



RWTHAACHEN
UNIVERSITY

Entrepreneurship and Innovation

TU9 MOOC – Introduction to Effectuation

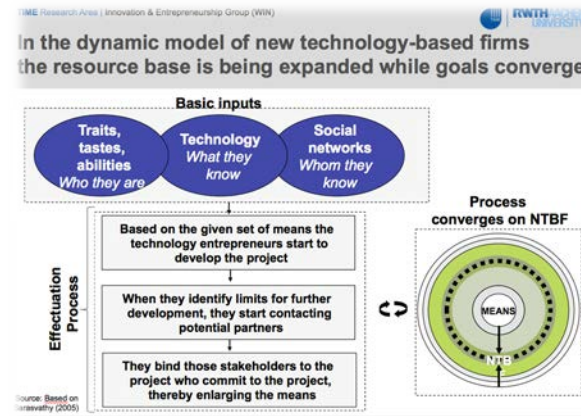
Assignment

Univ.-Prof. Dr. Malte Brettel | Aachen | October, 20nd 2014

School of Business and Economics

TIME Research Area | Innovation & Entrepreneurship Group (WIN)

Q: Means – How did it start?



Task:

Take the example of Streetscooter. Please analyze how its founder, Achim Kampker, used his means to start the company:

Please describe each of the following questions in one sentence/ bullet:

- “Who is he”?
- “What does he know”?
- “Whom does he know”?

Q: Partnership – Who did help to succeed?



Task:

Please find a service or product, that is delivered based on a partnership. Partners can be individuals or companies.

Please name the partners and describe their role in delivering the service or product.

Q: Contingencies – Turning contingencies in Opportunities



In response to a guest complaining about fried potatoes being too thick, an American cook cut them as thin as possible



Percy Spencer found that the chocolate bar in his pocket melted because he had been working on a radar unit



Working on a treatment for heart disease, Pfizer found that the developed medication could not cure heart diseases, but..

Task:

Please find three contingencies that individuals or companies have turned into new opportunities. Please name the person/ company who came across the contingency, describe how the discovery occurred (in one sentence/ bullet each), and name the product they created.

Please find examples other than the ones already mentioned in the video (those are: potato chips, the microwave, and Viagra).