The Entrepreneurship Clinic & Bricolage

The Poole College of Management Perspective

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Executive Director, The Entrepreneurship Collaborative
Goals

**Students:**

- Better educated
- More embedded
- Better careers and lives

“Ted, can you help me convince …”
Goals

Faculty/Research:

» Leapfrog competition
» Stronger practical value
» PhD student placement
Goals

Area Entrepreneurship:

» Coalesce community
» Support “technology-enabled,” “social,” other
» Proliferation and Growth
Goals

Financial Support:

Engage members of local community with our students and our goals
At most universities
We’re a little different at PCOM…

Lewis Sheats

Roger Debo, Steve Markham, Nachiket Bhawe, Ted Baker, Steve Barr, Jeff Pollock
Entrepreneurship is a little different

People Actually Follow Our Advice
Opportunity to be much better…

Medical Teaching Hospital

*as metaphor:*

The Entrepreneurship Clinic
Basic (Business) Research

Clinical Practice, Teaching & Applied Research

PhD student

MBA

Undergrad
Why do we do entrepreneurship research?

Can’t we just ask successful entrepreneurs what to do?
Haste makes waste
Haste makes waste

A stitch in time saves nine
Absence makes the heart grow fonder
Absence makes the heart grow fonder

Out of sight, out of mind
Cultural Wisdom…

- The pen is mightier than the sword
- Actions speak louder than words
- Look before you leap
- Strike while the iron is hot
- If wishes were horses, the beggar might ride
- The wish is the father to the deed
Entrepreneurial Wisdom

- Stay focused
- Avoid undercapitalization
- Get to market first
- Focus on capability development
- Explore new opportunities
- Run lean
- Be a fast follower
- Outsource everything
Resource constraints characterize…

Most Entrepreneurship
In Most Places
At Most Times
Understanding options for and outcomes from responding to resource constraints is a fundamental question.
Basic *theory-driven* Research: Resourcefulness and Resilience
Resourcefulness & Resilience
Resourcefulness & Resilience
Bricolage

“Making do by applying combinations of the resources at hand to new problems and opportunities”
-Baker & Nelson, 2005

Recognized as fundamental form of entrepreneurial resourcefulness
The “cockroach”
Applied Research
Applied Research

US Textile Entrepreneurship

“It's what you make of it: Founder identity and enacting strategic responses to adversity”  - Powell & Baker, 2014

“Playing the game and working the system: Institutional constraints and entrepreneurial discretion”  - Powell & Baker, 2014

“How can we help: Textile Entrepreneurship & Community Resilience”  
- Powell & Baker
Applied Research

There is so much we don’t know…

• Bootstrap; Credit cards; Mortgage; Friends, Family & Fools; Angels, VCs…?

• Change your offerings, markets, customers, suppliers…?

• Shut the thing down before you waste the rest of your life savings…?
Resourcefulness: Action Research

Q: What should I do???

A: I don’t know!

Let’s figure it out together!
Collaborate with Everyone

Locus of Integration
Initial Activities

- “Curriculum” moves downtown
- Support for faculty, student and community ventures
- “Walk-in Clinic”
- Events and Programming
Communications

• First Announcement: Late June

• Grand Opening Launch Event: Late August/Early September