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.
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

• Alumni businesses:
• PledgeMe – crowdfunding platform.
• Collected over US$420,000 in 2012.
Outcomes...4

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

- Alumni Businesses
- Azurlis – natural skin care products to nurture the soul
- Recently secured two distributors in Asia
Outcomes...6

Testimonial from some of our alumni

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

Above: Dinner with some Wellington based alumni, November 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?