

13th EBAN ANNUAL CONGRESS IN VIENNA

Training the Next Wave of BA and Entrepreneurs

Good afternoon,

As an EBAN's board member it is my pleasure to contribute to the reflection on training practices, namely on how to improve professional skills by training and also on using training as a money generator for BA associations, which, in times of crisis, cannot lean on external money.

All my life I have embraced and recognized the power of education and training as the only way to change and improve human attitude, specially at the entrepreneurial ecosystem. All actors need training including politicians, public funds' managers and heads of innovation and background infrastructures.

In the last 10 years, I felt the need to contribute to the training of people, namely young people. Me and my company have been fighting for the introduction of entrepreneurship teaching at the school level. GesEntrepreneur programme has been highly successful in Portugal and we have expanded to other countries. In a decade or so, these programmes will bring their results into the society, as a new generation emerges with a different approach to life.

On the private front, I have also inspired, year after year, groups of MBA students to look at their role as entrepreneurs, instead of managers. Following this approach some students have changed their life's way and created companies, as in a recent example, GesRecover where I have also ended up as a BA.

Thirteen years ago, I created the first Portuguese BAN, and helped the establishment of another 10. We developed training programmes for our associates and the results of training quickly reflected onto practices. Once again I have learned that training is powerful.

I have also been involved in helping the creation of EBAN training programmes for BAs, so that our community becomes better informed and able to improve its modus operandi. Once again these programmes were targeted at people who were already involved in the community.

Good results, always the same people. Many organisations develop similar curricula like for example: valuation methodologies, due diligence, term sheets, post-investment, early exists, angel portfolio strategy, all targeted at developing skills of investors in the system. This is good, but we can do better and target other markets.

My point is: "lets expand outside of our comfort zone and grab a new wave of participants".

While preparing for this panel I identified two target groups for whom we are not catering, yet: Owners of established SME's firms (who can become Bas) and MBA students or alumni (who can become Entrepreneurs)

(i) At the potential BAs front we know that many owners and managers are still looking inside into their own companies for solutions to new problems - They need to find new ideas in order to come out of those old-fashioned management techniques.

Most companies, especially the small companies, will get out of the crisis and become competitive once again by using new technologies, new innovations, new ventures and of course capital they don't own alone.

We need to grab those people's attention, and get them to invest in their own future assuming the role of investors, BA investors. These people are ready to be BAS they need a small push, training push.

(ii) On the other front, at the MBA level, students still don't have the urge to create their own businesses, they don't know where the opportunities are in terms of supporting infrastructures. MBA students have strong managerial skills (as they tend to be more mature with sophisticated company practices in their curricula) but don't have the owners drive, to start their own businesses. They also need a push, a training push.

The Association of University Technology Managers(AUTM), has realised that only about 1% of angels deals are from university spin-outs, EBAN research department has also understood that out of every 100 projects only 1-5 deserve the trust of BAs, meaning simultaneously that universities are, still, ill prepared for company creation and that the quality of projects is not achieving the required standards.

We need new, well-educated people to join us. I conceptualized that the type of initial training these two groups need is very similar and that probably we could target both with a single programme, fulfilling, in one go, the needs for training and also the creation of bridges between potentially strong entrepreneurs and potentially strong BAs.

BANS have a privileged relation with all the players in the ecosystem, therefore they seem the natural structures to organise and administer this type of training.

All of this in an intensive weekend of complete immersion with a programme that could follow this structure: (i) **Motivation for investment attitude** (ii) **Global Trends and The Economic Environment and Characteristics of Entrepreneurial activity** (iii) **Entrepreneurial Ecosystem and Public Policies** (iv) **Inspiring potential BA and Entrepreneurs to take advantage of smart money;**

The programmes should also include connections to other ecosystem's agents as incubators, accelerators, Tech. parks, VC Funds, Business Angels Side Car vehicles, etc. Local experts could be invited to address the investing environment specific to their community.

The methodology should be really inspiring and inspired in Real Life Experiences and Hands-On Learning, organised in small groups (joining potential BAs and potential Entrepreneurs) with the opportunity for group and individual study.

Having launched this suggestion I am now available for further discussing this idea, which I believe can be ground breaking in the area of training and also in attracting a new wave of people into the system.

Francisco Banha

Presidente da Direcção da FNABA

Board President of FNABA

Member of the Board of Directors of EBAN (www.eban.org)

Member of the Board of Directors of WBAA (www.wbaa.biz)

e-mail fbanha@fnaba.org

tel. +351 93 251 27 37

