Try.Fail. Change.Repeat.

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September 19, 2018
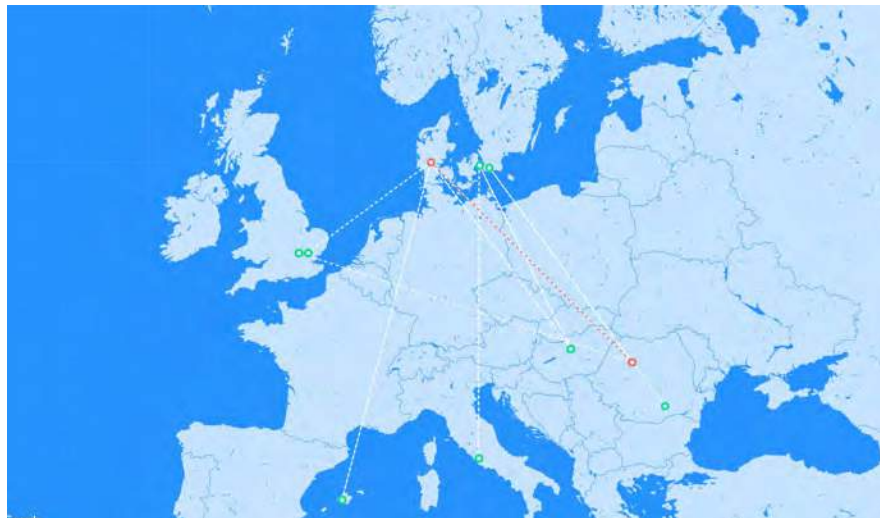
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Agenda

- How did we end up in Denmark?

- First year of Apidemia IVS

- Quick facts about what we do at Apidemia

- Open question

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How did we end up in Denmark?

- Romania -> Denmark

- Bachelor in Global Business Engineering 2013-2018 - VIA UC

- Mixed class of international and Danish students. Teamwork.

- Romanian vs Danish educational system

- Internship in Siemens and Apidemia Romania

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First year of Apidemia IVS

- Exploring startup community

- Made plans for establishing a software company that would be the startups tech co-founder

- Found out soon that if the startups had funding they already had a tech partner, if not, it was not sustainable for us.

- Pivoted to corporations. Found first large client COWI

- Networking!

- Getting to know the Danish business culture and language

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Apidemia's team

Denmark
- present on the market since March 2016
- team of 4 (past: 2 interns and 2 account managers)
- the business interface for the Danish customers

Romania
- present on the market for the past 15 years
- team of 30
- software engineers, graphic designers, branding identity

USA
- present on the market for the past 12 years
- developed long-term and large projects
- new customers were made through referrals

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Danish customers

COWI

POSHTEL POPUP

COMPASS GROUP

billy®

MobilePay

DAREHERO

AS3

we love startups

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Creating partnerships with well known brands

-> e.g. Mobilepay case that brought us in Borsen

BØRSEN.

Forside   Kurser   Seneste   Opinion   Penge   Finans   Avisen   Play   Pleasure

Breaking news   Ørsted sælger vindmøllepark for 37 milliarder

Mobilepay laver aftaler med 10.000 kunder ad gangen i stedet for én

Mobilepay med adm. direktør Mark Wraa-Hansen i spidsen sætter fart på udbredelsen af nye produkter ved at lave storaftaler i stedet for at kontakte kunder en for en.

Foto: Linda Kastrup/Ritzau Scanpix

■ FINANS | Af Thomas Zigler
30. AUG. 2018 KL. 9:09   Eksklusivt for kunder

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Open Question:

Which is your view on "failure-tolerant leaders"—executives who, through their words and actions, help people overcome their fear of failure and, in the process, create a culture of intelligent risk taking that leads to sustained innovation?

How can we train others or become ourselves such leaders?

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Hope you got inspired.
Thank you.

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My swanky shelf

Made with no regrets, whatsoever

JENS MYRUP PEDERSEN   SEP 19, 2018 11:02AM

How can we learn international students Danish language and culture?

Embed language classes within social activities

Learning Danish is almost impossible without speaking to a native Dane who can provide feedback on pronounciation.

Bring Danish lessons into the professional education

When students come to Denmark to study, they should have language classes integrated in the curriculum so it is not possible to "skip" and more motivating to learn.

Native Danes should practise speaking Danish to non-native speakers

It is too easy for Danes to switch to English, make a working/community culture around the Danish language

How to encourage/train leaders to be "failure-tolerant", and how to become such leaders?

Educational perspective

For the educational perspective, the process of assessment is very important. Assessment should be based on learning, and NOT outcome.

Pivot

We nede to Train people to pivot before a fail has a major impact.

PBL

Problem based learning activities naturally promote this type of assessment and a confidence in the students, that will reflect more experientialism in their work.

Education outcome

Should be more skill, that is applying theories, not repeating theories

How to encourage businesses to be more involved in student projects?

Understand the perspective of the company: what is the benefit for us?

Risk: pay-off from the contact

insurance in the environment which supports students to finish the project (time, money, emplyabilitiy as incentive for companies).

Not a theoretical parallel track

Condition for directly working with confidential business secrets: students should be considered as part of the company in the duration (employed)

Question of ownership

Do students want to work on their own, or will they be willing to "give it away" to the company. Clear from the start and create a win-win situation.

Establishing agreement before the project between partners

NDA is a huge issue, extends to examinators, mentors, etc. Overall agreement needs to be settled between universities and companies. A lot is "based on handshakes", needs to be put into system

Organize a fair or similar where companies can "sell" their problems and projects to students/ university courses etc.

Realism

Too optimistic, say yes before the road is cleared. Universities should "educate" the companies about limitations, and what supervision the university will deliver.

Avoid the "secrets"

Keep the project as open as possible to open for publisment. For projects with values however companies need to go into IP situations, and establis win-win

Change of mindset

Many initiatives are happening, but we need more willingness for cross colaboration. Dialogue to facilitate the transfer

Benchmark

External funding, then agreements and trust will happen from the start. Learn from the innovation funded projects, copy their establishment of trust etc.

How do we educate people to work in cross-disciplinary environments without forgetting the expertise?

Okay

Right Balance between expertise and soft skills

You should have a some kind of identity in your field, but should also be able to cooperate with the others ....

Experts in teams

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