**Introduction! This session will be recorded! Please turn off your camera.**

A very warm welcome from the Netherlands! Great to have you all here!

My name is Hans Schülski Chief of the Center for Entrepreneurship from NHL Stenden.

*Entrepreneurship is not just about having a good idea or a great product. It’s about having the right* ***mindset****. Without that entrepreneurial mentality, it’s nearly impossible to build a business — and to sustain it in the long run.*

*Research makes this very clear. The American psychologist* ***Carol Dweck*** *once said:* “It’s not about being the best. It’s about becoming better.” *Her theory of the* growth mindset *shows that people who believe they can develop, are far more resilient when facing setbacks and learn faster from mistakes. Studies on entrepreneurship also confirm that traits like* ***perseverance****,* ***risk-taking****, and* ***initiative*** *are strong predictors of success.*

*A truly inspiring Dutch example is* ***Jitse Groen****, the founder of Thuisbezorgd.nl (known internationally as Takeaway.com). He started in 1999 from his student room, at a time when online food delivery hardly existed. For years, he barely made any money, yet he persisted. With market insight, the courage to take risks, and the leadership to scale his business, he grew Thuisbezorgd into Just Eat Takeaway, a multinational worth billion.*

*So remember:* “Successful entrepreneurship doesn’t start with a plan, but with the mindset to keep going when others stop.”

**The programme of this week!**

**In the first chapter of this online Bootcamp** (today**).**

The Center for Entrepreneurship of NHL Stenden developed in collaboration with inspiration of The Northern Development Institute of the Netherlands, The Gritd Method and Entrecomp a lineup of workshops that supports students to find their way in Entrepreneurship. Incremental growth as well in skills, knowledge and Mindset. Today **Bauke Foppele Bachelor of Arts and Ewald Chocolaad Master of Science** will help you find out what kind of entrepreneur you are. A practical non-academical and individual approach that will give you the necessary insights on the topic of this week. You will find out in a few minutes!

**In the second chapter of this week** (Wednesday 10.00 – 12.00)**. John Hornby** (PHD candidate and Lecturer) is deeply committed to advancing innovative pedagogical approaches that foster entrepreneurial mindset development across Europe.

His research, developed in collaboration with Innoboost and the Centre for Entrepreneurship at NHL Stenden, investigates how specific elements of the educational environment—namely authenticity, collaboration, and reflection—influence students’ entrepreneurial mindset and intentions. He is Using structural equation modelling, the research provides robust evidence for the ways in which educational design can serve as a catalyst for personal and professional transformation.

So The entrepreneurial mindset isn’t a personality type. It’s a structured way of thinking and acting, shaped by experience and nurtured through reflection, collaboration, and meaningful challenges.

The research shows that the mindset develops through these experiences and forms the psychological bridge between what students learn and what they do with it. – Reflection and collaboration consistently help shape mindset, especially when structured. Authenticity, very important, needs careful scaffolding to avoid confusion or disengagement. – Without mindset, learning activities often fail to translate into intentions or action.

So, he says: To be effective, education must be purposefully designed to shape the entrepreneurial mindset.

**In the third online chapter** (Wednesday 0200-0400) **Dr. Florian Maurer** RUN EU colleague from Austria, will contribute with his knowledge and insights from Schumpeter and Strategic decision making.

Joseph Schumpeter is regarded as a key thinker on entrepreneurship. While Adam Smith and Max Weber emphasized the entrepreneur as organizer, and Israel Kirzner described him as alert to opportunities, Schumpeter saw the entrepreneur as an **innovator**. For him, entrepreneurship drives creative destruction: the process of disrupting existing markets and replacing them with new products, methods, or structures.

The “Schumpeterian entrepreneur” is defined by **vision, courage, and innovation**. Rather than maintaining routines, entrepreneurs create value by combining resources in novel ways—introducing something fundamentally new to the economy. This requires not only creativity but also the willingness to challenge established norms.

Here, **strategic decision making** becomes essential. Innovation without strategy risks fragmentation or failure. Entrepreneurs must decide where to focus, how much risk to accept, and when to act. Strategic choices align innovation with long-term growth, ensuring that entrepreneurial energy leads to sustainable competitive advantage.

**In the Fourth online chapter** (Thursday 0100-0300 pm.) You will become crazy about the Entrepreneurial Mindset!

Colleagues from the Center for Entrepreneurship will introduce a fully renewed and exclusive theory. **Chantal Stegink Master of Arts and Inge Visser** combined the research outcomes from Entrecomp competences and the Disc Method. The combination of those give students fundamental insights in their ability to grow a successful entrepreneur. You need to experience this workshop like the workshop of today. We use non-academical; approaches to stay as close as possible to the way entrepreneurs live, work and think.

**And then finalizing my contribution....**

**Evaluation and feedback** (Tuesday 23rd September 0200-0400 pm.) ; homework!

Discussion and questions about your homework/paper. Assignment: We will receive (latest Monday 22nd September, 12.00 hours A.M) a personal digital written paper (contending 1000 words) about your personal possibilities and abilities of becoming an successful entrepreneur. You will include all 4 insights that are given in the 4 workshops. The key factors are elaborating on Personality and Ability.

To send in: The mail address will follow asap.

That’s all folks! I give the floor to Bauke and Ewald