

# Jean-Baptiste Say Institute for Entrepreneurship Annual Report 2022

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## Preface

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Dear all,

A very warm welcome to the Jean-Baptiste Say Institute's Annual Report for 2022.

world. It was a year in which we embraced new partners, such as RIU Hotels & Resorts. And lastly, it was a year of truly European co-creation of all things entrepreneurship at ESCP Business School.

We hope that you enjoy this little recap of our activities!

All the best,

**René Mauer**

Professor

European Coordinator of the Say Institute & Academic Director EMDIEL

## New Partners

02

In 2022, the Jean-Baptiste Say Institute was happy to announce several new partners. We are deeply grateful for their support.

### Corporate Partners

#### RIU Hotels & Resorts



RIU Hotels & Resorts are funding the professorship of Lola Herrero on ESCP Business School Madrid Campus.

This professorship is the outcome of more than five years of developing projects together with professors, researchers, and students. Its special focus lies on sustainable development.

Read more in this article:



## A Love Story – RIU x ESCP Professorship

A professorship is a great way to create strong bonds between universities and external actors. It requires time, energy and passion, just like any relationship. In this article, we share what this means for ESCP and RIU Hotels & Resorts.



## Orange & Early Metrics



# onepoint.

Rand Gerges-Yammine and Alisa Sydow were co-running the Corporate Entrepreneurship course with Orange and Early Metrics as partners. For the November edition, OnePoint joined as partner and the partnership was a big success. The company supported the students throughout the innovation challenge process by providing access to several premises in Paris and organized a cocktail party after the pitch event.

## Yunus Social Business & Portal Telemedicina



# PORTAL TELEMEDICINA

On Berlin campus, we ran an Internationalisation Bootcamp in partnership with Yunus Social Business and Portal Telemedicina. The bootcamp took place as a student hackathon with Option-E students from 24.10.22 to 31.10.2022. The aim was to help the social business Portal Telemedicina to investigate potential European countries to expand to from Southern America. Portal Telemedicina is a portfolio social business of Yunus Social Business.



Erasmus+ is funding our project “*SUST-Turism: responsabilidade e sustentabilidade no turismo*” on Madrid campus. The project is linked to entrepreneurship and sustainable tourism, to be implemented in Cape Verde and Angola in the next 2.5 years.

[LEARN MORE](#) 

## Start-up Partners

Our start-up partnerships bring start-ups and ESCP students together. The start-up partners join our community of entrepreneurs, networking events, and recruitment opportunities. In 2022, we welcomed nine new start-up partners to our ecosystem.

[LEARN MORE](#) 

# CAVALRY



ex

femtis

PERIOD PANTIES

 heartstocks



# Lyken



The logo for Real Pace features a stylized blue house icon on the left, followed by a red triangle pointing right. To the right of the triangle, the word "real" is written in a red, cursive script font, and the word "PACE" is written in a bold, blue, sans-serif font.

**real**  
**PACE**



# Vinted



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# voggt

PASSIONS PLAYGROUND

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- 
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  2. Hire entrepreneurial talents.
  3. Co-create visible expertise in entrepreneurship.
  4. Reinforce your brand awareness in terms of entrepreneurship.
  5. Develop your business with fast-growth companies and promising entrepreneurs.

Would you like to know more? Get in touch!

## Berlin



René Mauer

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Professor

European Coordinator of the Say Institute & Academic Director EMDIEL

## London



Davide Sola

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Professor

London Coordinator of the Say Institute & Academic Director Option-E London

## Madrid



## Lola Herrero

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Associate Professor

Madrid Coordinator of the Say Institute & Academic Director Option-E Madrid

## Paris



## Martin Kupp

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Associate Professor

Paris Coordinator of the Say Institute, Head of Executive Education & Academic Director Option-E Paris and MSIE

## Turin



## Alisa Sydow

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[asydow@escp.eu](mailto:asydow@escp.eu)

Assistant Professor

Turin Coordinator of the Say Institute & Academic Director Option-E Turin

In 2022, we also started a few new teaching initiatives. Please find a selection of them below.

## New courses and electives

### Entrepreneurial Workplace

On Berlin campus, René Mauer ran a course titled “The Entrepreneurial Workplace” for the first time. The students were encouraged to reach out to alumni in the entrepreneurial ecosystem. As a result of this course, a community outreach blogpost series has been created by the students. Check them out below!

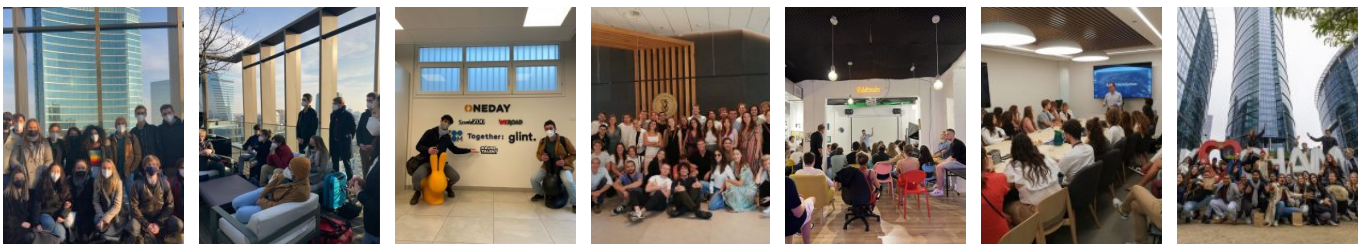
[READ THE POSTS HERE](#) 

### Wannatreprenuer “internship”

For students interested in developing their entrepreneurial mindset and concrete entrepreneurial skills, who want to learn from experienced entrepreneurs, Madrid Campus now offers the possibility of validating their internships upon submitting a business plan. Both bachelor and master students are invited to develop a business idea, test and validate it and develop a business plan, helped by mentoring sessions and attending workshops on the entrepreneurial mindset and ideation, draft prototyping, idea validation, and frameworks like the Business Model Canvas and Business Plan. In 2022, 6 of these projects were admitted and validated.

### Ecosystem Weeks

We embarked on several ecosystem weeks with our Option-E students. While the Madrid cohort again explored their local ecosystem and the Berlin cohort travelled to Warsaw again in cooperation with the EMDIEL programme, the Paris cohort for the first time explored Tel Aviv, and the Turin cohort had fun in Milan.





## Improbable Going Global

The Art Thinking method, formalized by Sylvain Bureau, is used and taught via the Improbable seminar beyond ESCP. Last year, one Art Thinking seminar was organized every two weeks in 10 different countries in multiple universities and schools (among others the University of Virginia, EMLYON Business School, Skema Business School, ESMT, Ecole Polytechnique, Musashino Art University) as well as in museums like Centre Pompidou or Le Louvre. More and more companies are training their employees in Art Thinking to develop improbable solutions to face the challenges of our times: the French spatial agency (CNES), Lufthansa, Air-France KLM, EDF, Benque Populaire Caisse d'Epargne, etc. To support this dynamic, 15 new colleagues were trained in the Improbable pedagogy last year. Two of them also joined the Jean-Baptiste Say Institute als Affiliate Professors: Nil Samar and Florence Tadjeddine.



## Awards

ESCP appears for the first time in the QS Spanish Entrepreneurship Rankings! In the “*emprendimiento*” category, we were ranked second. Congratulations to the colleagues on Madrid campus for this achievement!

## Incubation: Blue Factory

The Blue Factory, our European incubator supports a wide range of entrepreneurs, and organizes various events. Among the highlights from 2022, we are happy to share that Blue Factory moved into a new location on Paris campus. Shared offices, a

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crossing of the horizons of the incubated entrepreneurs, and of our entire community of experts and partners, thanks to events, seminars, and spontaneous discussions throughout the year.

## START

The START Online programme was again running steadily with about 70 participants per semester.

Locally in Paris, a new MakerRoom was made available for START participants on Tuesdays, and for the full school including professors, alumni etc. on Thursdays.

In Turin, additional START workshops were launched to activate the local community of entrepreneurs. The workshops focused on START Online participants based in Turin.

## SEED

In Berlin, we welcomed two new EXIST projects in 2022: [High Five](#) and [Pick'n'Sew](#). The SEED Paris programme was running with 10 projects. Welcome to the community, [Coralium](#), [Hopia](#), [Thrasos](#), [Orra](#), [Glanceable](#), [Tactix](#), [Mamakya](#), [Komi](#), [Menorebelle](#), and [Leanpay](#). [Meet the entrepreneurs here!](#)

In 2022, our professors and other researchers have worked on a variety of exciting projects. Please find them here:

## Publications

NOVEMBER 25, 2024

### **An institutional perspective on fear of failure and its effects across three entrepreneurship stages** [READ MORE →](#)

**AUTHORS:** SÖNKE MESTWERDT, MATTHIAS MROŻEWSKI & CHRISTOPH SECKLER  
**PUBLICATIONS OUTLET:** INTERNATIONAL ENTREPRENEURSHIP AND MANAGEMENT JOURNAL

NOVEMBER 5, 2024

### **The role of socially induced and regulated emotions for the development of an entrepreneurial mindset**

[READ MORE →](#)

**AUTHORS:** CYNTHIA MARIA KATHARINA ZABEL; ALEXANDER MEISTER; NICOLAS VAN DE SANDT; RENÉ MAUER **PUBLICATIONS OUTLET:** INTERNATIONAL JOURNAL OF ENTREPRENEURIAL BEHAVIOR & RESEARCH

NOVEMBER 1, 2024

### **The RIU Method: The Realities of the Destination as a Starting Point and Goal on the Road to Hotel CSR**

[READ MORE →](#)

**AUTHORS:** LOLA HERRERO AMO & ADRIANA HURTADO JARANDILLA  
**PUBLICATIONS OUTLET:** PASOS REVISTA DE TURISMO Y PATRIMONIO CULTURAL

[VIEW MORE](#)

## Sieste – Engaging the entrepreneurship research community

We regularly host “Sieste”, our inspirational entrepreneurship research break. Both Jean-Baptiste Say Institute senior researchers as well as external scholars present

Following scholars joined us.

Daniela Marzavan

(Bauhaus University  
Weimar)

Design Thinking in Organizations

Maria Figueroa-  
Armijos (EDHEC  
Business School)

Venture capital or public policy for women's  
entrepreneurship? Evidence from the regional financial  
portfolio of U.S. women business owners

## Visibility

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In 2022, we hosted a number of exciting events, but also collected stories, contributed to The Choice and were featured in the press. Here you find some highlights.

### Selected Events

#### Entrepreneurship Festival

The Entrepreneurship Festival is our biggest event of the year. In 2022, we went back to focusing on local events on each of our campuses, but still all met online for certain bits.

[CHECK OUT EVERYTHING THAT HAPPENED HERE!](#) 

#### Green Hackathon

The ESCP Green Hackathon focused on the City of the Future. This third edition of the event brought together 15 companies, 100 students, divided into 21 teams and supported by 12 mentors, competed with each other by designing innovative and sustainable ideas to support cities in accelerating their green and digital transformation.

## The Choice

The Choice collects ideas, their knowledge, and everything that makes people from the ESCP community have an impact. Check out these inspiring articles from Jean-Baptiste Say Institute members and students:

- Is humility the new smart? by Christoph Seckler
- The key to succeeding as an entrepreneur: create a community by Maeva Tordo and Rand Gerges Yammine
- How user-centric co-innovation has been driving digital transformation at Faurecia by Martin Kupp
- “We need new forms of governance for the further development of the space sector, not just Elon Musk’s enterprises” by David Lehmann
- Scaling as the search for profit-market fit by Davide Sola, Martin Kupp & Sophia Braun

## In the Press

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Wie wir Niederlagen als Chance sehen with Christoph Seckler

# BUSINESS Punk

Warum organisiertes Chaos das Geheimnis für radikale Innovationen ist by René Mauer

# BUSINESS INSIDER

Demut als Führungsprinzip: Ein Forscher erklärt, wie die besten Chefs mit Fehlern umgehen – und so ihr Unternehmen erfolgreicher machen with Christoph Seckler

# Capital

WIRTSCHAFT IST GESELLSCHAFT

„Längerfristig haben demütige Manager eine bessere Performance“ with Christoph Seckler



# elEconomista.es

RIU y ESCP Business School reafirman su alianza con una cátedra para desarrollar proyectos de RSC with Lola Herrero



The Overlooked Key to a Successful Scale-Up by Martin Kupp and Davide Sola



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

Refugees as entrepreneurs: what's behind their success or failure? by Yi Dragon Jiang and René Mauer



Space: the new digital? by David Lehmann



Fuck-ups: „Wer keine Fehler macht, macht einen großen Fehler“ with Christoph Seckler

Team Updates

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## Stela Ivanova

Mixing psychology with entrepreneurship, new ESCP London campus Assistant Professor Stela Ivanova never thought she would feel so at home in a business school. She told us about her journey and experiences, uncovering the links between two fields (psychology and entrepreneurship) that seem to have little to nothing in common.

[READ MORE](#) 



## Audren Letellier

Audren joined us as PhD student and Research Assistant at ESCP Berlin campus in order to further develop critical and feminist perspectives on entrepreneurship. She intends to dig into the concept of Post-Growth Entrepreneurship in order to contribute to rethinking Economics and Entrepreneurship Education from a philosophy of education angle.



## Konstantin Remke

Like Audren, Konstantin is a new PhD Student and Research Assistant on Berlin campus. His major field of interest is sustainable business model innovation. Konstantin has a background in banking, finance, and business administration.

## Last Words

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Thank you for staying tuned, reading, engaging with us and connecting. Finally, make sure to sign up for our [newsletter](#) and follow us on [LinkedIn](#), [Facebook](#) or [Twitter](#) to receive more frequent updates.

All the best for the year ahead!



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