

# Rescripting Start-up and Incubation Support in Response to Covid-19

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What “scripts” were “flipped” in  
Spring 2020?

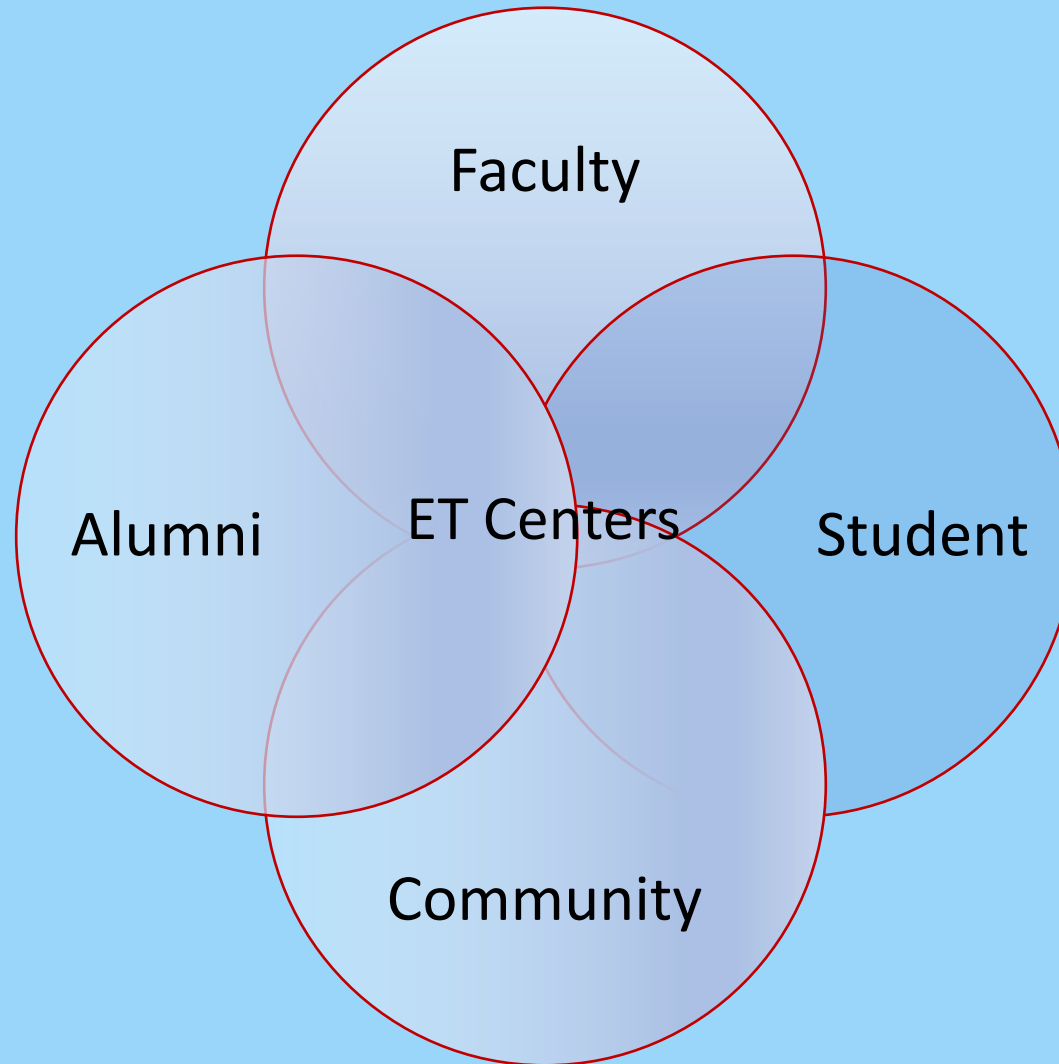


be  
boldly  
*un*scripted





# Increased Connectivity





# Rescripting Narratives

Cross-town Rivals

Mobility vs. Accessibility

Judging the Judging

Co-curricular → Curricular

The Kill Switch

USC MARSHALL SCHOOL OF BUSINESS

#HACKFORhope

UCLA ANDERSON SCHOOL OF MANAGEMENT

<https://uschackforhope.com/>





# Clarkson

<https://sites.clarkson.edu/ncr-business-plan-comp/>



[www.usasbe.org](http://www.usasbe.org)





**Hynes Institute for  
Entrepreneurship & Innovation**  
DREAM | CREATE | LEAD



Muldoon Center  
*for* Entrepreneurship  
at John Carroll University



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# Rescripting the Narratives

Cross-town Rivals

Mobility vs. Accessibility

Judging the Judging

Co-curricular → Curricular

The Kill Switch

Let Down Your Guard

Include the Less Obvious

Improve the Process

Break Barriers

Let Go and Move On



# Still to be Rescripted

Increasing Virtual Creativity

Increasing Start-up Activity

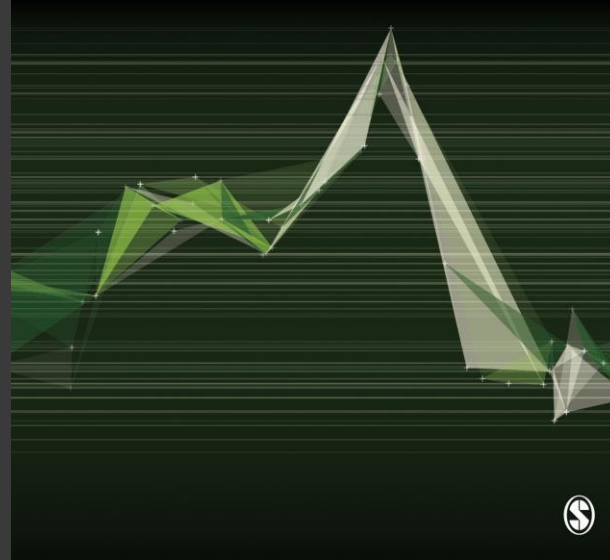
Maintaining the Increased Connectivity

The Bumpy Transition Back/Forward

ENTREPRENEURSHIP  
EDUCATION  
AND  
PEDAGOGY



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2021

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# Thank you!

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