

THEI2.0

From assessment to action

BeyondScale Final Project Conference
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Bárbara Gabriel, University of Aveiro (Portugal)



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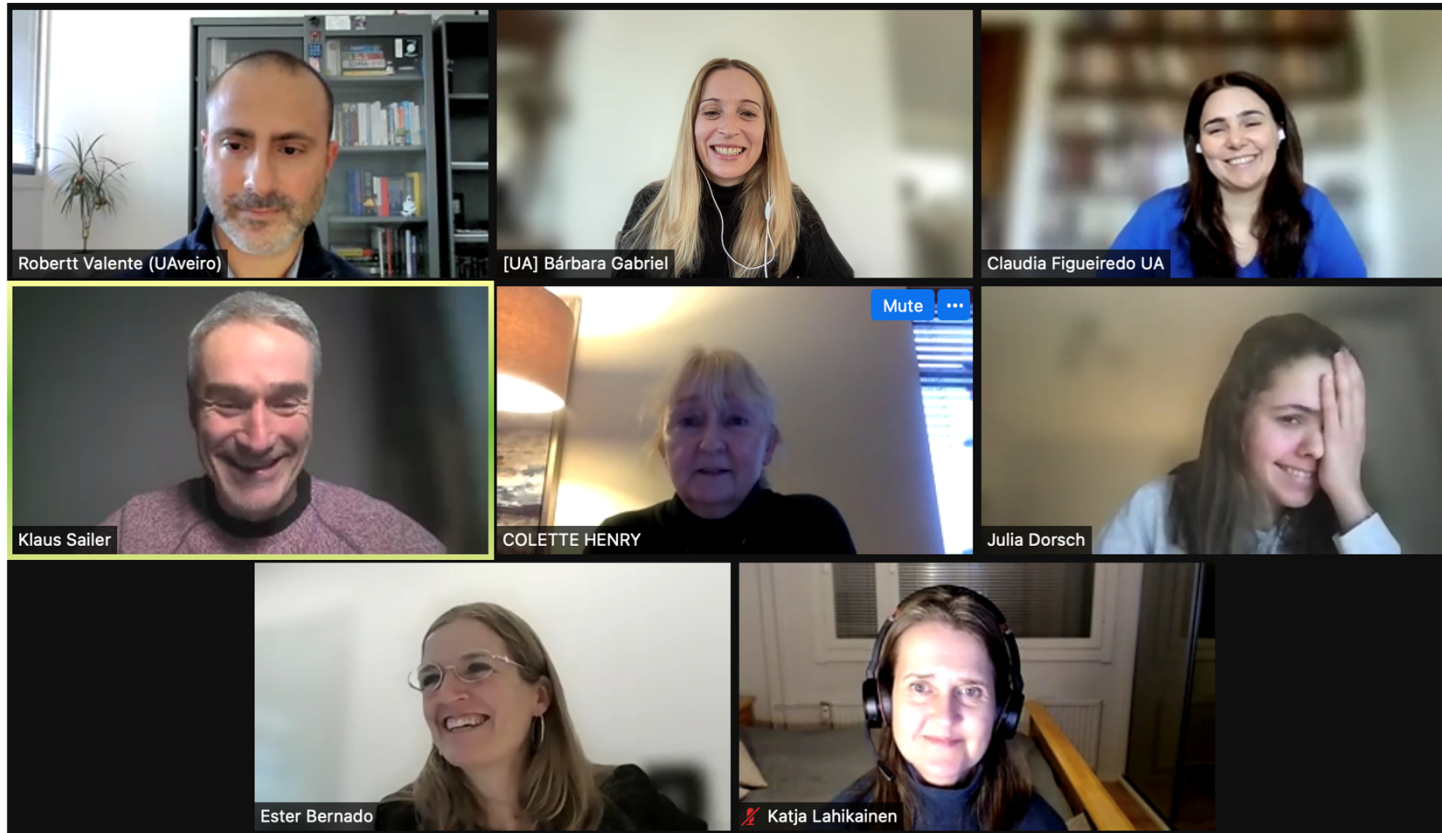
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THEI2.0 team (part of it)



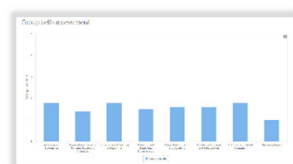
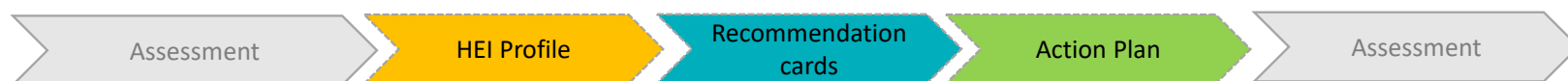
Goals of THEI2.0

To help Higher Education Institutions (HEIs) become more innovative and entrepreneurial

To add value to *HEInnovate*, taking it a step further

THEI2.0 adds value by helping bridge **assessment to action**, providing expert **guidance** and a complete **Toolkit** for HEIs

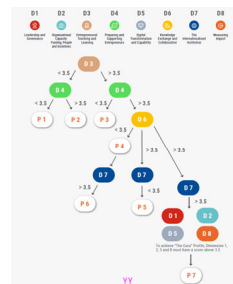
THEI2.0 HEIs JOURNEY



HEIs assess their entrepreneurial development, for diagnostics, reflection and debate...

Now HEIs receive support for real actions from THEI2.0

THEI2.0 provides support to plan the path to innovation with real actions



HEI profiles are prototypes representing different levels of entrepreneurial development, based on the results of *HEInnovate*

This categorization helps HEIs reflect on their current stage of entrepreneurial development



Cards provide action recommendations targeted to each HEI profile

These are **inspiring actions** that can be undertaken by HEIs

Actions are supported by the **workshops run by the THEI2.0 Expert Group**



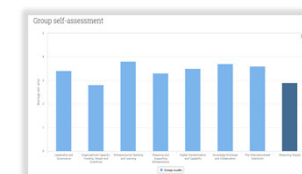
Provides a **number of resources** to help HEIs decide what actions to pursue to become more entrepreneurial

- THEI2.0 Workshops

- Miro Board

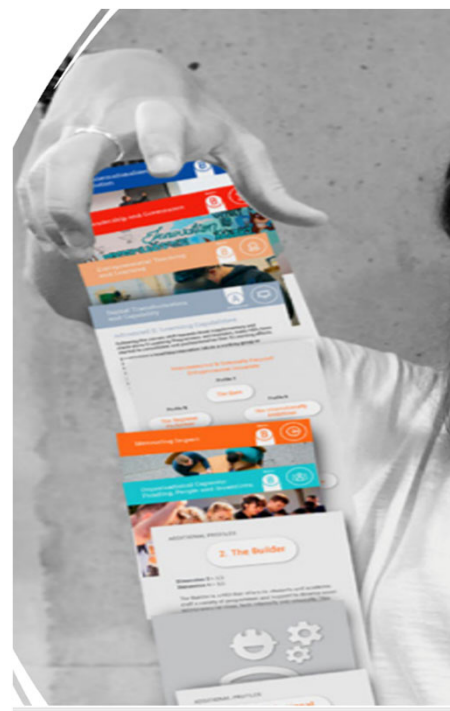
- Canvas

THEI2.0 User Case Studies, Strategies Book and Digital Badges support this process



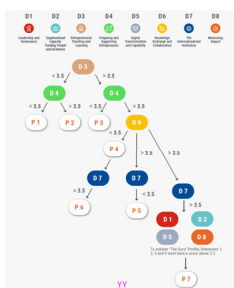
HEIs can reassess their entrepreneurial development using **HEInnovate** and reapply the **THEI2.0** process

Assessment becomes **iterative** and evolution is analyzed in a **more valuable way**, with **increased impact**



HEI Profiles

HEI Profile



HEI profiles are prototypes representing different levels of entrepreneurial development, based on the results of *HEInnovate*

This categorization helps HEIs reflect on their current stage of entrepreneurial development

5. The Regional Performer



7. The Guru



6. The International Performer



Interconnected & Externally Focused Entrepreneurial University

4. The Internal Performer



Internal Focused Entrepreneurial University

2. The Builder



1. The Entrepreneurial Aspirant



3. The Educator



eHEI cards

Recommendation cards



Cards provide action recommendations targeted to each HEI profile

These are **inspiring actions** that can be undertaken by HEIs

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Preparing and Supporting Entrepreneurs

Basic



Competitions & Awards

Actions & Formats

Host idea competitions, entrepreneurship awards, and prizes for students, alumni, and other target audiences.

Create pitch competitions for more advanced projects and teams.

Introduce themed events that focus on social impact or a current tech trend.

Connect promising entrepreneurs to potential investors through specifically designed events.

Timespan

Short-term

Short-term

Short-term

Medium-term

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Preparing and Supporting Entrepreneurs

Basic



Competitions & Awards

Hosting and promoting national and international competitions and introducing awards and prizes brings the entrepreneurship community together and generally spurs the development of entrepreneurial HEIs.

These events, awards, and prizes can be framed with different goals in mind. If you are seeking to encourage more of your students to take an entrepreneurial perspective, then awards that recognize outstanding ideas or projects with high social impact are a good way to get started. If your HEI already has an active entrepreneurship ecosystem, you might consider introducing themed or open pitch events. Such formats provide a great platform to spread entrepreneurship within your HEI, involving relevant local stakeholders such as political decision-makers, as well as active investors.

Many HEIs also harness such events as scouting opportunities for their incubation or accelerator programmes. One way of strengthening this connection is by including personalised coaching sessions as prizes for promising ideas, projects and teams.

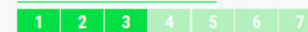
Related Cards

Extracurricular Teaching Formats 13

Incubation & Accelerator Programmes 19

Start-up Funding 20

Applicable Profiles



1 Entrepreneurial Aspirant, 2 Builder, 3 Educator

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THEI2.0 Action Plan

Action Plan

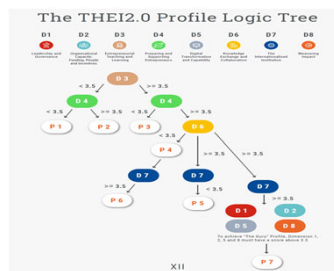
Digital tools for Action



HEI Profile



HEI Profiles



Action cards



Canvas



Provides a **number of resources** to help HEIs decide what actions to pursue to become more entrepreneurial

- THEI2.0 Workshops

- Miro Board

- Canvas

THEI2.0 User Case Studies, Strategies Book and Digital Badges support this process

Plan your action(s)

ACTION	TIMEFRAME	RESPONSIBLE	STAKEHOLDERS	RESOURCES	KPIs
What will be done?	By when?	Who is going to do it?	Who is involved?	What resources/support are available/needed?	Indicators of success
Business Case Completion	Medium-Term	Incubator Managers	Students	Video Conference Tools	No. of students enrolled
		Dean	Local Companies & local authorities	Virtual Coaching	No. of companies enrolled
		Industry leaders	City Council	Students Club/UK Association	No. of startups and implemented ideas
		Type something	Startups	Entrepreneurial Trainers/Experts	Employability %
Type something	Type something	Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something
		Type something	Type something	Type something	Type something

Action planning

Prepare your Pitch

THEI2.0 Pitch Template

Summarise your mission, vision, action, stakeholders, resources and KPIs

Our university _____

with profile _____

aims at _____

by _____

with _____

and _____

being measured with _____

Indicators (KPIs) _____

Pitch template



Miro board

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The HEI journey becomes an incremental, iterative process, a series of steps from assessment, to reflection, to action, and back to assessment...

THEI2.0 HEI's JOURNEY

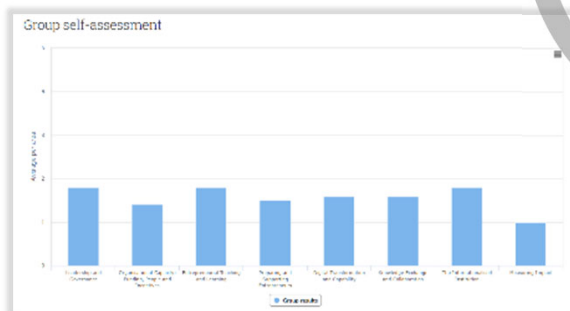
1. The Entrepreneurial Aspirant
2. The Builder
3. The Educator
4. The Internal Performer
5. The Regional Performer
6. The International Performer
7. The Guru

HEI PROFILE



TARGETED
RECOMMENDATIONS

HEINNOVATE ASSESSMENT

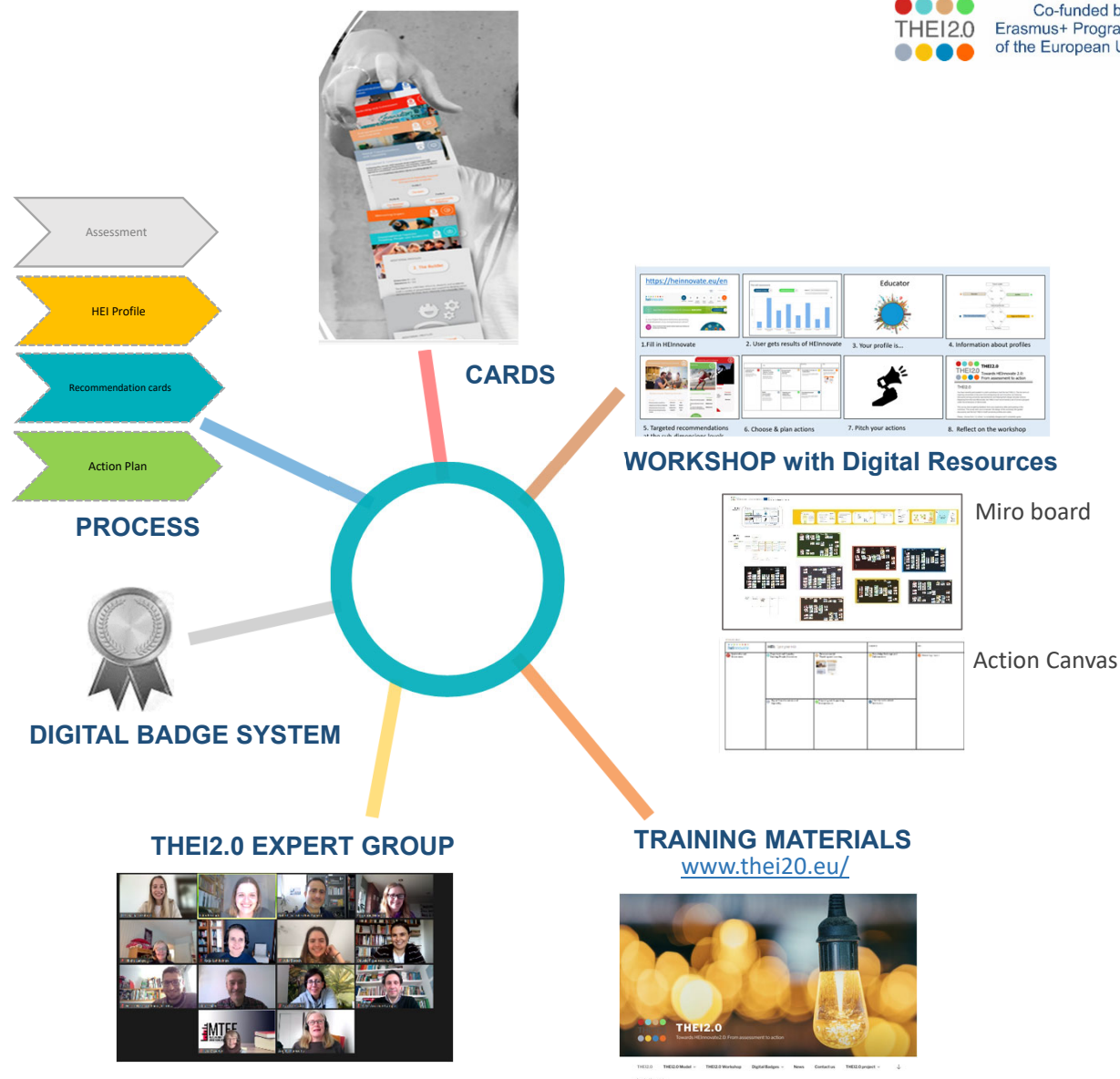


ACTION PLAN
(THEI2.0 Workshops, Miro Boards, Canvas)

HEI	THEI2.0 WORKSHOPS	MIRO BOARDS	CANVAS
HEI1: THEI2.0 WORKSHOPS	HEI1: THEI2.0 WORKSHOPS	HEI1: THEI2.0 WORKSHOPS	HEI1: THEI2.0 WORKSHOPS
HEI2: THEI2.0 WORKSHOPS	HEI2: THEI2.0 WORKSHOPS	HEI2: THEI2.0 WORKSHOPS	HEI2: THEI2.0 WORKSHOPS
HEI3: THEI2.0 WORKSHOPS	HEI3: THEI2.0 WORKSHOPS	HEI3: THEI2.0 WORKSHOPS	HEI3: THEI2.0 WORKSHOPS
HEI4: THEI2.0 WORKSHOPS	HEI4: THEI2.0 WORKSHOPS	HEI4: THEI2.0 WORKSHOPS	HEI4: THEI2.0 WORKSHOPS
HEI5: THEI2.0 WORKSHOPS	HEI5: THEI2.0 WORKSHOPS	HEI5: THEI2.0 WORKSHOPS	HEI5: THEI2.0 WORKSHOPS
HEI6: THEI2.0 WORKSHOPS	HEI6: THEI2.0 WORKSHOPS	HEI6: THEI2.0 WORKSHOPS	HEI6: THEI2.0 WORKSHOPS
HEI7: THEI2.0 WORKSHOPS	HEI7: THEI2.0 WORKSHOPS	HEI7: THEI2.0 WORKSHOPS	HEI7: THEI2.0 WORKSHOPS

The THEI2.0 Resources

- **PROCESS** From assessment to action
- **CARDS** Actions tailored to HEI profiles
- **WORKSHOP** Builds on existing *HEInnovate* workshops
- **DIGITAL RESOURCES** Downloadable digital templates
- **TRAINING MATERIALS** Downloadable workshop materials + instructions
- **USER CASE STUDIES** Based on partner institutions' experiences
- **STRATEGIES BOOK** For creating and maintaining entrepreneurial universities
- **DIGITAL BADGE SYSTEM** To recognize HEIs' entrepreneurial endeavors
- **THEI2.0 EXPERT GROUP** To support HEIs in using the Model and toolkit by running reflection workshops



THEI2.0



www.thei2.eu



thei2.0@outlook.com



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