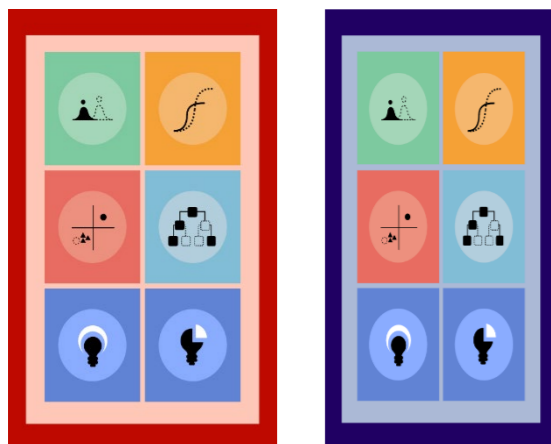




Engaging a “Global” Management Education Approach: Experimentation, Research, and Impact

Scott Stern, MIT Sloan School
Fall 2021

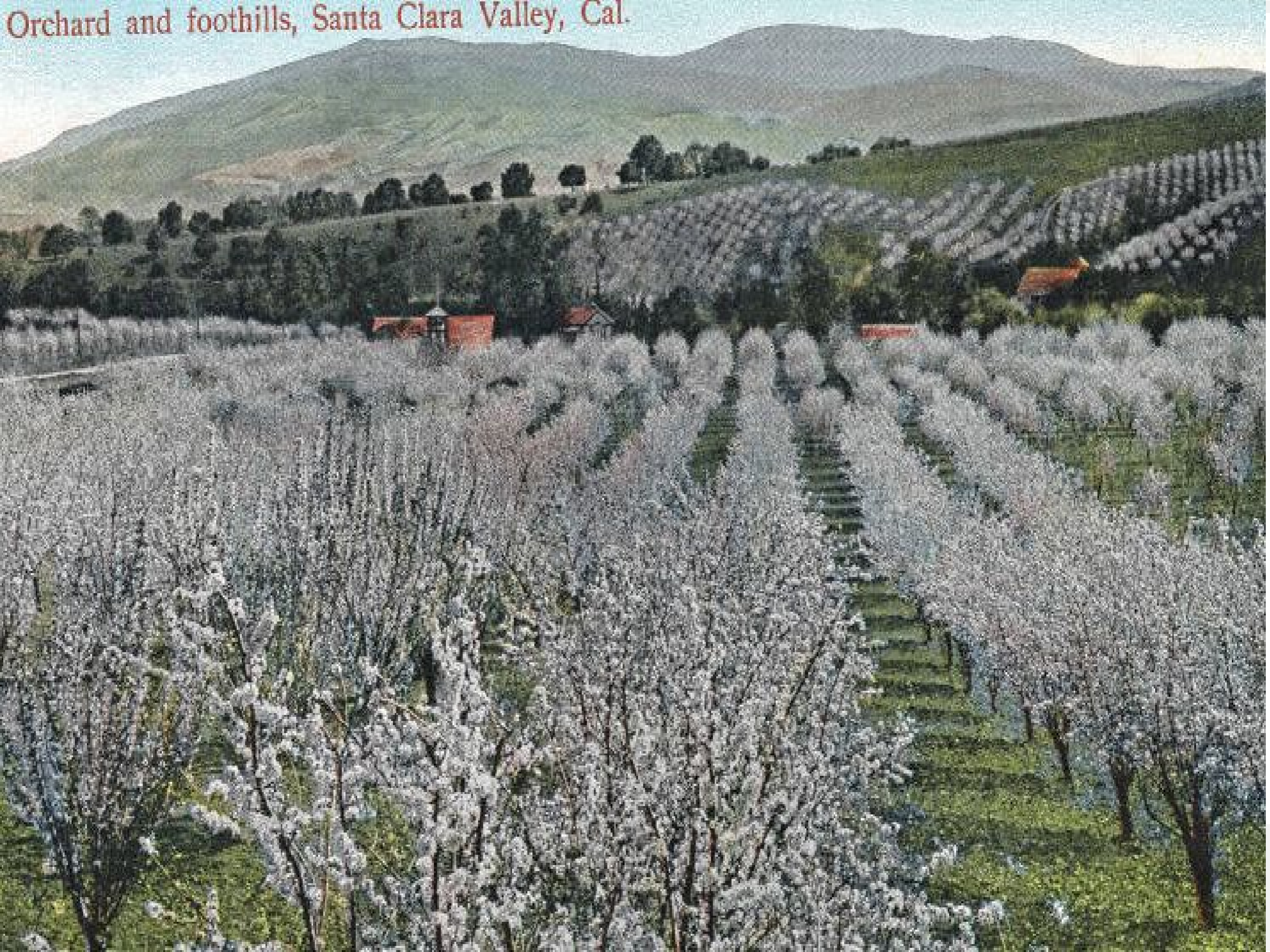


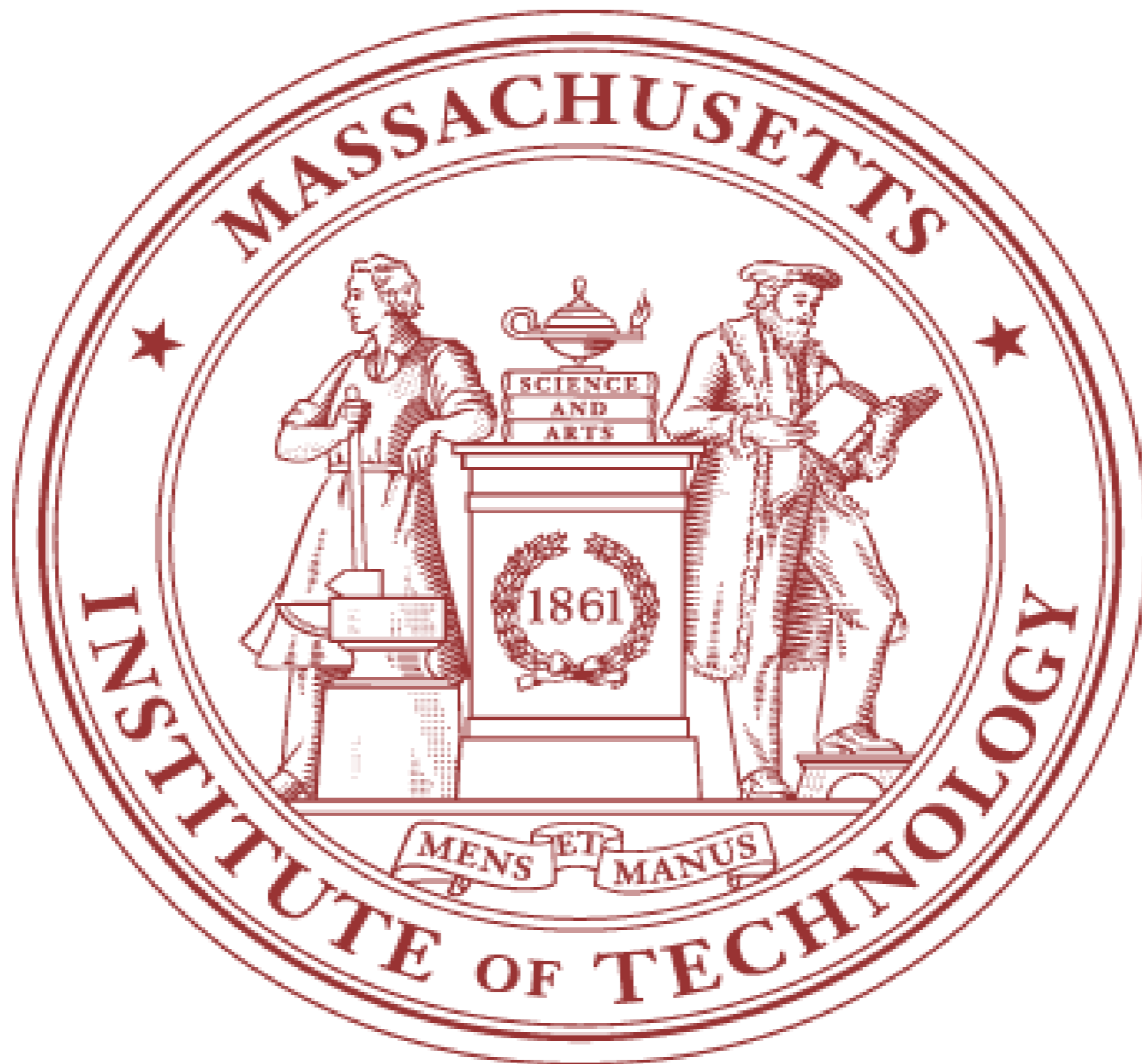
MIT REAP
Regional Entrepreneurship
Acceleration Program

Perspective

- Why a Global Management Education Approach?
 - An Opportunity to Learn and Experiment
 - Teaching and Research Insights from Problem-Rich Environments
 - Scaling Teaching and Research (and not losing your mind)

Orchard and foothills, Santa Clara Valley, Cal.





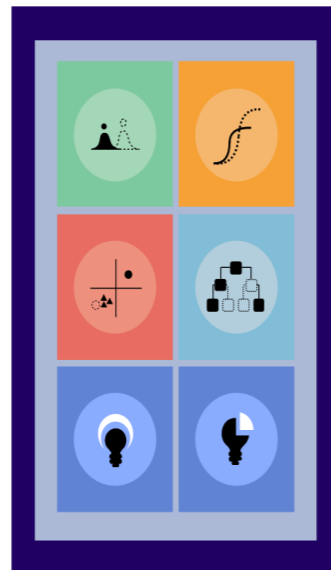
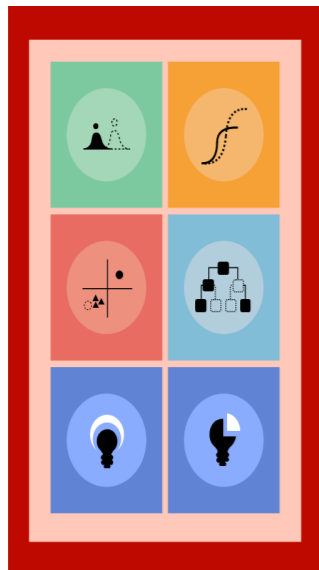


清華經管學院
Tsinghua SEM



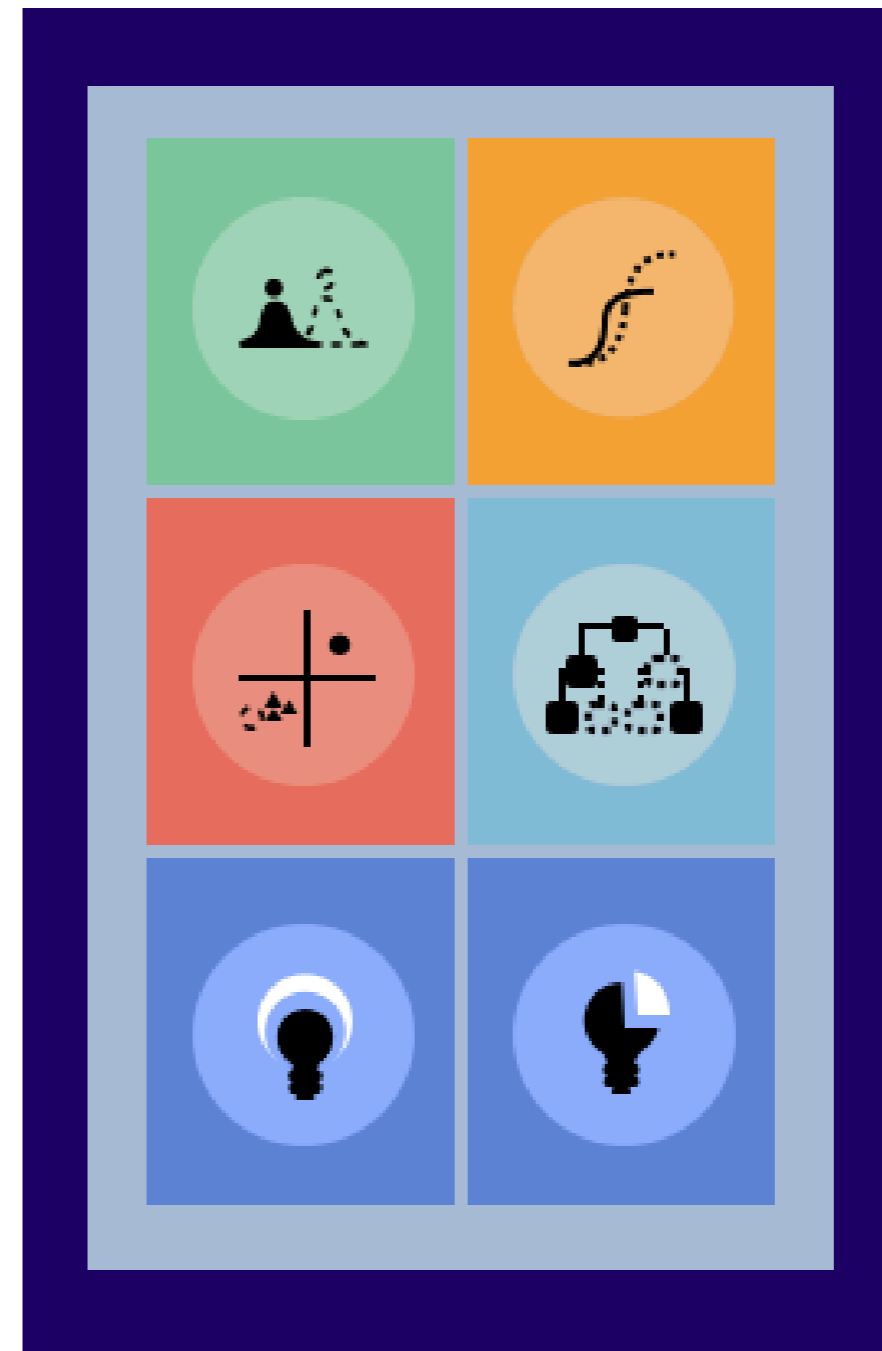
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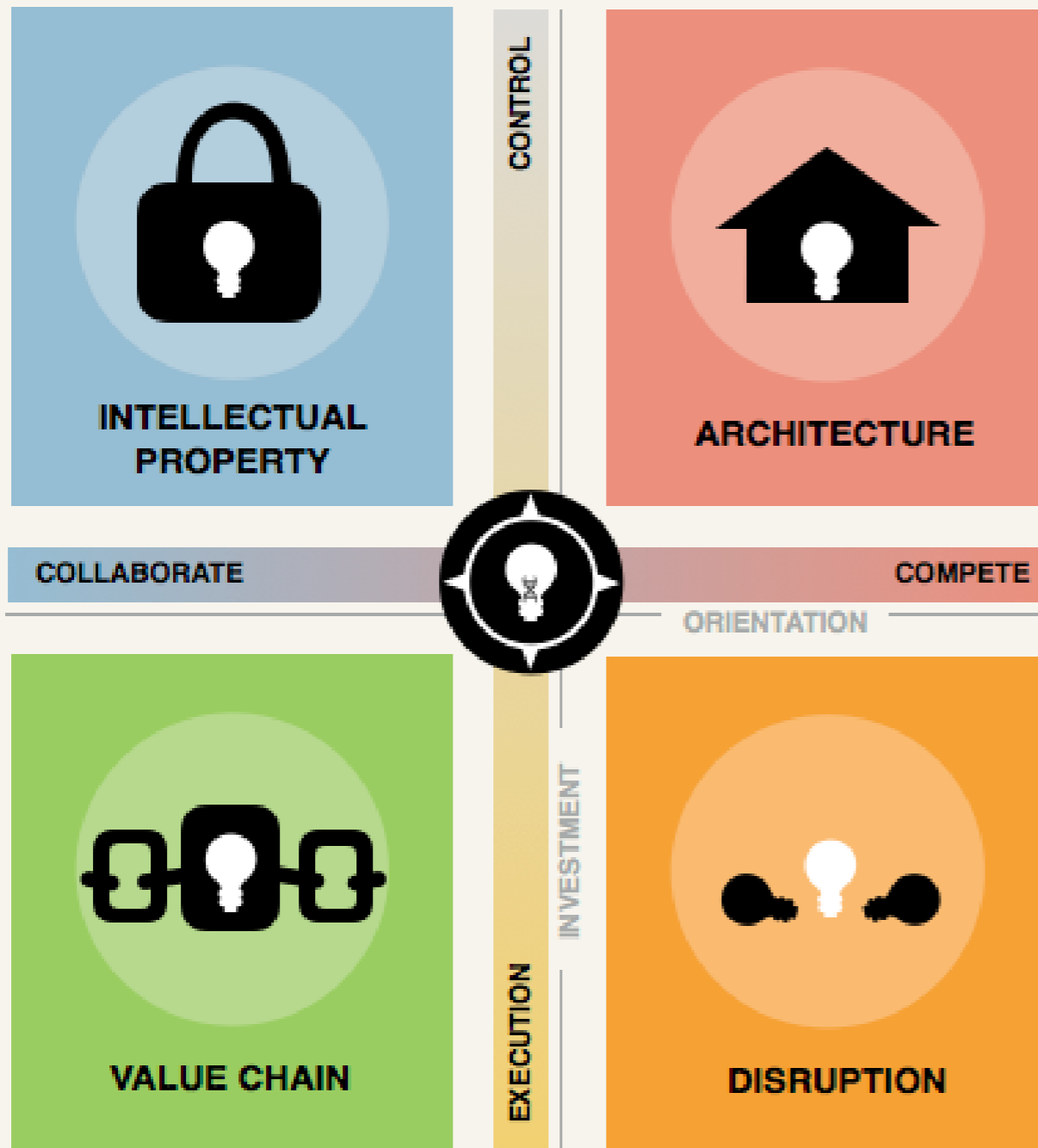


MIT
MANAGEMENT
GLOBAL PROGRAMS

Entrepreneurial Strategy Is the Choice Among Alternative Visions for an Idea & Company



ENTREPRENEURIAL STRATEGY: THESE CHOICES MATTER TOGETHER



**Harvard
Business
Review**

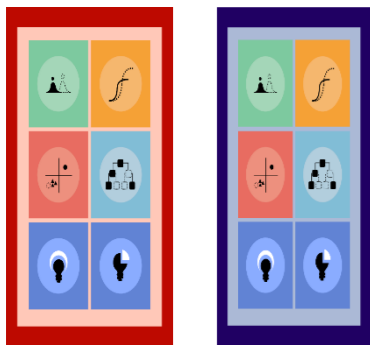
The definitive
management ideas
of the year from
Harvard Business Review.

**HBR'S
10
MUST
READS**

BONUS ARTICLE
"How CEOs 'Waste
Time'"
By Michael E. Porter and
Nitin Nohria

2020

But does a more framework-based approach for entrepreneurial education work outside of the confines of MIT?



The Tsinghua “Sandwich”



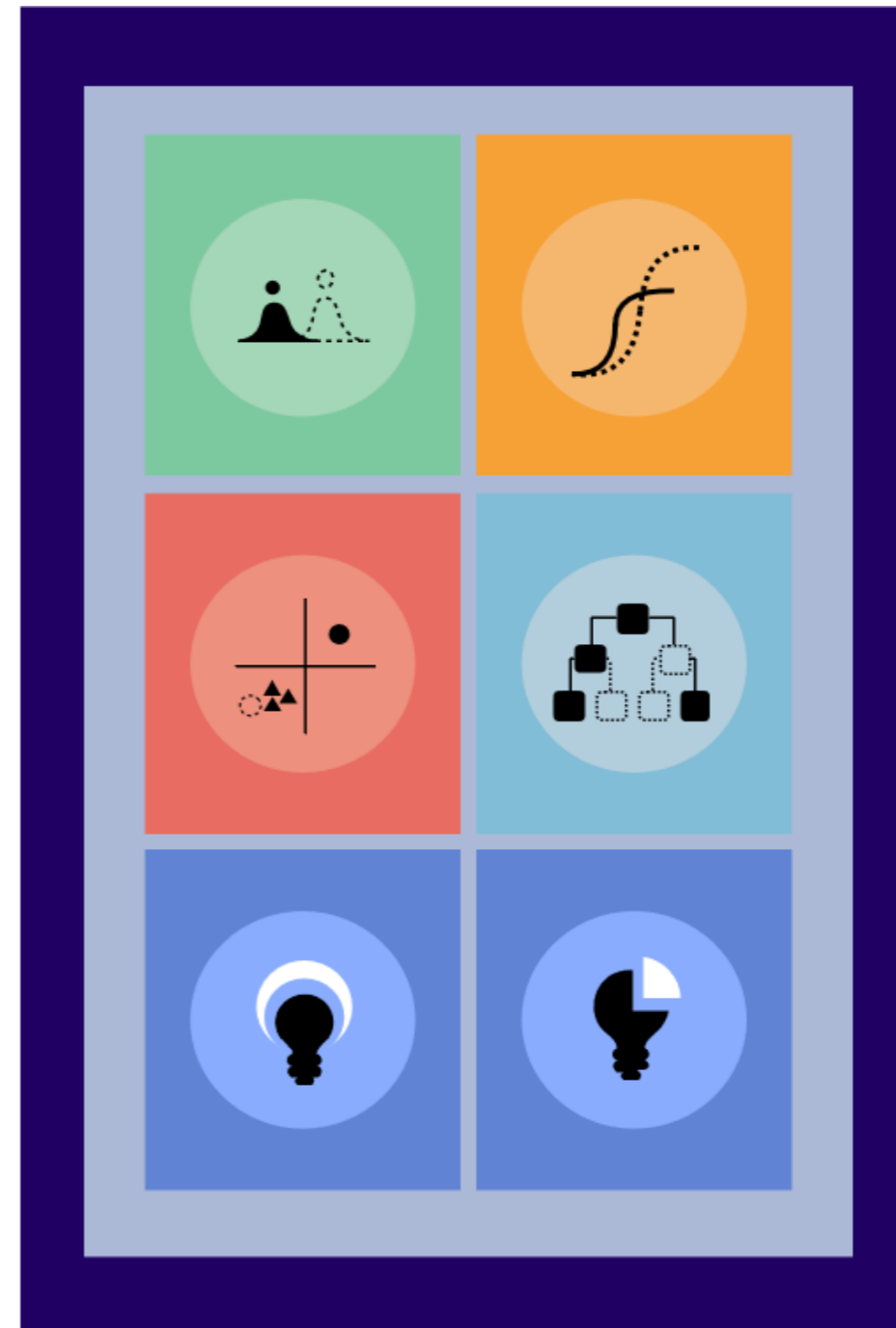
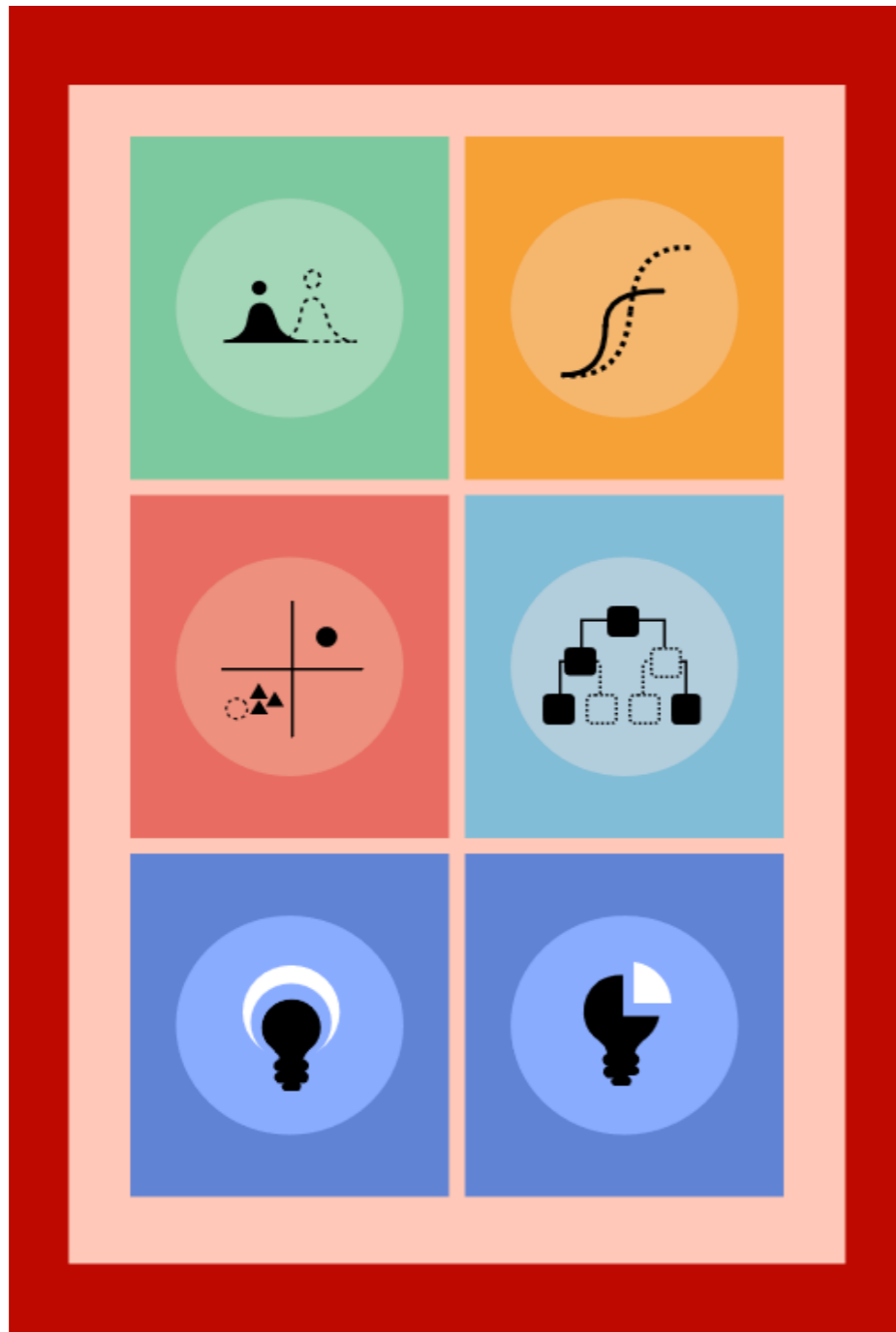
- Choosing Your Entrepreneurial Strategy (Stern)
- Company Visits and Projects (Gao)
- Scaling Your Entrepreneurial Strategy (Azoulay)

The Sandwich Team

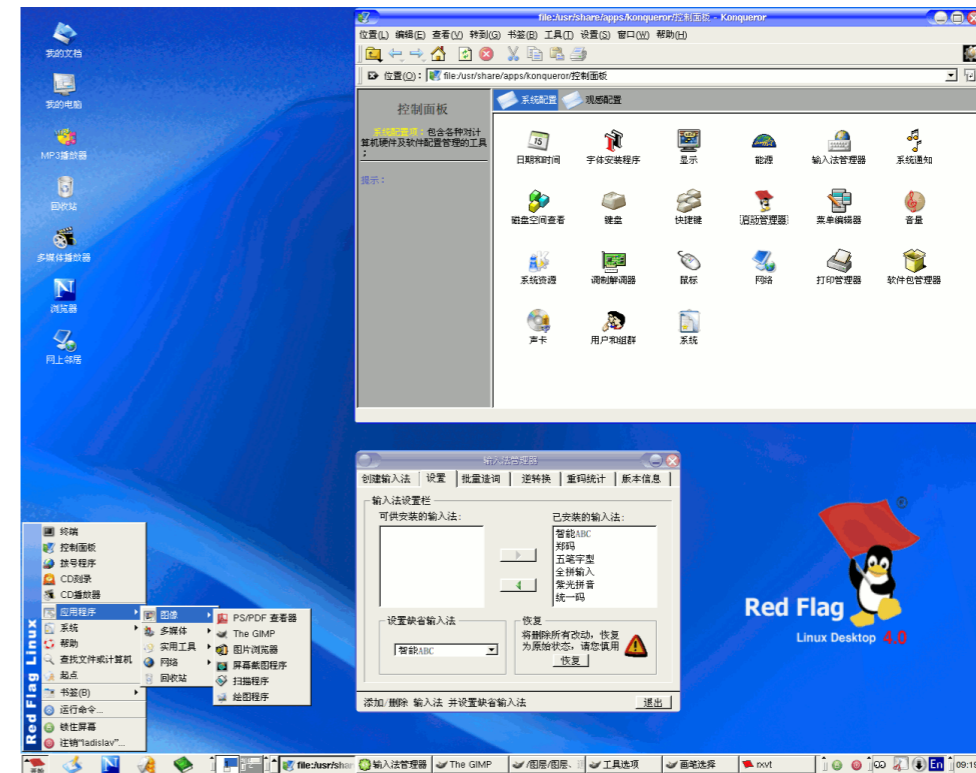


Professor Gao Xudong, MIT PhD

An Opportunity to “Test” Entrepreneurial Strategy for a Broader (non-MIT) Audience....



And Learn Global Perspective on Frameworks and Tools

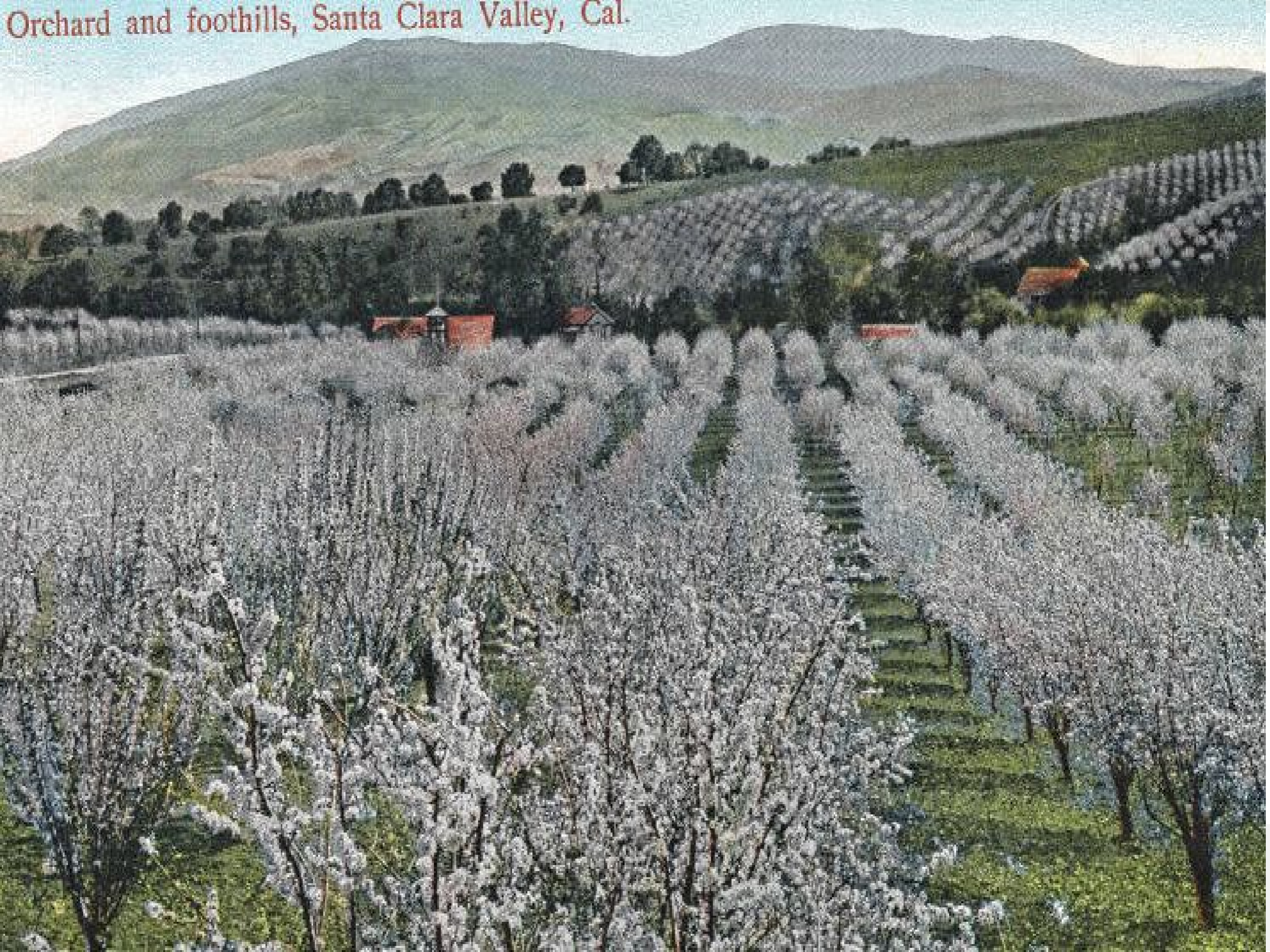


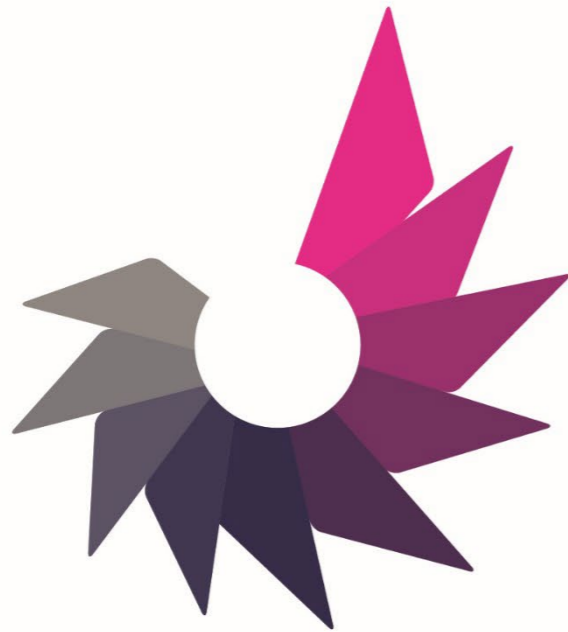


Perspective

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Orchard and foothills, Santa Clara Valley, Cal.





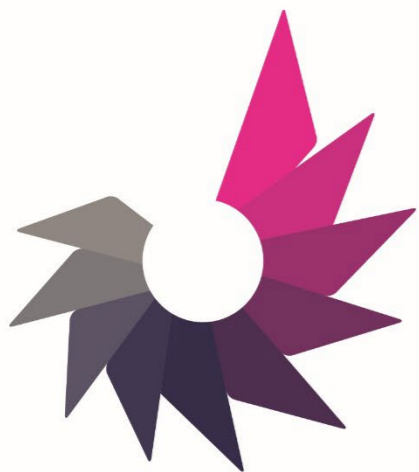
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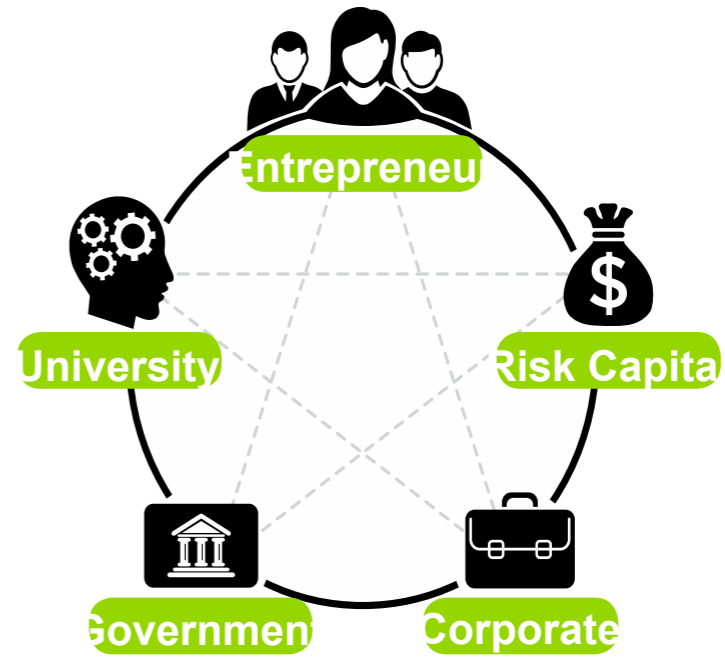
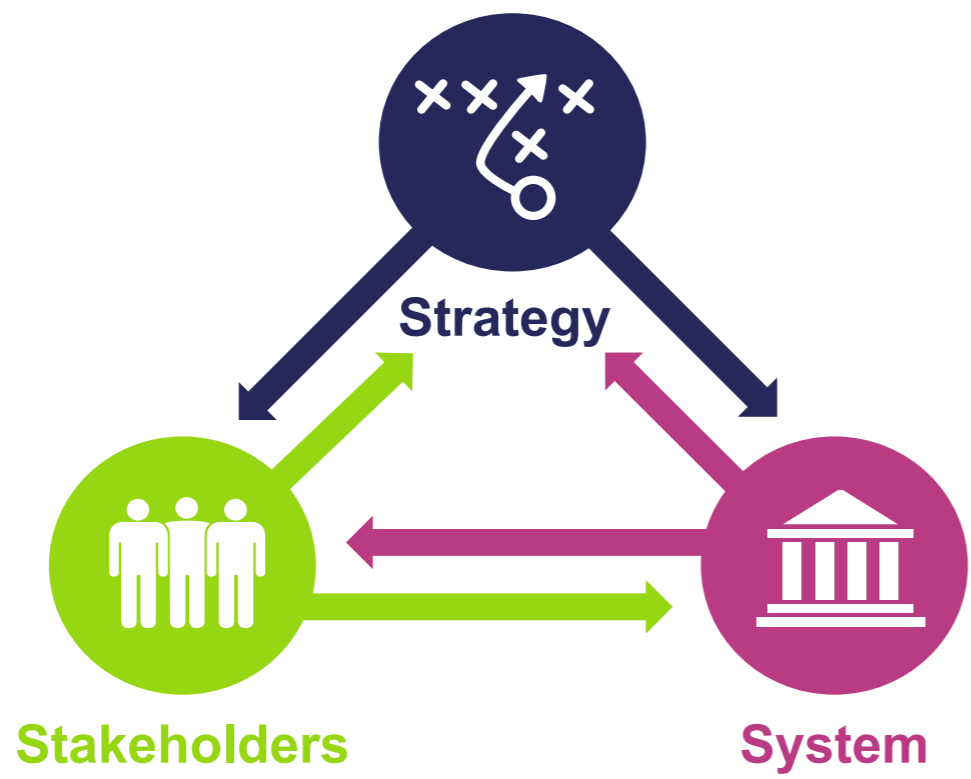
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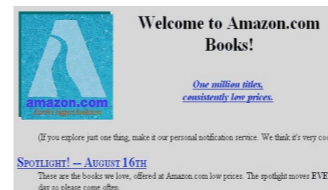


But how could we measure the impact of an ecosystem program (even if it was working!)??

Measuring Entrepreneurial Quality: A Predictive Analytics Approach



**Business
Registrations**



**“Digital Signatures”
of Growth Potential**

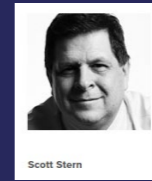


**Mapping Growth Outcomes
onto “Digital Signatures”
to estimate quality for all firms**

How do “Digital Signatures” of Start-Ups Predict Growth? *(NB: Prediction NOT Causal)*

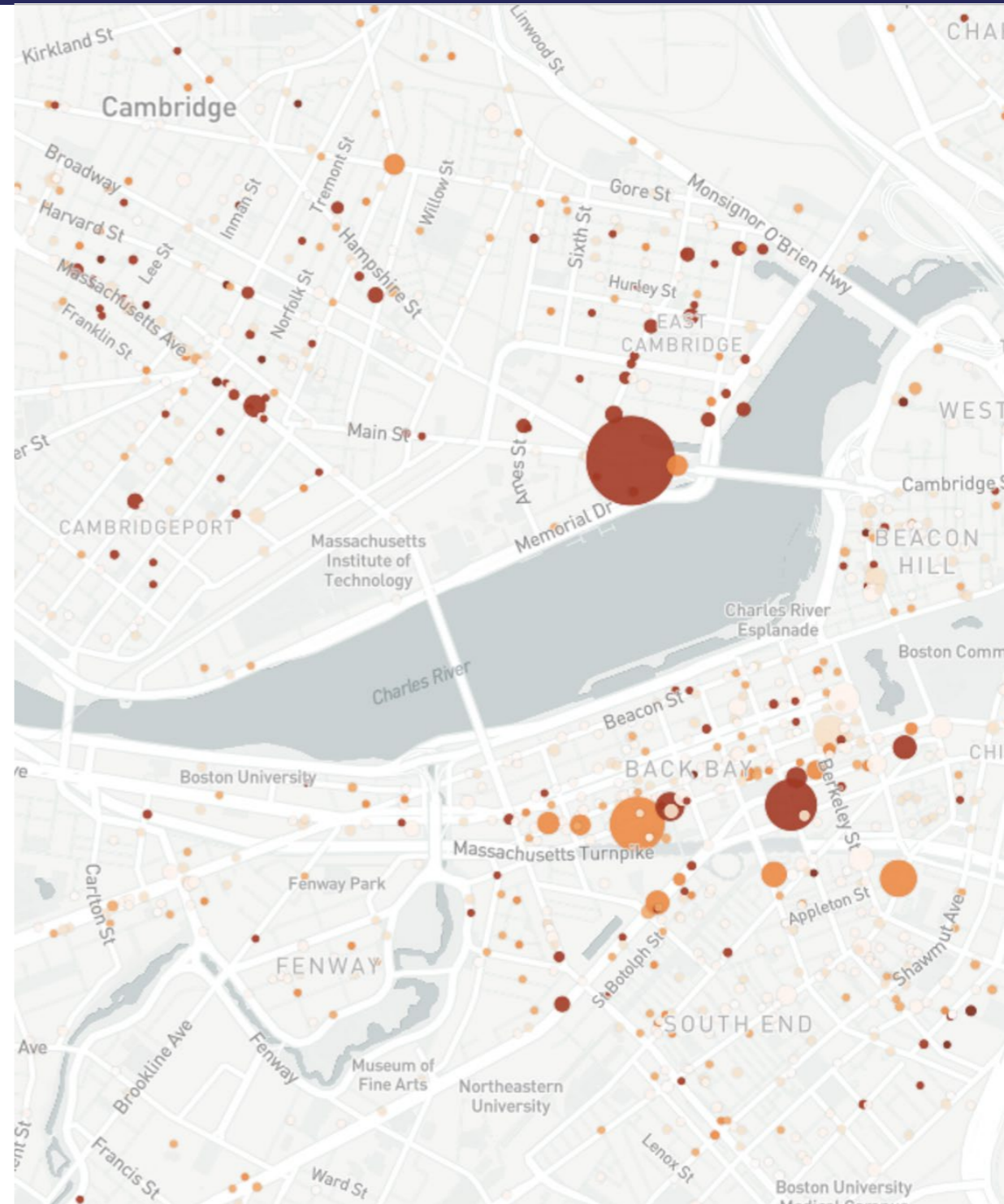
| Change in the Probability of Growth | |
|--------------------------------------|----------|
| Has Short Name | 80% |
| Firm Named after Founder | -70% |
| Corporation (Not Partnership or LLC) | 220% |
| Trademark in First Year | 328% |
| Patent and No Delaware Registration | 1,900% |
| No Patent and Delaware Registration | 1,400% |
| Both Patent and Delaware Reg. | 8,300% |
| Sectoral Controls | Included |
| State Controls | Included |

The Startup Cartography Project



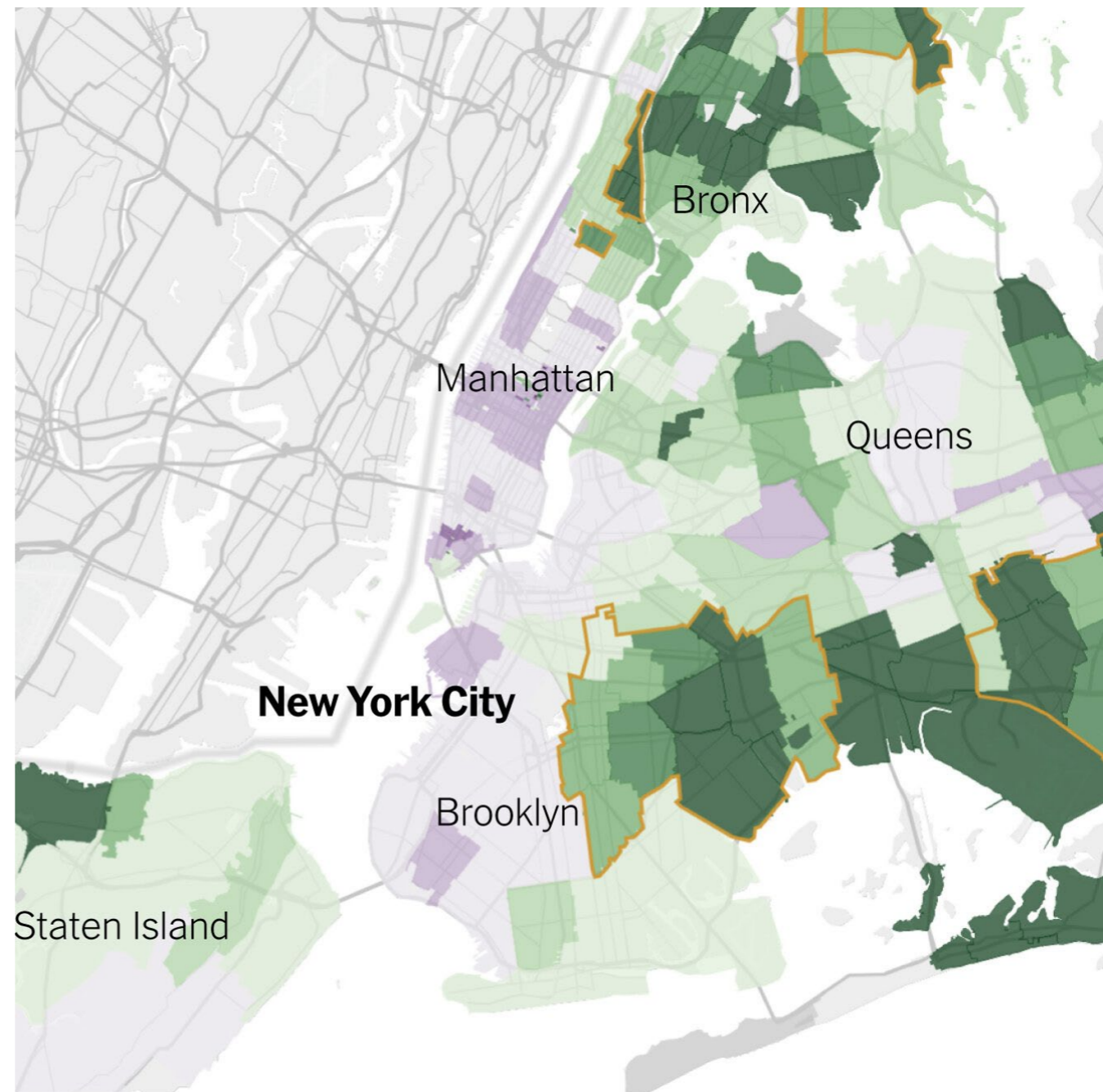
Combines business registration records with predictive analytics to form granular and timely metrics of not only the quantity but also the “quality” of entrepreneurship

> 10 research papers and extensive engagement on policy and practice



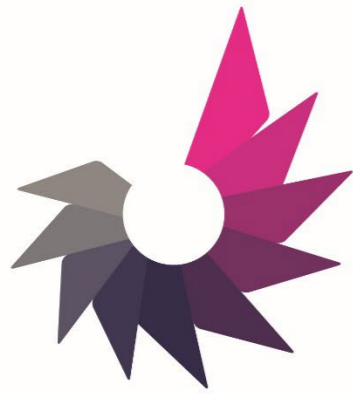
Small Businesses Have Surged in Black Communities. Was It the Stimulus?

The New York Times
TheUpshot



Perspective

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ef. WHY EF? COMPANIES

Entrepreneur First is where outliers come together.

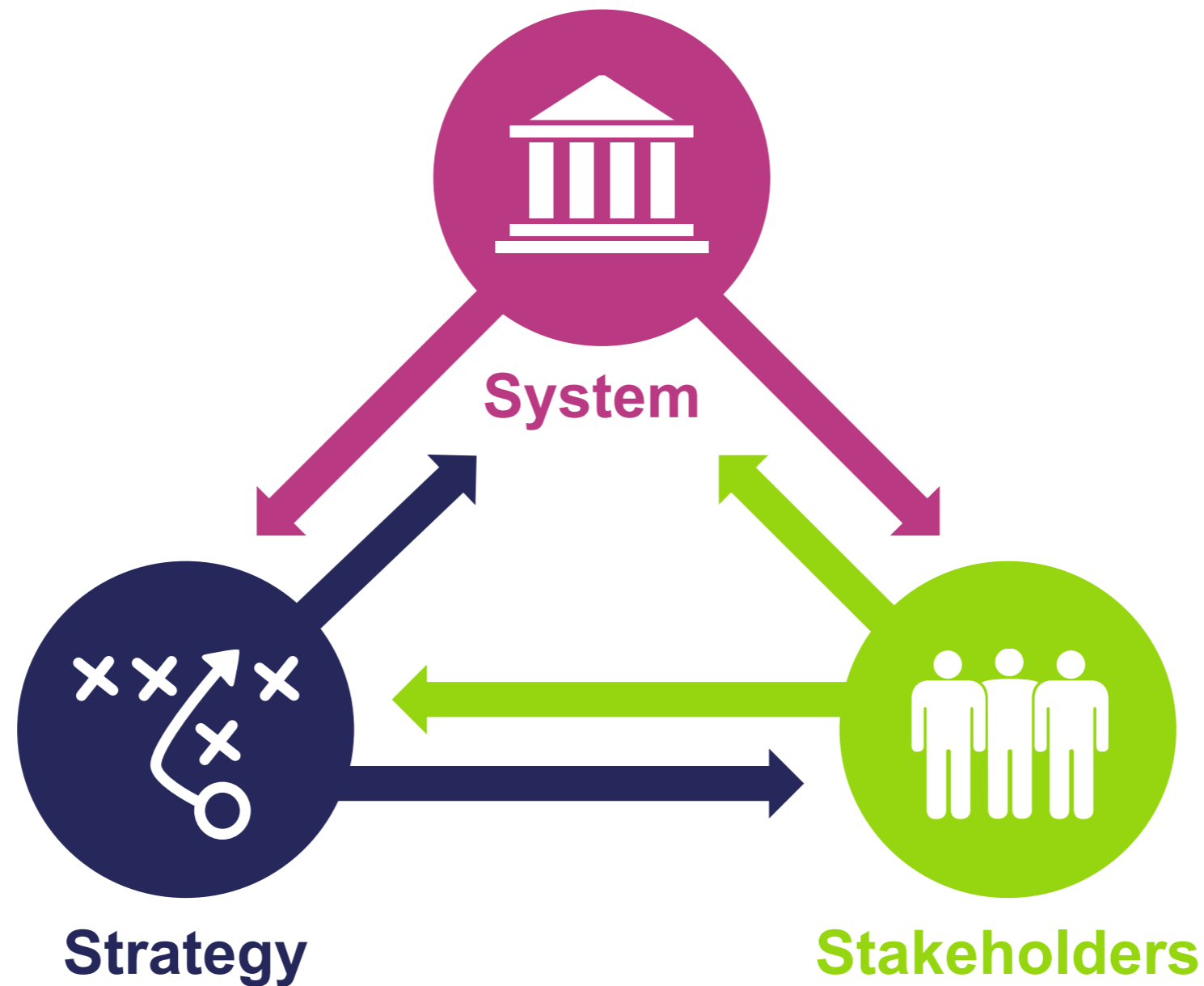
Arbitrarily individuals leave places like Google, Goldman Sachs and Stanford to join EF. Why? Because starting a startup is the highest impact thing you can do with your life.

EF is the best place to find a co-founder, build a company and access the world's best investors. We've helped build over 140 technology companies, collectively worth over \$5bn.

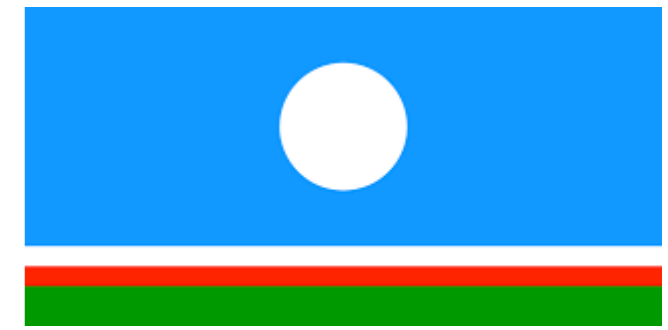
EF is backed by Reid Hoffman (founder of LinkedIn) and Greylock Partners, Mosaic Ventures, Founders Fund, Lakestar and some of the world's best entrepreneurs.

CANADA'S OCEAN SUPERCLUSTER

MIT REAP Theory of Change







... and you will be able to survive
Yakutian winter!



Thanks!