



Delivering international entrepreneurship education using online tools

Reflections on the Universitas 21 global ingenuity challenge

Simon Mosey

Paul Kirkham

Entrepreneurship education

Our definition:

*bringing value by doing
differently*

Where do new ideas come from?

From old ideas - whatever you have access to: your epistemic base

Increase the epistemic base - increase the possibilities

How to have good ideas

‘have lots of ideas and throw away the bad ones....

You aren’t going to have good ideas unless you have lots of ideas and some sort of principle of selection’



Linus Pauling (1901-1994)

How to solve problems creatively

The Ingenuity Process

1. Define the problem - analysis
2. Discover alternatives - creativity
3. Determine the most appropriate - selection

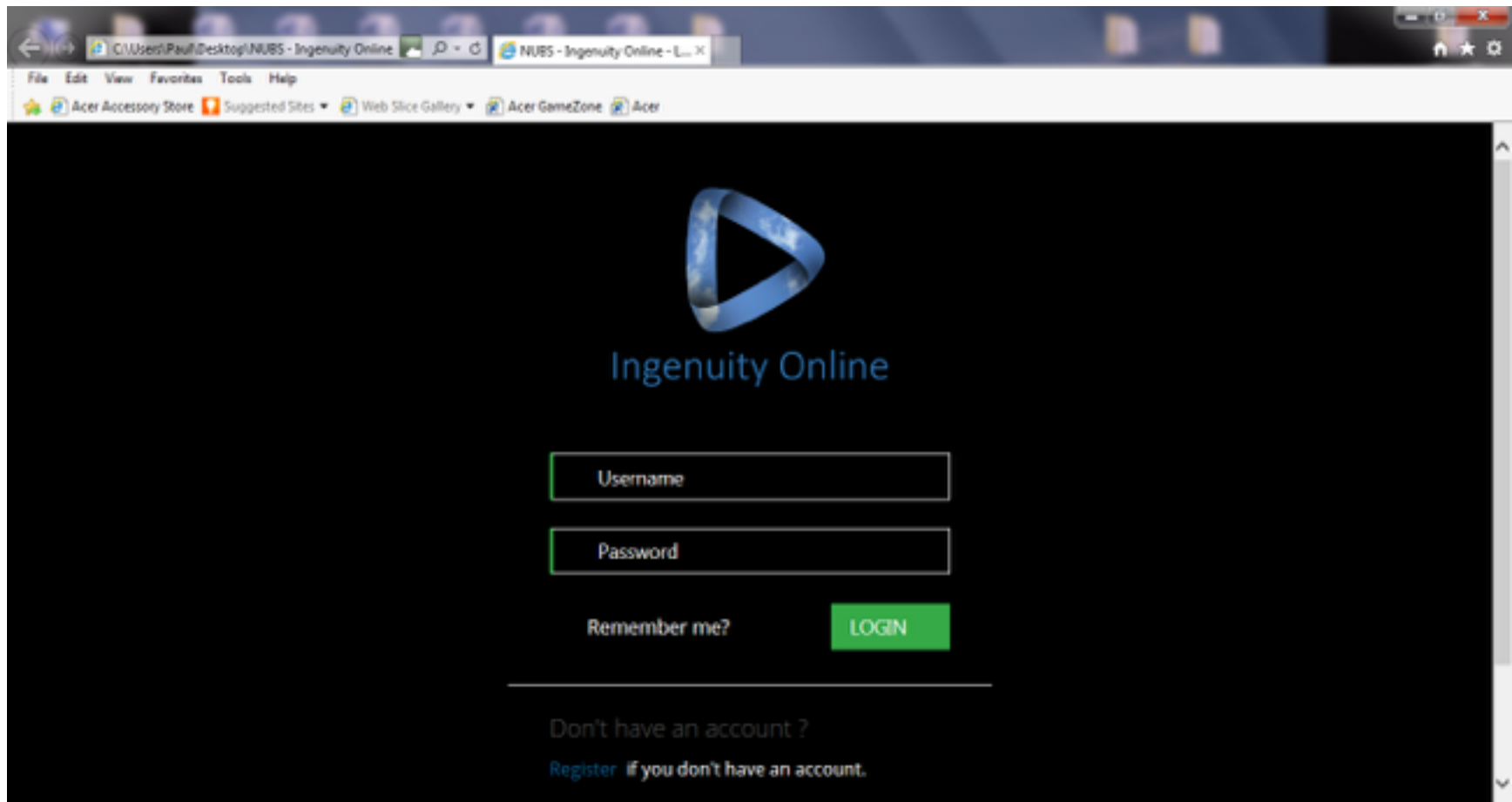
The Perfect Search Engine



“understands
exactly what you
mean and gives
you back exactly
what you want.”

Larry Page

Not the perfect search engine



An adventure in global entrepreneurial education - the Universitas 21 Challenge

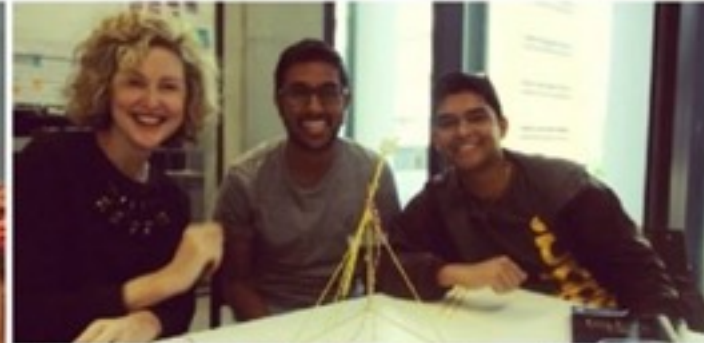


The 2015 Challenge

This year's challenge looked for creative responses to problems associated with 'moving people around in cities'. This was a deliberately broad challenge to encourage the widest possible range of responses.



<https://www.ingenuityonline.com/Account/Login?ReturnUrl=%2fProject>



<https://www.youtube.com/watch?v=BdMbSvzNJrQ>