



Shape your future

Entrepreneurship

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CTI Certified



Nominated as a 2011



Partner of the



Introduction

Peter Vogel

- HR Matching AG: Founder and CEO (2011-)
- Founder of “The Entrepreneur’s Ship” (2011-)
- FutureWork Forum: Partner (2011-)
- Stipendia International: Founder and President (2010-)
- EPFL: PhD in Entrepreneurship (2009-)
- Jobzippers Ltd: Founder and CEO (2008-2011)
- ETHZ: Mechanical Engineering / Biomedical Engineering (2004-2009)



„The perfect job for me is one which offers me day-to-day variety, one where I see my ideas become reality, one where I get to work with outstanding people and one where my work has a measurable impact on the success of relevant projects.“

Introduction

Entrepreneurship and Career

- Myths about Entrepreneurship
- Generations Y and Z
- Entrepreneurship as a Career

The Swiss Startup Environment

My Entrepreneurial Journey

- The Past
- The Present
- The Future



Entrepreneurship is about ...

uncertainty **doing** **ambition**
communication **optimism** **Inspiration**
people **vision** **change** **commitment**
time **learning** **you** **decisions**
passion **failure** **listening** **luck**
telescope **idea** **meaning** **leadership**

Entrepreneurship and Career

Only those who dare to fail greatly can ever
achieve greatly (Robert Kennedy)

Myths about Entrepreneurship

Entrepreneurs



What my mom thinks I do



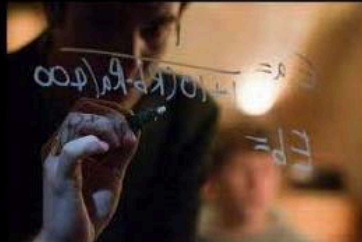
What my friends think I do



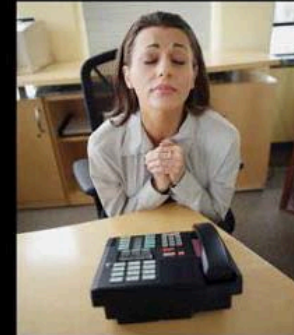
What society thinks I do



What investors think I do



What I think I do



What I really do

Myths about Entrepreneurship

Entrepreneurs are no heroes

...no super powers

...usually just don't want to work for someone else

The typical start-up is...

... a one-man show operated from home

... not innovative and does not intend to grow

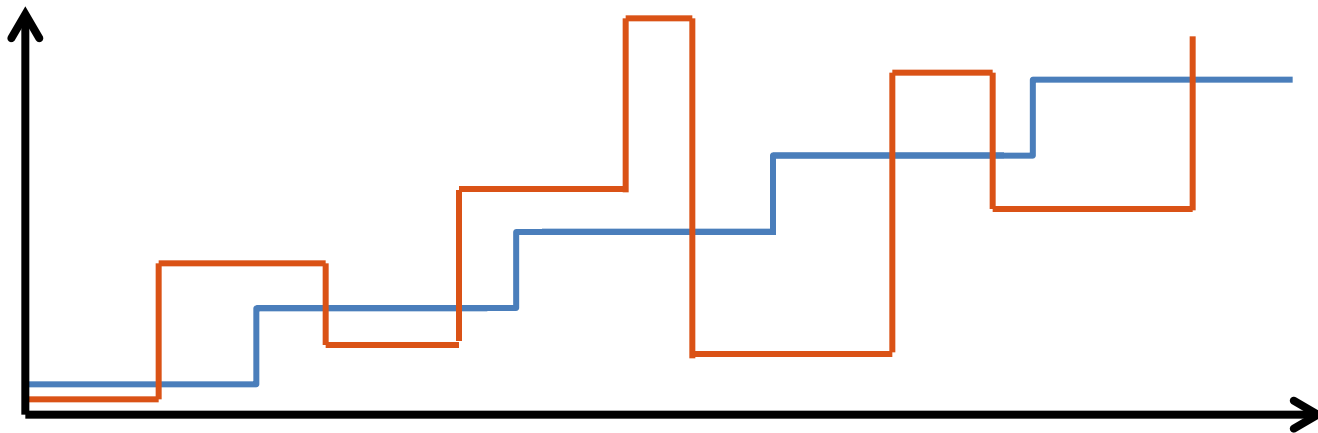
... not living more than 5 years

... not providing the founder with larger incomes

Myths about Entrepreneurship

BUT...

- Entrepreneurs do what they love
- Entrepreneurs have a larger upside potential than managers



Myths about Entrepreneurship



Myths about Entrepreneurship



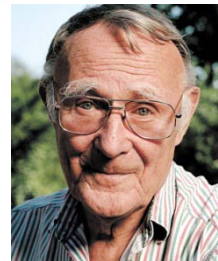
SIEMENS



BALLY



Microsoft



THE BODY SHOP



Google



facebook



GROUPON

shape your future
Jobzippers

Entrepreneurship as a Career Choice



Entrepreneurship as a Career Choice

Entrepreneurial Intentions of Students

- Percentage of people who want to start a firm increases 10-fold after 5y
- There exists a large intention – action gap.



ENTREPRENEURSHIP AS YOUR CAREER PATH



30. NOV, 17 - 20H

KEYNOTE SPEAKER:

John Bird

legendary founder of „The Big Issue“

+ 16 more global entrepreneurs

Twitter: [#jess2011](#)



REGISTER ON YOUR CAMPUS AT: WWW.JOBZIPPERS.COM/SPEAKERS
SPACES ARE LIMITED!

ETHZ | EPFL | HSG | UNIL | UNIFR | FHNW | UNI CONSTANCE | LEUPHANA



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Commission for Technology and Innovation CTI

CENTRALWAY
Switzerland | est. 1999

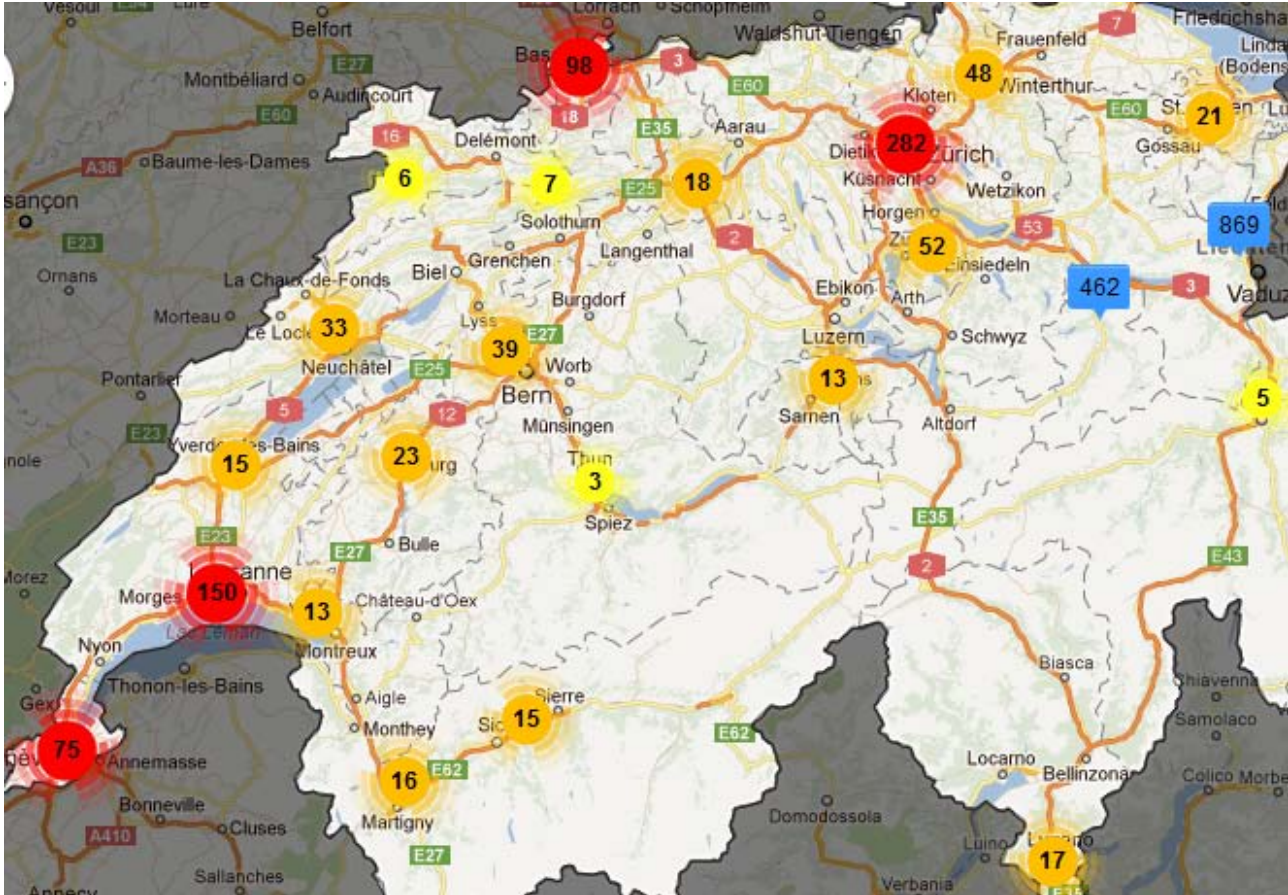


MANNEQUIN

STARTUPS.CH 

Novartis Venture Fund

The Swiss Startup Environment



The Swiss Startup Environment

Events

- Founder Institute
- Speakers Series
- Startupweekend
- START Summit
- Startup Camp

Blogs

- blog.ch
- entrepreneursship.org
- startup.ch
- startupticker.ch
- startwerk.ch

Organizations

- CTI
- Centralway Seed
- Sandbox
- Venturekick
- Venturelab

Investors

- BAS
- Centralway
- Startup Monitor
- Startup.ch
- Startupticker.ch

Books / Websites

- Art of the Start
- Business Model Generation
- Mashable
- Techcrunch
- Wired

Complete list on www.entrepreneursship.org/startup-directory.html

My Entrepreneurial Journey

Companies / Projects



My Entrepreneurial Journey

Teaching and Research

- EPFL - Chair for Entrepreneurship
- King Abdullah University of Science and Technology Saudi Arabia

Coaching / Mentoring

- A3 Angels
- START Global

Investments / Jury / Scout

- Centralway
- Venture 2012
- KAUST Seed Fund

My Entrepreneurial Journey

The Entrepreneur's Ship



Sail away from the safe harbor. Catch the trade winds in your sails.
Explore. Dream. Discover (Mark Twain)

My Entrepreneurial Journey

The Entrepreneur's Ship



My Entrepreneurial Journey

The Entrepreneur's Ship



The Swiss Startup Environment

Since many years we're actively supporting the Swiss startup environment and their various entrepreneurship related organizations.



SADC Region

In collaboration with CIYDA, we envision building sustainable entrepreneurship programs to reduce the youth unemployment rates and create jobs for the future.



The Latin America Project

following soon...



The Pacific Project

following soon...



KAUST - Saudi Arabia

Working with the entrepreneurship center and the seed fund of KAUST, we train and coach the entrepreneurs and consult the university in striving for entrepreneurial excellence.



Entrepreneurship by Unemployed

As part of the Chair for Entrepreneurship of EPFL, we do research on entrepreneurship by formerly unemployed individuals in developed as well as developing countries.



The Future of Work

As a partner of the Futurework Forum, we not only research on the future of work, but also teach and coach individuals, companies and organizations on these issues.

What will your magical journey be?



[@pevogel](#)

[@theeship](#)

[@jobzippers](#)

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