

About INSITE

www.bus.wisc.edu/insite

INSITE faculty members across campus develop programs that foster entrepreneurial values and equip students with critical skills to imagine and build new organizations that deliver both social and economic value.

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Business Plan Competition



Cognizant Deans: Michael Knetter (Business); Kenneth Davis, Jr. (Law); Molly Jahn (Agriculture and Life Sciences); and Paul Percy (Engineering)

Initiative for Studies in Transformational Entrepreneurship

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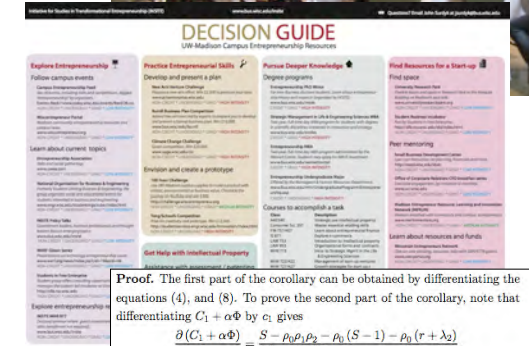
WISCONSIN
SCHOOL of BUSINESS

INITIATIVE FOR STUDIES

in

**TRANSFORMATIONAL
ENTREPRENEURSHIP**

“Adding entrepreneurship to the equation across the UW-Madison campus”



Proof. The first part of the corollary can be obtained by differentiating the equations (4), and (8). To prove the second part of the corollary, note that differentiating $C_1 + \alpha\Phi$ by c_1 gives

$$\frac{\partial (C_1 + \alpha\Phi)}{\partial c_1} = \frac{S - \rho_0 \rho_1 \rho_2 - \rho_1 (S-1) - \rho_0 (r + \lambda_2)}{(r + \lambda_1) (S - \rho_0 \rho_1 \rho_2 - \rho_0 (S-1))}$$

To prove the third part of the corollary, note that differentiating $C_1 + \alpha\Phi$ by λ_1 gives

$$\frac{\partial (C_1 + \alpha\Phi)}{\partial \lambda_1} = \left(\frac{\alpha \rho_0}{S} (\alpha \rho_2 \Phi + Y) - \frac{c_1}{r} \right) \frac{r}{(r + \lambda_1)^2}$$

Together with equations (10) and (11), the second and the third parts of the corollary follow. ■

The Initiative for Studies in Transformational Entrepreneurship (INSITE) facilitates and disseminates fundamental research about technology entrepreneurship and the processes of innovation that create social value. INSITE promotes research on these topics by faculty in departments across the university.

Advancing Scholarship and Understanding

Research

INSITE is at the core of a community of researchers who tackle specific questions about global efforts to create value through technology entrepreneurship:

- *How does institutional context drive the extent, type and impact of technology entrepreneurship?*
- *How does the pursuit of technology entrepreneurship itself shape the institutional context in which it unfolds?*

Conferences

Research conferences bring leading faculty from around the world together to develop theories and explore evidence crucial to understanding forces driving innovation and entrepreneurship.

* *Law & Creativity (2009)*

* *Technology Entrepreneurship & Institutions (2008, 2007, 2006)*

Doctoral Minor

Open to non-business majors



Students in a new course "Entrepreneurship in Business, the Arts and Nonprofits" (MHR 365) offered to students in the Entrepreneurship Residential Learning Community

Infusing Entrepreneurship Among Students

G. Steven Burrill Business Plan Competition

INSITE conducts an annual business plan competition with \$22,000 in prizes. Students attend seminars to better understand complex concepts and to build entrepreneurial skills, professional networks and confidence. Sample tutorials include: developing products; strategically managing intellectual property; and preparing financial statements for new ventures.

Entrepreneurship Residential Learning Community (ERLC)

Located in Sellery Hall, the ERLC brings students together to explore entrepreneurship, creativity, and innovation in society.

Emerging Entrepreneurship Theory and Research

A doctoral seminar led by INSITE faculty. Recent guest researchers include: Josh Lerner (Harvard, finance), Walter Powell (Stanford, Education) and Dan Levinthal (Wharton, Management)

Credit Curriculum – New Courses

INSITE-led courses include: Economics of Innovation & Technology; Law & Entrepreneurship; Entrepreneurial Finance and more.

Leveraging Technology Entrepreneurship

Patterns in University Start-ups

INSITE and its campus partners lead the UW-Madison effort to identify university-linked start-up companies. Researchers collect data on firm founding and linkages to the university through the technologies and people involved.



Visualizations of start-up data in the catalog are available online at www.bus.wisc.edu/insite/census

Wisconsin Entrepreneurial Boot Camp (WEB)

INSITE and the Weinert Center produce a 1 week non-credit immersion program on entrepreneurship fundamentals for graduate students in the life sciences. Faculty and leaders in industry deliver sessions.



A student visits a G. Steven Burrill Business Plan Competition exhibit table. Student presentations are broadcast live online.



Social science researchers explore how efforts to promote entrepreneurship affect universities in a discussion with UW—Madison stem cell scientists.