



Master of Entrepreneurship Program, Otago Business School

Presented by: Damian O'Neill,
Program Director

New Zealand's entrepreneurial context

- Approx 97% of all businesses employ less than 19 staff.
- GEM studies consistently placed NZ in the top few countries for entrepreneurship.
- Easy and very fast process to start a business in NZ.

University of Otago

- Over 20,000 students.
- 3 main campuses – Dunedin, Wellington and Christchurch.
- Entrepreneurship and innovation papers at undergraduate level.
- Minor in entrepreneurship.

1) Description of the Program

- Master of Entrepreneurship
- Run by the Center for Entrepreneurship
- Testimonial from Professor George Benwell, Dean, Otago Business School

2) Content of the Program

- 6 Papers
- 1 optional paper – social entrepreneurship or science, technology and entrepreneurship
- Incubation project – research aims and method for market research, feasibility study and business plan.

Content of the Program...

- Guests Speakers.
- Mentoring.
- Networking .



Top: Amanda Ellis, Ministry of
Foreign Affairs and Trade
Middle: Sir Eion Edgar
Bottom: Professor Michael
Bowers

3) Delivery of the Program

- 2 locations –
- Dunedin and Queenstown.



Queenstown

Dunedin



4) Outcomes – how entrepreneurial are our graduates?

- Competitions and awards
- 2011 Audacious winner, *Clay Carid's "Footy Lid"*
Cardboard promotional hat
- 2012 Audacious finalists *David Cameron "LearnCoach"*
Came 4th.



Outcomes...2

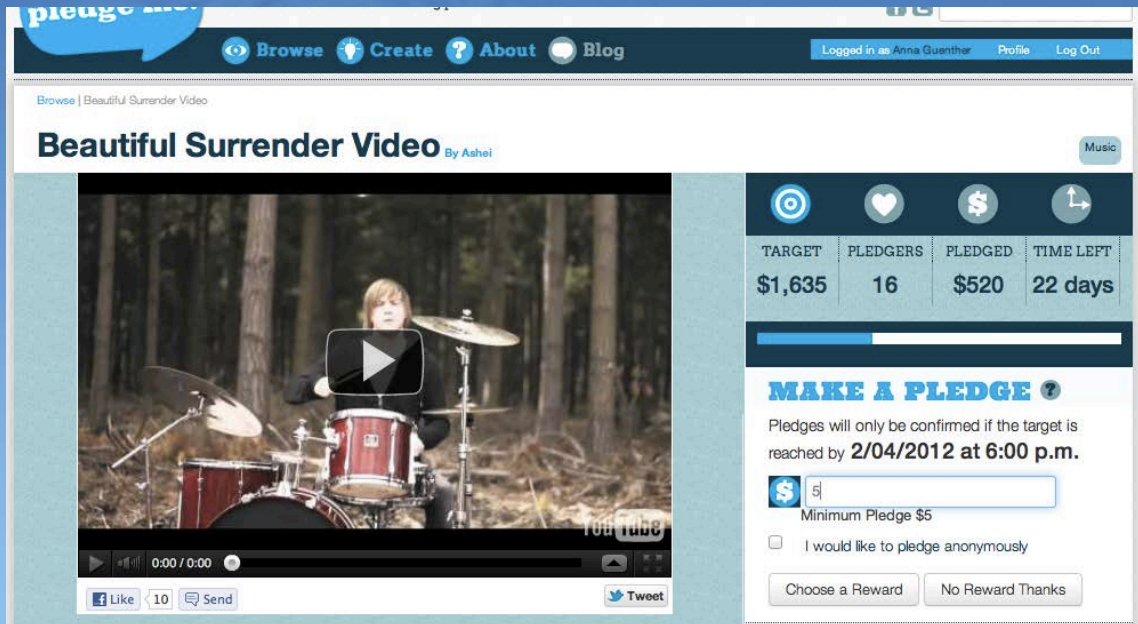
- Alumni businesses:
- Highly Flammable Ltd
- Now running in 3 locations in NZ.
- Looking at overseas options.



Outcomes...3

pledge me.

- Alumni businesses:
- PledgeMe – crowdfunding platform.
- Collected over US\$420,000 in 2012.



The screenshot shows the PledgeMe website interface. At the top, there's a navigation bar with 'Browse', 'Create', 'About', and 'Blog' buttons. A user is logged in as 'Anna Guenther'. The main content area features a video player for 'Beautiful Surrender Video' by Ashe. To the right of the video is a progress bar and a table of campaign statistics:

TARGET	PLEDGERS	PLEGGED	TIME LEFT
\$1,635	16	\$520	22 days

Below the table is a 'MAKE A PLEDGE' section with a form to enter a pledge amount (minimum \$5) and a checkbox for 'I would like to pledge anonymously'. There are also buttons for 'Choose a Reward' and 'No Reward Thanks'.



Outcomes...4

- Alumni Businesses:
- Freeload - bicycle accessories
- Strategic relationship with Thule (Sweden)

freeload®



Outcomes...5

- Alumni Businesses
- Azurlis – natural skin care products to nurture the soul
- Recently secured two distributors in Asia



AZURLIS[®]
SKIN CARE
Balancing Science & Soul

Outcomes...6

Testimonial from some of our alumni



Above: Dinner with some Wellington based alumni, November 2012.

Below: Jo Kirkwood, Academic Leader attending graduation, August 2012.

Below: some of the graduating class – afternoon tea for families, August 2012.



Where to next... 1

- Confirmed for 2013
- Increasing our papers to 4 day block courses, combining two papers.
- Pilot Joint Offering with Incubator for foreign students to study Masters while simultaneously incubating a business.
- Increased networking of students and local entrepreneurs through entrepreneurs club.
- Continued research on our students/alumni, and writing cases with our alumni.

Where to next....2

- Proposed for 2013.
- Graduates Mentoring local start-ups.
- Further integration of students with other local entrepreneurial activity, including Audacious Business plan competition and Upstarts Start up weekend in march 2013.
- Pilot Joint offering with incubator in Dunedin will be extended to Queenstown second half of 2013 if Dunedin pilot is successful.

Where to next ...3

- Blue skies concepts under consideration.
- Additional optional papers developed, eg tourism entrepreneurship for Queenstown.
- Successful pilot of international students in Dunedin and/or Queenstown will lead to bringing in students from additional nations.
- Increased emphasis on international entrepreneurship.
- Establishment of third location on/offshore ?

Questions?

- Thank you for your time.
- Sylvie, Damian, Jodyanne, Ruth and Melissa (Center for entrepreneurship staff).
- any questions?