

Entrepreneurship online @UAS

Rick Wolk
MBA Program Director
Assistant Prof. Marketing & Entrepreneurship
University of Alaska Southeast
Southeast Conference
Prince Rupert, B.C.
September 2008

Entrepreneur

- “Individual who takes risks and starts something new.”
 - Robert Hisrich

SEC Rupert Context

- Innovation inputs (Brian... & Michael Porter)
 - Assets
 - Networks
 - Culture (understand markets, cooperation, etc.)
- Jobs (Everyone)
- A Plan (Steve... and Charles Darwin) that is responsive to change
 - Resilience
- What are we doing locally? (Brian)
 - What we need to do locally.

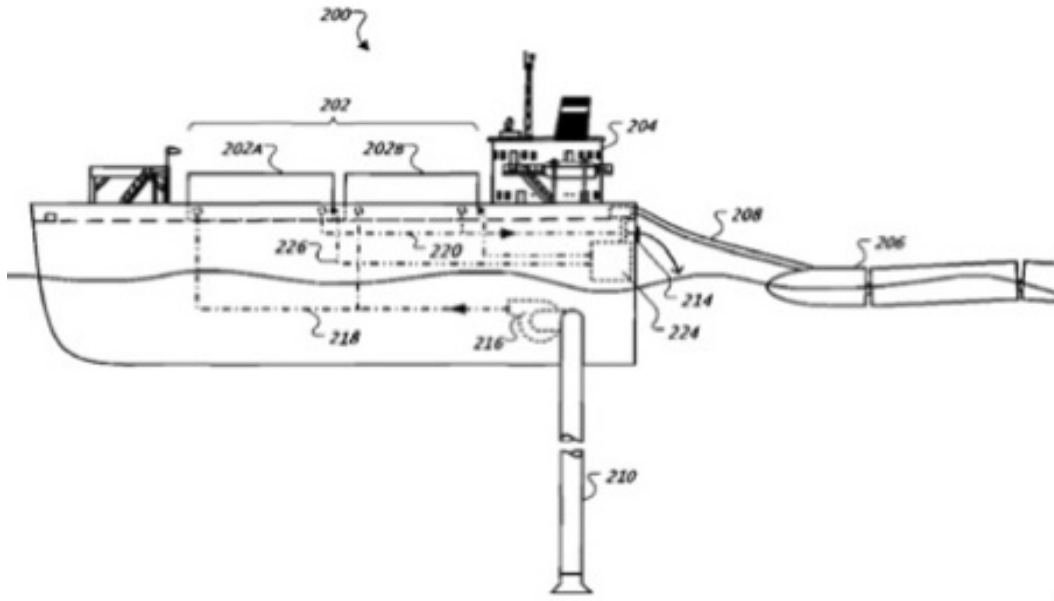
Entrepreneurship

- “Creative destruction”
 - Joseph Schumpeter
 - Key to competitiveness

**Where the money is...
not business [education]
as usual**

Wacky & wise

Google Eyes Offshore, Wave-Powered Data Centers



- Google data centers may someday float on the ocean. The search giant recently [filed a patent for a “water-based data center,”](http://www.environmentalleader.com/2008/09/09/google-planning-offshore-wave-powered-data-centers/) which uses ocean surface waves to power and cool the facility. Environmental Leader. Retrieved September 10, 2008 from <http://www.environmentalleader.com/2008/09/09/google-planning-offshore-wave-powered-data-centers/>

Entrepreneurs' questions?

- What business are we in? What business should we be in?
- What are our long-term objectives?
- What is our sustainable competitive advantage?

- Lifestyle or gazelle?

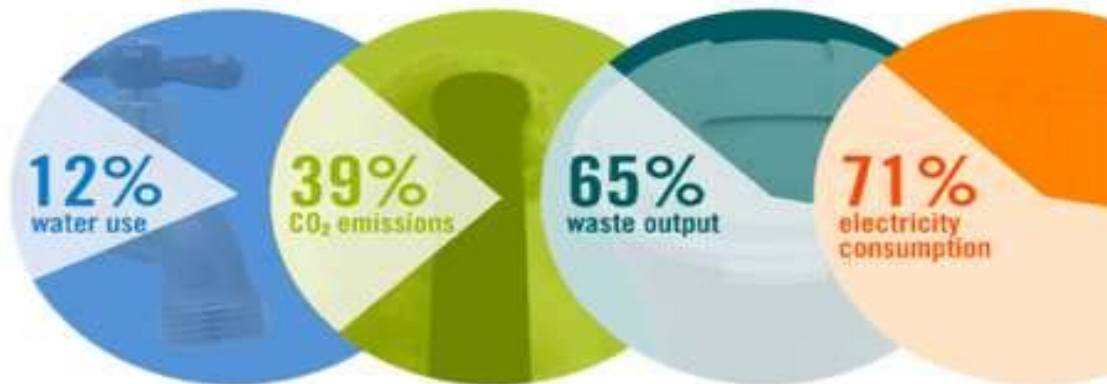
Entrepreneurs' questions?

- Who are our strategic allies?
- Who are our competitors?
- How should resources be allocated?

- What opportunities and threats do we face?
- What are our organizational strengths and weaknesses?
- What are our strategic alternatives?

U.S. Building Impacts

U.S. Building
Impacts:



- TRIRIGA as cited by Environmental Leader. Retrieved September 9, 2008 from <http://www.environmentalleader.com/2008/09/09/a-call-to-action-buildings-key-to-corporate-sustainability/>

Core Competencies

- Communication
- Quantitative Skills
- Information Literacy

Core Competencies

- Computer Usage
- Professional Behavior
- Competency in Critical Thinking
-
- Marketing Competencies

RGGI emissions trade begins at \$5.50/ ton

- **The Regional Greenhouse Gas Initiative (RGGI)** covering ten states in the US North East and Atlantic coast, including, New York, New Jersey and Massachusetts, gets underway on January 1 next year.

The Chicago Climate Exchange (CCX), already home to the world's largest voluntary carbon trading market, launched trading of futures contracts over RGGI permits last Friday. The New York Mercantile Exchange (NYMEX) will begin trading on August 25.
- **About \$30/ ton in the E.U.**

“Ah, the phase II question...”

- Mark Schepp, Maher Terminal Holdings
 - First bus tour, September 15, 2008

Online Grading Standards

- A = outstanding work, you will get the most important assignments, gain responsibility fastest, and get fast-tracked to the top of the company.
- B = above average work, the boss will notice your performance because it stands out from the pack, and you will move up a little faster than others.

Online Grading Standards

- F = Your fired.
- GERs in business?
 - Remember ‘culture’ and understanding markets? *A little help here please...*

Wacky & Wise: Distance Learning

- “With global economic uncertainty ahead, online learning- cheap, flexible and ubiquitous- would appear to be the solution for those who wish to learn while remaining in the workplace.”

– *Financial Times* Special Report 3/17/08

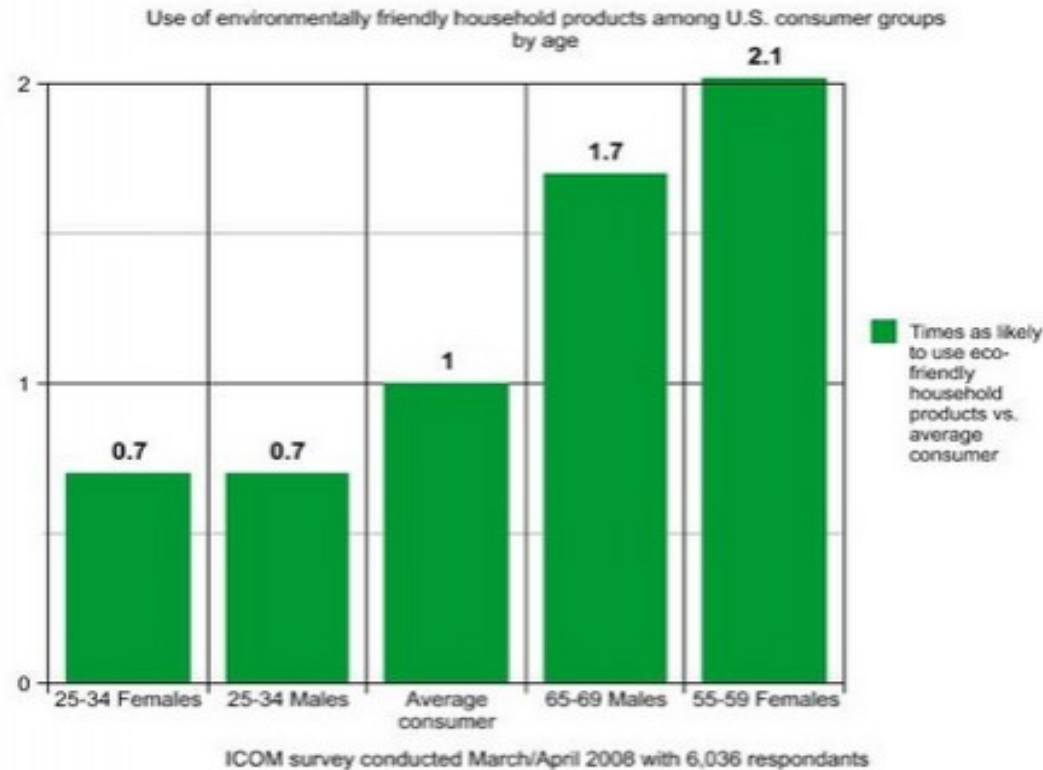
“Where the money is” ...NOT business [education] as usual

- “...[V.C.] pouring money into companies developing alternative fuels, fuel-efficient devices and other "clean" technologies.”
 - **Kleiner Perkins venture capitalist John Doerr, Wall Street Journal *March 24, 2008***
 - ***Remember ‘assets’? ‘Networks’?***

CleanTech

- Public equity
 - Carbon Disclosure Project \$57 Trillion
 - Supply Chain Leadership Collaboration
- Private equity
- U.S. consumer market \$104 Billion in 2008
 - U.S. Technology Readiness Survey
 - 71% of adults interested in green technology but there is a a large gap between what they own and what they want to own...Leading brands?

Rick's green gazelle work



- **Older Demographics Biggest Users of Green Products.** Retrieved September 8, 2008 from <http://www.environmentalleader.com/2008/09/06/older-demographics-biggest-users-of-green-products/>

Pilot

- Remember innovation inputs?
 - Assets (I.P., Equity?)
 - Networks (Intl, regional & local?)
 - Culture

Why Entrepreneurs Don't Scale

- loyalty to comrades
- task orientation
- single-mindedness
- working in isolation

- John Hamm, leadership coach
 - Harvard Business Review, Dec. 2002

Scaling successfully

- **Leaders who scale ...**
- deal honestly with problems and quickly weed out nonperformers.
- see past distractions and establish strategic priorities.
- learn how to deal effectively with diverse employees, customers, and external constituencies.
- make the company's continuing health and welfare their top concern.

Decision Biases

- Mythical fixed pie (Brian)
- Non-rational escalation of conflict (and of commitment)
- In-group bias
 - Business vs. ‘academia’
 - Business vs. ‘environmentalists’

Wacky & wise

- **Seems obvious in retrospect, even if it seems a bit silly at first.** "You mean if we slow down the trucks, or put doors on refrigerators, we'll use less energy?!"
 - Wal-Mart
 - UPS (no left turns)

Wacky & wise

- **Reduces total footprint, even if that footprint is a strange shape.** Sam's Club is selling milk in square cartons. Since they're a new design, they probably cost more to make. But the square shape means they stack a lot better, and without the crates. They pack much tighter, fitting nearly three times as many in every cooler, saving money and energy, and requiring 60% fewer trucks.

Wacky & wise

- **Does not create other significant problems.** Cutting school days means many parents have a day of childcare to deal with and pay for, one of those important unintended consequences.
- **May actually solve other problems.** School buses produce tremendous air pollution and health risks as kids sit in diesel fumes. Navistar has launched a hybrid school bus.

The grand tour?

- UAS Online
 - <https://uascentral.uas.alaska.edu/online>

Entrepreneurship online @ UAS

- **Bachelor of Business Administration
Entrepreneurship Emphasis**
 - The courses beyond the BBA core course requirements for the Entrepreneurship emphasis include:
 - Contracts *or* Business Organizations
 - Organizational Behavior *or* Human Resource Management
 - Marketing Communications
 - Marketing & Entrepreneurial Finance
 - New Business Ventures

Entrepreneurship online @ UAS

- UAS MBA entrepreneurship fund
- Online MBA classes
- Entrepreneurship elective and the UAS online Alaska Business Plan Competition

UAS School of Management

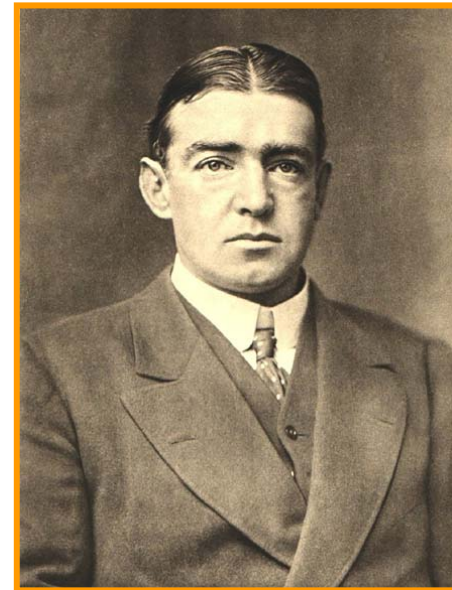
- CIOS Eve Dillingham 907-796-6355
- AB Bob Starbard (JNU) 907-796-6353
- MPA Kathy DiLorenzo 907-796-6418

- **MBA Rick Wolk 907-796-6133**
 – BBA, too.

- <http://www.uas.alaska.edu/som/>

**“Men (*and women*) Wanted for Hazardous
Journey.
Small Wages.
Bitter Cold.
Long Months of Complete Darkness.
Constant Danger.
Safe Return Doubtful.**

**Honor and Recognition in
Case of Success”**



Ernest Shackleton,
The Endurance, 1914

YOU NEED TO BE A LITTLE
Crazy

by Barry J. Moltz

"If you're thinking about starting a business,
you'd be **crazy** not to read this book."

—Daniel H. Pink, author, *Free Agent Nation*

C YOU NEED TO BE A LITTLE Crazy

THE TRUTH ABOUT

STARTING AND

GROWING YOUR

BUSINESS



BARRY J. MOLTZ

Preface by Howard Tullman

Serial Entrepreneur and President of
Kendall College

YOU NEED TO BE A LITTLE
Crazy

by Barry J. Moltz

References

- Are These Energy-Saving Measures Wise...or Wacky?, Winston, A., September 5, 2008. Harvard Business Publishing. Retrieved September 11, 2008 from http://blogs.harvardbusiness.org/leadinggreen/2008/09/are-these-energysaving-measure.html?cm_mmc=npv-_-WEEKLY_HOTLIST-_-SEPT_2008-_-HOTLIST0911