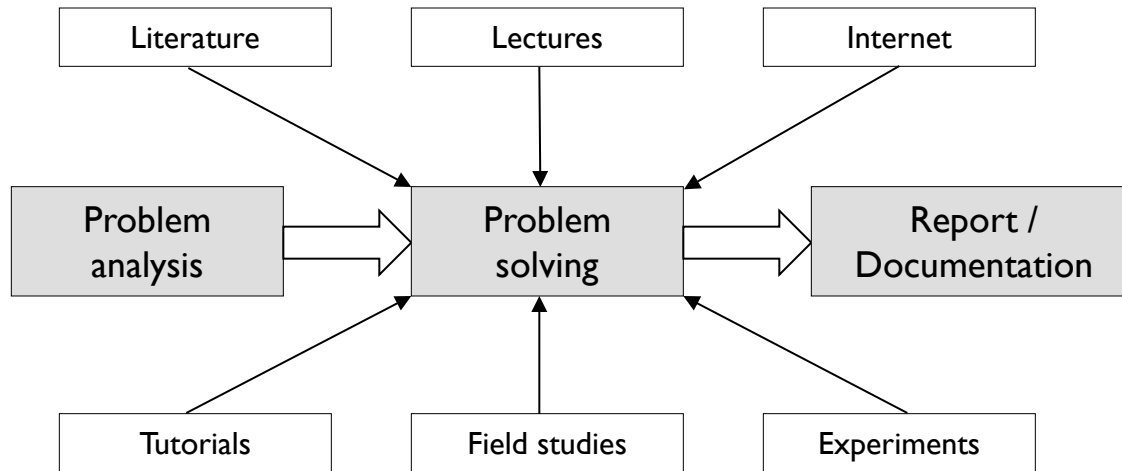


# AAU Innovation – main Knowledge Exchange operator

App. 33 administrative staff – no researchers

- AAU Matchmaking - KTO (app. 20 FTE)
  - Infrastructure and networks
  - Cluster initiatives
  - Exploratorium
  
- Patents- and commercialization - TTO ( 4 FTE)
  - Technology transfer
  - Spin Outs and licensing
  
- Supporting Entrepreneurship at Aalborg University (3 FTE)
  - Educational development
  - Start up support for students, graduates and staff
  - Cross disciplinary initiatives

## The Aalborg Model : Problem and project Based Learning (PBL)



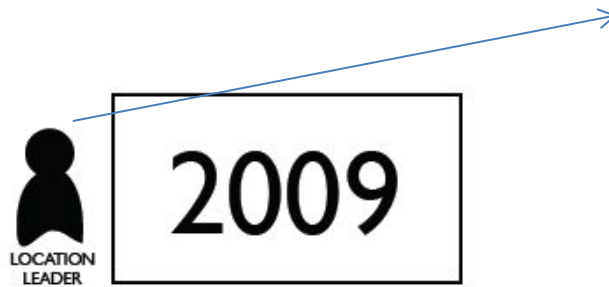
Model from *The Aalborg PBL model - Progress, Diversity and Challenges*  
Anette Kolmos, Flemming K. Fink & Lone Krogh

# WOFIE – Workshop For Innovation and Entrepreneurship - a cross-disciplinary model.

- Originally a call to respond to government demand for increase in entrepreneurship education – one offer to all students
- 4 day intense workshop in innovation and entrepreneurship
- Targeted at all 2<sup>nd</sup> semester master students in all faculties at the university and partner institutions
- Simultaneously running at all campuses – from 4 to 10 locations
- Live transmission between locations
- Cross-disciplinary groups created with widest possible spread in backgrounds of students

# WOFIE – Workshop For Innovation and Entrepreneurship

## - first synchronous approach



CLUSTER

CLUSTER

CLUSTER



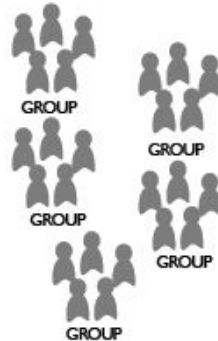
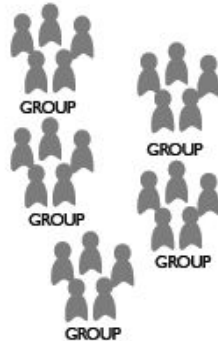
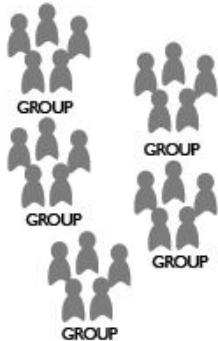
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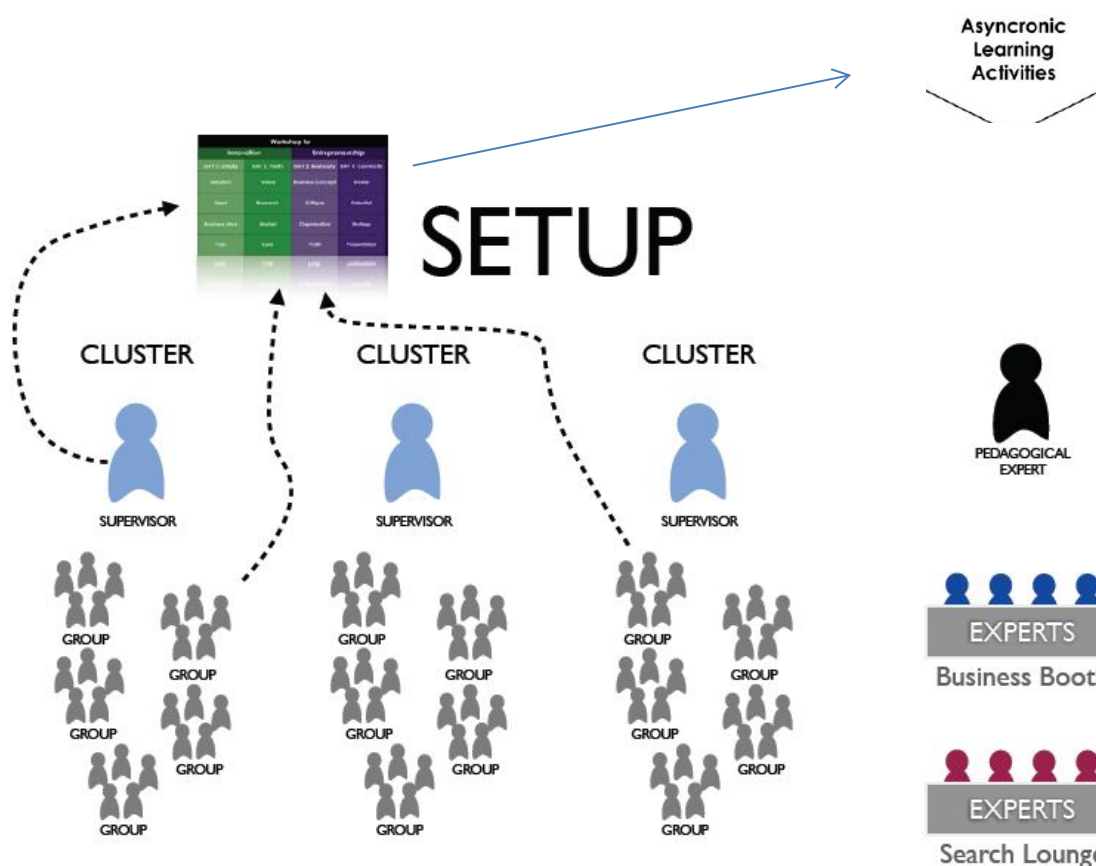
Time	Activity	Tools & Material
0955 1000	<b>ENERGIZER IN CLUSTERS</b> Supervisors gather students from his/her cluster and do 1 Energizer	 Energizer catalogue
1000 1030	<b>FILL THE BRAIN BANK</b> Location leader instructs in filling brains. Supervisor assists the groups	 BRAIN BANK paper TEMPLATE with 6 brains And BRAIN BANK on Wofie.aau.dk
1030 1130	<b>TRENDS MEET SUBTHEME: 1 CHALLENGE</b> Location leader instructs the process. And point out resources available; GREEN ISLAND, BRAIN BANK og SEARCH LOUNGE. Staging: Inspire openness, let curiosity drive the search; bottom up is just as good as top down. The point is to merge future trends to subthemes to create interesting CHALLENGES for students to pursue. (NO IDEAS FOR SOLUTION) Supervisor hands out subtheme cards to groups (they choose theme from the pile) Process 1. 10 minutes: each student writes down 5 mega TRENDS for the next 5 years. (individual) 2. 10 minutes: Sort and categorize trends into 5 clusters of TRENDS. (Group)	 Slides with instructions   Subtheme cards for each supervisor.   2 color post-its: one for trends and one for challenges



# WOFIE – Workshop For Innovation and Entrepreneurship

- a new asynchronous approach

## 4 by 4 MATRIX



Workshop for			
Innovation		Entrepreneurship	
DAY 1: Uniqify	DAY 2: Verify	DAY 3: Businessfy	DAY 4: Convincify
Ideation	Value	Business Concept	Desire
Need	Research	Critique	Potential
Business Idea	Market	Organisation	Strategy
Pain	Cure	Profit	Presentation

# WOFIE – Workshop For Innovation and Entrepreneurship

## - the guide map

# 4 by 4 MATRIX

Asynchrone Learning Activities	Workshop for			
	Innovation		Entrepreneurship	
	DAY 1: Uniqify	DAY 2: Verify	DAY 3: Businessfy	DAY 4: Convincify
UNIQUIFY	Ideation	Value	Business Concept	Desire
VERIFY	Need	Research	Critique	Potential
BUSINESSFY	Business Idea	Market	Organisation	Strategy
CONVINCIFY	Pain	Cure	Profit	Presentation

Innovation		Entrepreneurship	
DAY 1: Uniqify	DAY 2: Verify	DAY 3: Businessfy	DAY 4: Convincify
01. DELPHI IDEATION 02. BRAIN POOL WRITING 03. FORCED RELATIONSHIP 04. CLUSTERING	12. IDEATE FOR VALUE 13. COMPOSE A PRODUCT/ SERVICE CONCEPT	20. EXECUTIVE SUMMARY	26. UNIQUE SELLING POINTS 27. EMOTIONAL SELLING POINTS
05. FRAME THE PROBLEM 06. CHALLENGE CHECK 07. EXPLORE	14. DEFINE INF. NEEDS 15. SEARCH, SEEK AND LEARN 16. ORGANISE MATERIAL	21. SWOT 22. ROLE PLAY GAME 23. BUDGET	28. SCALABLE 29. FLEXIBLE 30. SPIN OFF
08. VISION 09. MISSION 10. SELECT IDEA	17. BUSINESS MODEL 18. TARGET MARKET	24. BUSINESS PLAN	31. GOALS & OBJECTIVES 32. ROLL-OUT PLAN
11. PRESENT THE IDEA	19. PRESENT THE CONCEPT	25. PRESENT ACCESS TO MARKET	33. REHEARSE THE PITCH 34. COMPLETE PRESENTATION

### IDEATION

**01. DELPHI IDEATION** – Fast ideation and sharing ownership of ideas. Each team member develops or picks one favourite idea. In pairs, they work on 1 idea on 1 A2 piece of paper. Do several rounds and shift pairs/ideas.

**02. BRAIN POOL WRITING** – Empty your head and document your ideas. Every team member has a pile of A4 paper. One idea is sketched and commented on per sheet of paper. The paper is then placed in the middle of the table. When a participant runs out of ideas, a piece of paper is taken from the pool in the middle of the table and the idea is used either for improvement or as inspiration for a new idea (on a new sheet of paper).

**03. FORCED RELATIONSHIP** – Thinking outside the box. Groups generate ideas on how to solve their problem by developing a product, service or solution for the target group. 20 minutes forced ideation with "Forced relationship" using slides on website as inspiration.

**04. CLUSTERING** – Overview and sharing. Using gut instinct and intuition is just as good as rational arguments. Start the sorting process looking at the post-its and thinking: "what is this about?" Is it about being able to move the service around? And give the themes a headline such as "mobility", "game on game", "self-service", etc.

### DELPHI IDEATION

#### PROCEDURE

- 1) Each member picks an idea from a pile of ideas.
  - 2) In pairs they further develop the idea on a piece of A2 paper (sketch) through 2 rounds, one for each idea using 5 minutes pr. round.
  - 3) Repeat step 1 and 2 while mixing new pairs within the group.
- 3a) Instead of starting with new ideas, new pairs can continue working on the already chosen and developed ideas.

### DELPHI IDEATION

#### EXAMPLE: THE WHEEL

- 1) Person A picks the idea of using a number log to roll goods forward, person B picks the idea of using balls to roll goods forward
- 2) They mix the ideas using a log as a shaft and stick it between 2 balls

Person A and person C further develop the idea by using slices of big logs mounted on longer and thinner logs - thus creating a shaft with wheels.



# WOFIE – Workshop For Innovation and Entrepreneurship

- Various challenges
  - Pedagogical
    - Many different professions represented
      - Different levels of education
    - Great variation in experience and knowledge about the subject depending on backgrounds
    - Supervisors from different departments and institutions
  - Organizational
    - Different locations and live transmission
    - Different models across departments and schools(i.e. mandatory/voluntary)
    - Unknown number of participants
    - No funding model nor incentives for initiatives across campus
    - Course development vs. business as usual
    - TAP or VIP run course

# Thank you for your attention!

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