

Entre'nous – The Entrepreneurs' Challenges to Explicit Knowledge and Foster Collaborative Open Innovation

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Abstract

To solve the problems of entrepreneurs, drawing on the experience of regional companies and knowledge of academics, professors, and students, we designed a brainstorming evening party, allowing all these players to meet at our university. In a short format, a company is invited to present one current problem encountered in its business. A professor deepens the notions thanks to a short and focused state-of-the-art contribution, followed by round tables in the form of a world café, to look for possible solutions with students, professors and other entrepreneurs who share their experiences. Finally, at the end of the meeting, the leader of the challenge is asked to present the best ideas identified. This event allows both to reinforce the social capital between entrepreneurs of the region valorise the entrepreneurs' experiences, and the knowledge of the professors and the students. It is also a collaborative open innovation strategy involving multiple regional stakeholders tested in our Living Lab. Our contribution aims to present the process with its benefits and limits to offer the possibility to transpose it in other regions.

Keywords: Entrepreneurship; Regional development; Problem-solving; Design Science; Open innovation; Living Lab

JEL classification: O5

Acknowledgements: The authors would like to thank Line Pillet and the Positive Economy Living Lab team of the Entrepreneurship & Management Institute at the University of Applied Sciences and Arts Western Switzerland, Lucien Papilloud, Benjamin Nanchen, Francesco Maria Cimmino, Deborah Glassey and the Innohub association which supported the project.

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