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ENCORE

**Entrepreneurship Knowledge Centers to Foster Innovative Entrepreneurship
Practices in Education and Research**

WP4 – Operational Integration of EKCs

SUMMARY OF EKC

BUSINESS PLANS

Deliverable N.	D4.2
Document version:	Final
Last Update:	24 April 2023
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Project number:	617589-EPP-1-2020-1-AT-EPPKA2-CBHE-JP
Project duration:	

This project has been funded with the support of Erasmus+. Project reference: 617589-EPP-1-2020-1-AT-EPPKA2-CBHE-JP

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1. Background of the project and work package 4 (WP4)

The aim of the ENCORE project is to enhance entrepreneurship education and entrepreneurial mindset in the three target countries of the project, i.e., Bhutan, Nepal and Laos. A vital part of that is the establishment of the Entrepreneurship Knowledge Centers (EKC) at each partner university. The entrepreneurship centres are established in work package 4 (WP4).

The EKCs established at the partner universities in Bhutan, Nepal and Laos aim to foster the concept of entrepreneurship in education and research along with disruptive business development. With the implementation of the EKCs, improved teaching standards and a higher reputation on a national and international basis can be created. Further, the EKCs will also foster innovation and lead to increased university-business cooperation. Ultimately, they will enhance the employability of the students/graduates of business study programmes.

The EKCs are going to further strengthen the university-business cooperation which is currently not very distinctive in the partner countries. Therefore, the EKCs will be seen as pioneers in the field. The main aim is to increase capacities for innovation in entrepreneurship education and research through the EKCs. The implementation of the centers and the increased entrepreneurial activities offered there will contribute positively to the current economic situation and the sustainable development of the business structures on a national/regional level. They will also offer skills and competences that are important for students and graduates to remain employable in the future.

The operation of the EKCs is supported by dedicated staff and students along with the involvement of domestic entrepreneurs, alumni and other supporting partners. For the functioning of the EKCs, each partner appointed at least 2 academic staff and 5 students who are responsible for that the EKCs are operating according to plan – the students were trained to act as assistant trainers for the planned vocational trainings offered by the centers. The academic staff was selected by the management board (WP8) of the ENCORE project after internal consultation with the higher management of each university. The five students who work in the EKCs were selected by the faculty of business together with a representative of the ENCORE management board.

The following summary includes an overview of the business plans prepared in work package 4 and its activity 4.2. First, a visual summary of the main target groups, services and United Nations Sustainable Development Goals (UNSDGs) addressed at the centres are shown. Then, a written summary of the operation of the centres is given. The written summary includes the name of the center at each partner university in Nepal, Bhutan and Lao PDR. The aims, target groups and services of the centers are also presented. Marketing for the center, UNSDGs in focus and the continuation plans after the project has ended are described as well.

2. Visual summary of target groups and services offered by the EKCs

Figure 1 shows the main target groups of the centers. In short, all EKC's will target students and teachers as well as SMEs and startups. They work with entrepreneurs in the region. Most centres are also focusing on alumni as well as public actors such as local governments.

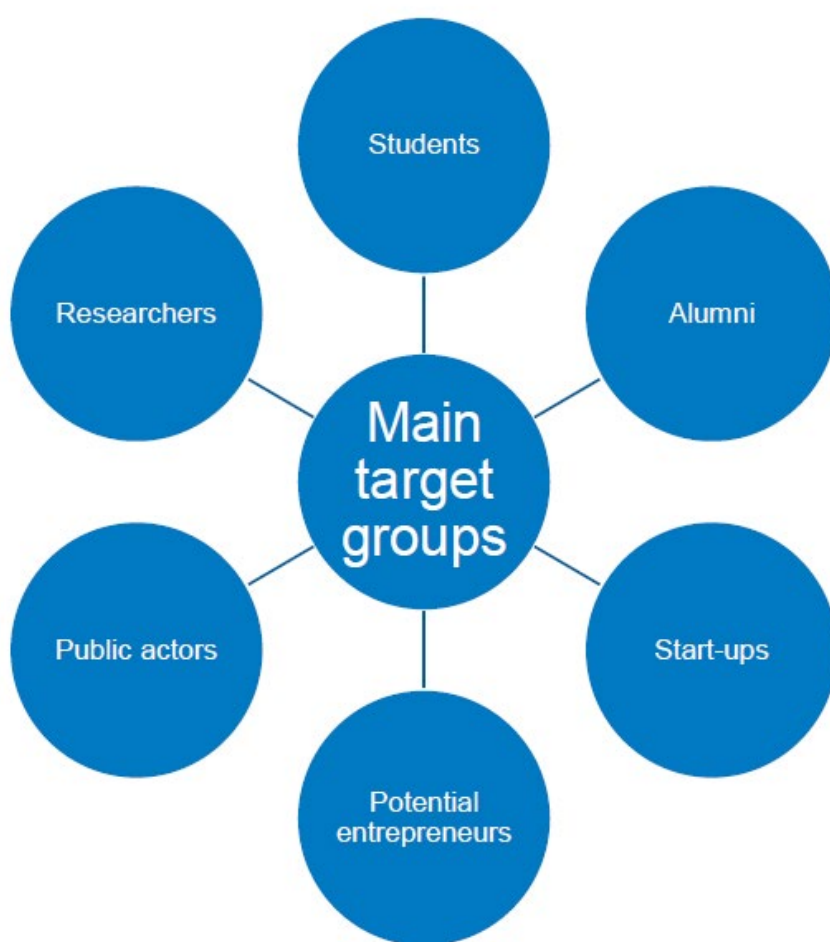


Figure 1. The main target groups of the centres

The centers also focus on selected United Nations Sustainable Development Goals (UNSDGs). Most of the centres focus on #1 (no poverty), #4 (quality education), #8 (decent work and economic growth), and #9 (industry innovation and infrastructure) in their activities. All the SDGs mentioned in the business plans are shown in figure 2 below.



Figure 2. UNSDGs in focus at the centres

The EKC's offer services to their target groups. Of course, the services concentrate on entrepreneurship and entrepreneurship training, networking and consulting. All the centers promote entrepreneurship and offer trainings and consultancy services. The services offered by the centers are summarised in table 1.

Table 1. Summary of the services offered by the EKC's in each partner university

	RUB	RTC	GCI	TU	SU	NUL
Entrepreneurship events	X	X	X	X	X	X
Business idea & pitching events	X	X	X		X	X
Mentoring	X	X		X		
Networking	X	X		X	X	
Entrepreneurship training	X	X	X	X	X	X
Business related research	X		X		X	
Office space and technology	X			X	X	
Consulting services	X	X		X	X	X

3. Short overview of all the centres

The last section of the report provides a short summary of the key operations of each center.



Royal University of Bhutan

Name of the center: Centre for Business Research and Entrepreneurship Development (CBRED)

Contact details: Gedu College Premises, Gedu, Chukha, 21007, Bhutan

www.gcbs.edu.bt

Email: deepakmonger.gcbs@rub.edu.bt

Tel: +975-77467261

Aims: Serving as a launchpad for startups. To be the Centre of excellence in facilitating sustainable innovation and entrepreneurship.

Target groups: students and alumni of Gedu College of Business Studies and the aspiring entrepreneurs from the community

Services: Organising entrepreneurship events, business idea and pitching events; incubation programmes (mentoring, networking, training, etc.), linking academic programmes to CBRED; Office space and technology (work stations), learning and research resources through CBRED library, business mentorship and networking, post-startup support services

KPIs: number of startups incubated, number of startup receiving funding, number of patents and intellectual properties facilitated, employment generated by the startups

SDGs in focus: #1, #2 & #8

Marketing: Entrepreneurship training and programmes, website, social media, entrepreneurship events, signage boards and brochures

Continuation of the center after the project: nominal fees from incubatees, facility usage fee for outsiders, training and consultancy fees



Royal Thimphu College of Bhutan

Name of the center: RTC Entrepreneurship Knowledge Center

Contact details: Royal Thimphu College Premises, P.O. Box # 1122, Ngabiphu, Thimphu, Bhutan

www.rtc.bt Email: erasmus@rtc.bt Tel: +975-02-351801/+975-02-351802

Aims: To be the center of reference for entrepreneurship education and training and to enhance entrepreneurial mindset and culture in Bhutan.

Target groups: Students, alumni, local communities, aspiring entrepreneurs/young start-ups, unemployed youths, existing business owners

Services: Incubation capacity building, develop curriculum and training materials, awareness programmes (panel discussions, workshops, networking events, etc.), idea pitching and incubation support, consulting services.

SDGs in focus: #4 & #9

Marketing: social media, website, college events, online materials such as e-brochures, e-flyers, posters, videos, photos, articles, newsletters, etc.; print: brochures, flyers...WOM

Continuation of the center after the project: in 2 to 5 years to promote self- sustainability of the EKC, Secure about 20% of total funding requirements through external sources; 5-10 years to promote sustainability of the EKC, Secure about 80% of the total funding requirements through external sources.

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Global College International

Name of the center: GCI Incubator Center

Contact details: Bashuki Marga, Mid Baneshwor 31, Kathmandu, Nepal

<https://gci.edu.np/>

Email: info@gci.edu.np

Tel: +977-1-4465186

Aims: To provide quality based scientific research, development and training platform to all the scholars, students, researchers, newbie entrepreneurs learn and experiment the findings of their research that they have carried out in the field of business and entrepreneurship.

Target groups: Research scholars, graduate level students, teachers, business stakeholders, 'Government Agencies' working in the field of entrepreneurship, national policy makers and candidates who are interested in learning about Nepalese entrepreneurship etc.

Services: entrepreneurship trainings (with certificate of professional training to participants), business ideas, business related research, business simulation activities, business related proposal writing workshops

SDGs in focus: topics relating to SGs #4, #8 & #9 (these goals not mentioned directly but investment in infrastructure and innovation, technological progress and sustainable industries, equal access to information and knowledge)

Marketing: digital (social media, blog posts) and print (annual magazines, brochures, flyers), research conferences

Continuation of the center after the project: fees for trainings after the project has finished, encouraging investors to invest in the entrepreneurship education and incubation center.



Tribhuvan University

Name of the center: Tribhuvan University Entrepreneurship Knowledge Center (TU-EKC)

Contact details: 824 Dhumbrahi Marg, Kathmandu, Nepal

www.tuicms.edu.np Email: Info@tuicms.edu.np Tel: +977-1-4008181

Aims: to connect entrepreneurship, education and empowerment. Encouraging and empowering entrepreneurs from the conception stage onwards in a partnership for sustainability. The ultimate goal is making entrepreneurship an attractive option instead of seeking employment abroad or relying on government jobs.

Target groups: prospective entrepreneurs, business communities, students, researchers, anyone who is thinking to become involved in entrepreneurship

Services: education and knowledge that assist to involve young communities in business entrepreneurship, e.g., training and tools to students, facilitating a connection between startups and investors, government stakeholders and experts; assistance with company registration process, technology and pitching; meetings with angel investors; networking; policy dialogue with local government; co-working spaces. Activities: training, workshops, Startup Bootcamps, Leadership Transfer and Outreach Programme, Fellowship Programme, Experiences and Networking Sessions, Policy, and Dialogue Meetups

SDGs in focus: #5, #8 & #9

Marketing: social media, website, networking

Continuation of the center after the project: An entrepreneurial management committee will be composed of concerned stakeholders. Center will be funded by membership fees.

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Souphanouvong University

Name of the center: Young Entrepreneur Support Center (YES-CENTER)

Contact details: 13th Northern Street Luang Prabang City, Luang Prabang Province, LAO PDR

www.su.edu.la

Email: yes-center@su.edu.la

Facebook: YES_encore

Aims: to enhance entrepreneurship competency of young entrepreneurs so they may be ready to compete on a regional and international stage in a competitive environment. To be the premier entrepreneurship networking hub in the region.

Target groups: Students, teachers and new start-up businesses

Services: Entrepreneurial Competency Development (entrepreneurship training), Coaching for students and new entrepreneurs, Consultancy Research for Entrepreneurs, Local and international networking for entrepreneurs, Organizing events and Exhibition on entrepreneurship: Case challenges, Inspiration talk, Job fairs

SDGs in focus: #1, #5 & #8

Marketing: website, social media (FB, WhatsApp), community events and trade shows, printed marketing materials (brochures, flyers, business cards), networking, PR and WOM

Continuation of the center after the project: Providing and organizing training / workshop space; Funding from government, INGO: ILO, USAID, and EU; Research for consultancy



National University of Laos

Name of the center: Entrepreneurial Education and Skills Advancement Center (EESAC)

Contact details: Dongdok Village, Xaythany District, Vientiane Capital, Lao PDR

Email: eesac-nuol@nuol.edu.la or nuol.eesac@gmail.com

Facebook: <https://www.facebook.com/profile.php?id=100086461099169>

Aims: to provide entrepreneurial education training to students and organizations, to provide consultant services on developing a business plan, including but not limited to financial management, accounting, marketing, human resources management, logistics, and operation.

Target groups: Students, alumni, researchers, SMEs and startups

Services: Entrepreneurship training (including principles of entrepreneurship, entrepreneurial mindset, design thinking, business planning and ideation) and counselling services by experts and professors

SDGs in focus: #1, #4, #8 & #9

Marketing: Both online and offline marketing channels to reach all target groups. Social media, content marketing, trade shows, events and networking. Focus on social media, e.g. Facebook with weekly updates. Trade shows with twice annual presence of EESAC booth.

Continuation of the center after the project: It aims to become a center of national entrepreneurial education and skills advancement hub which addresses entrepreneurial challenges and supports social-economic development.