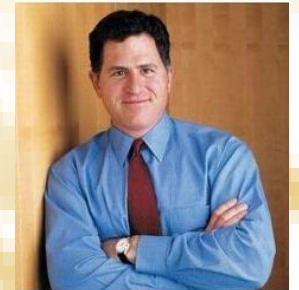
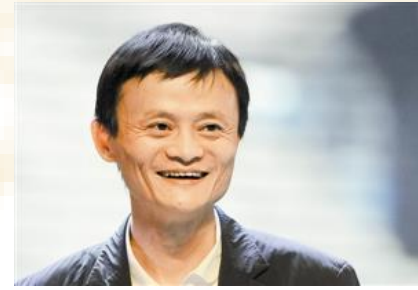


Teaching Innovation for Entrepreneurs

吴霁虹 (Jihong Sanderson)

2016年10月21日



**A successful entrepreneur
can not be taught**

Agenda

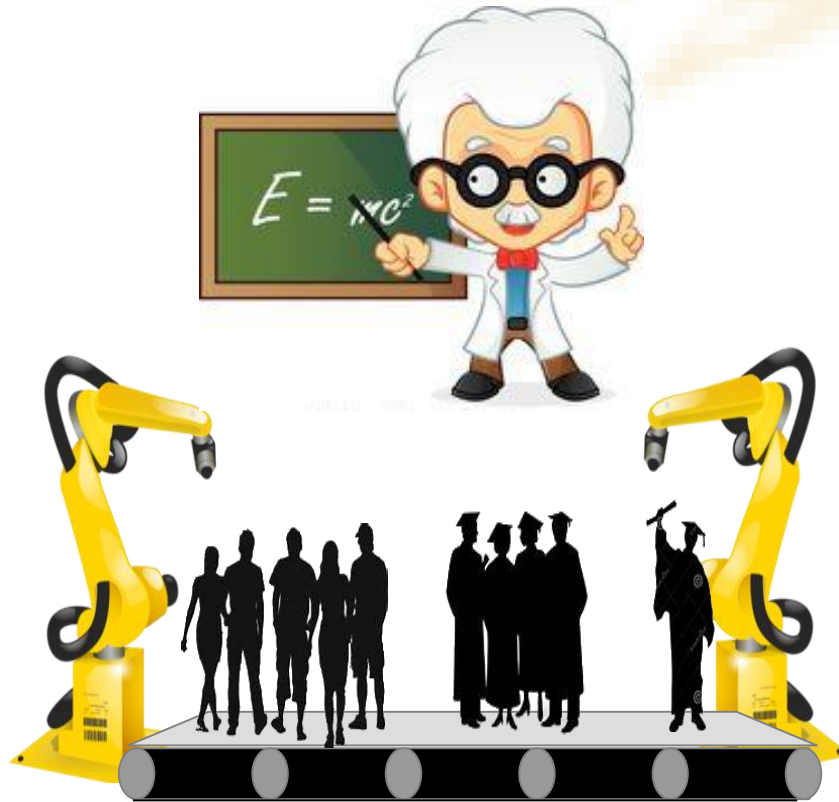
- 1、 Who am I as a Professor
- 2、 Why do I Change?
- 3、 How do I Teach?

1、Who am I as a Professor



1、Who am I as a Professor

进来时...



出去时...



1、Who am I as a Professor



✗ 不停的增加新功能；



✗ 产品是公司领导需要，
而不是用户需要；



✗ 产品是给自己需要，
而不是大众需要；



✗ 想做一个完全创新的产品；

1、Who am I as a Professor

- 新思想
New Thoughts



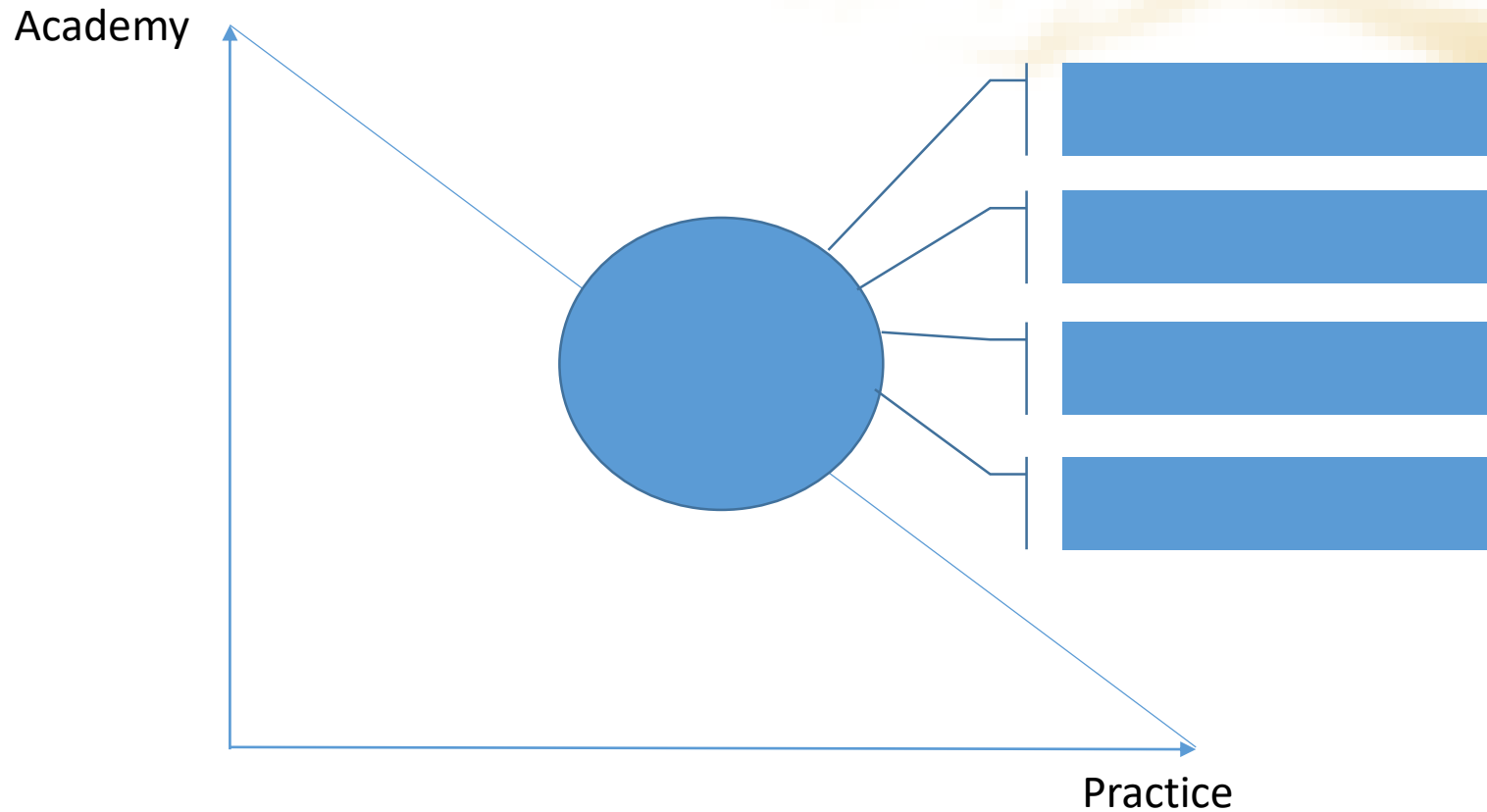
- 新内容
New Contents



- 新方法
New Metrology



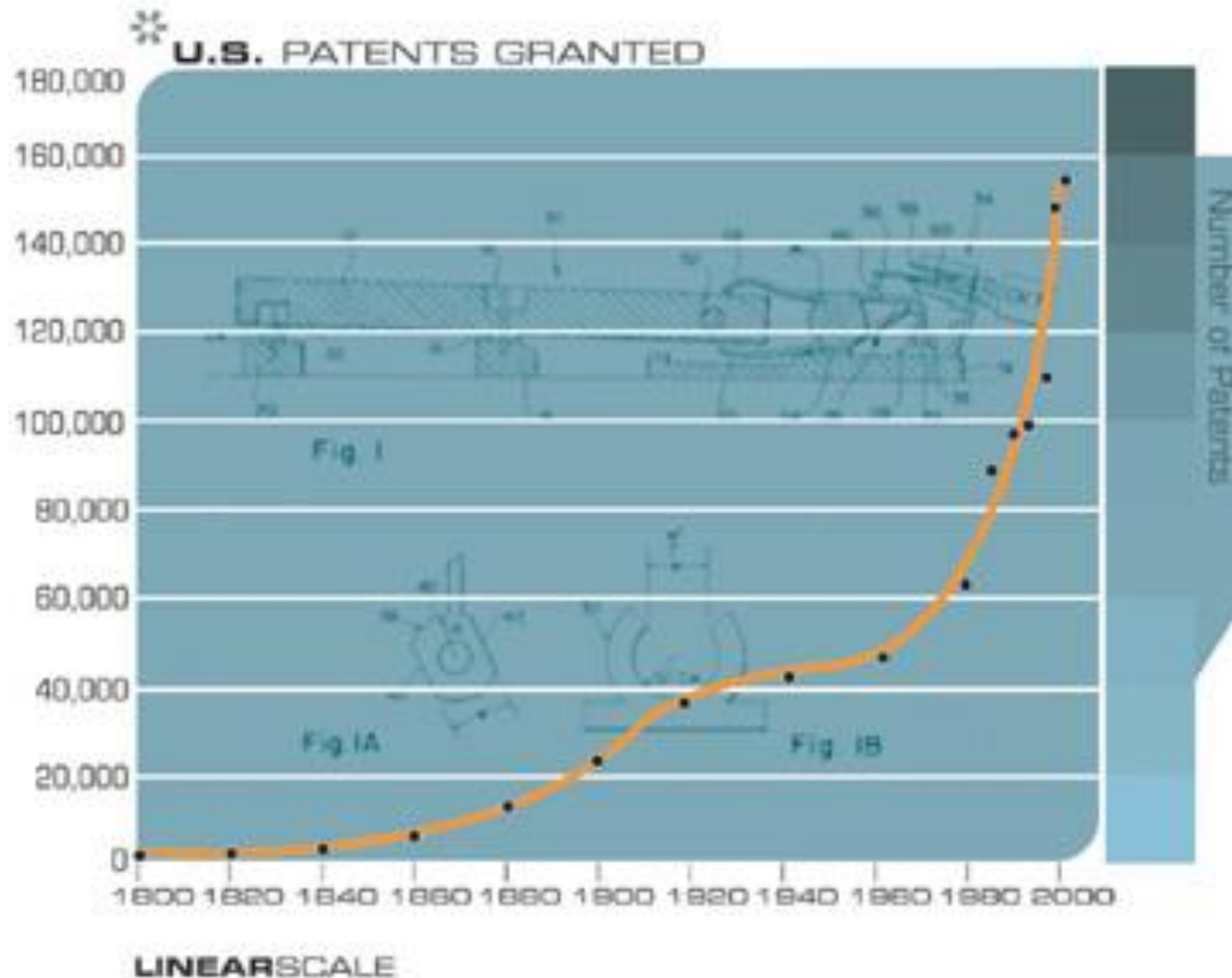
1、 Who am I as a Professor



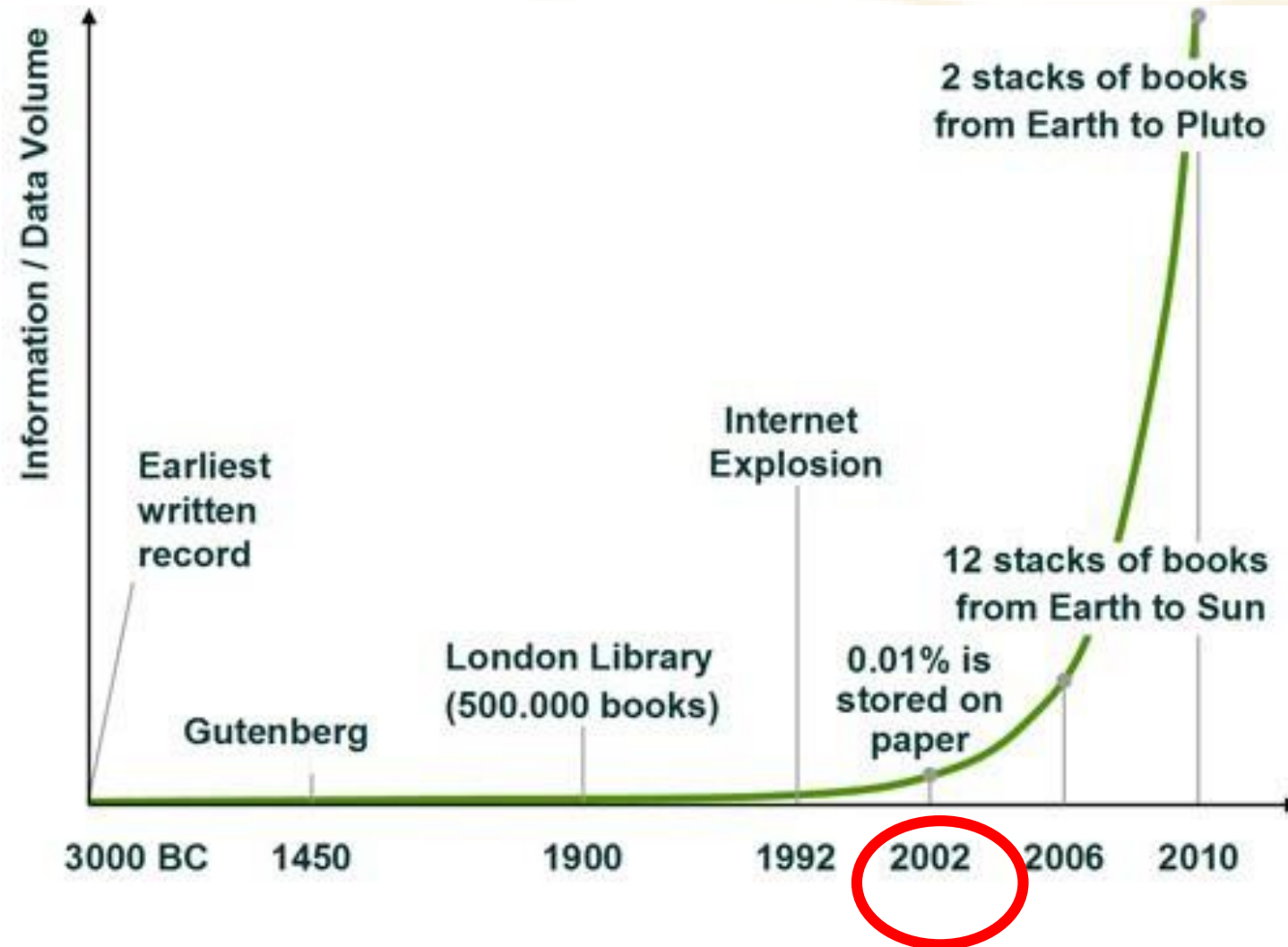
Agenda

- 1、 Who am I as a Professor
- 2、 Why do I Change?
- 3、 How do I Teach?

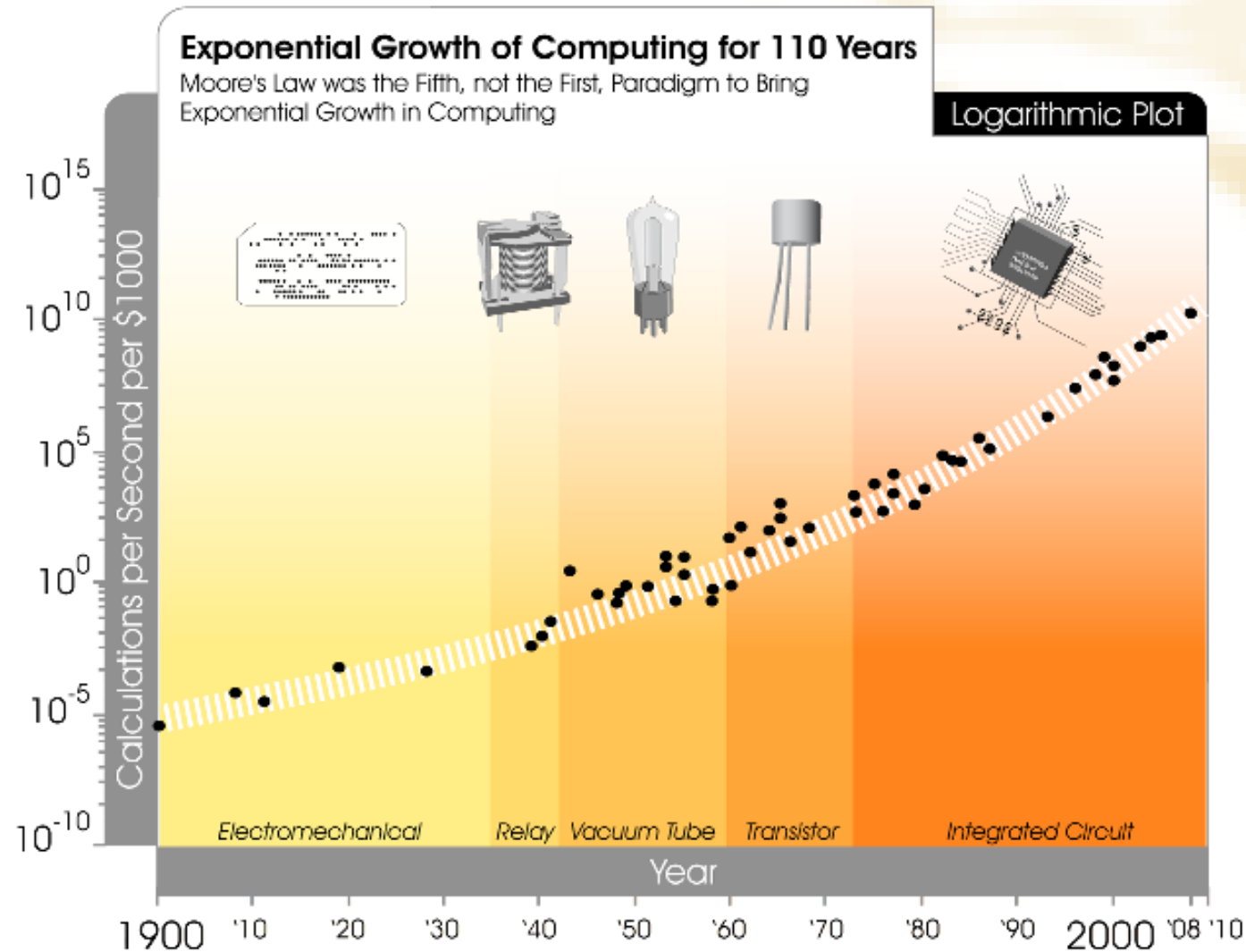
2、 Why do I Change?



2. Why do I Change?



2、 Why do I Change?

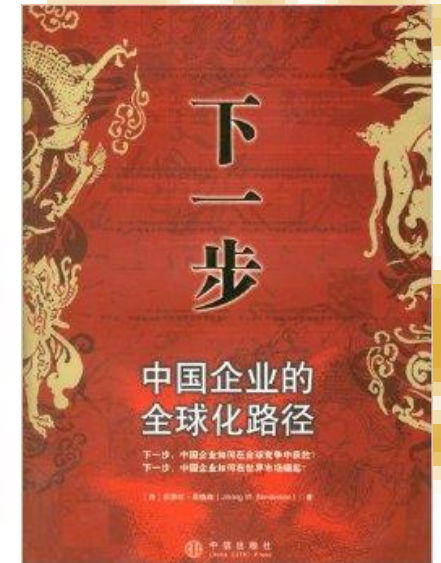
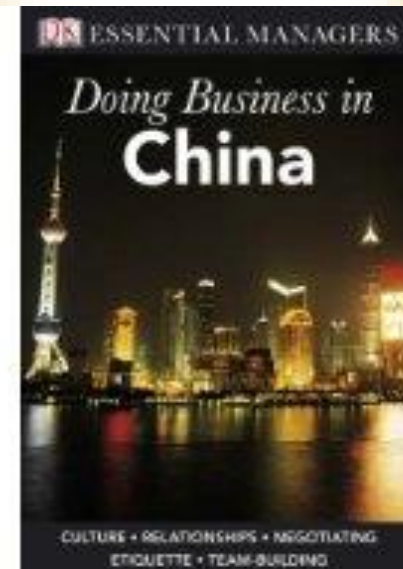
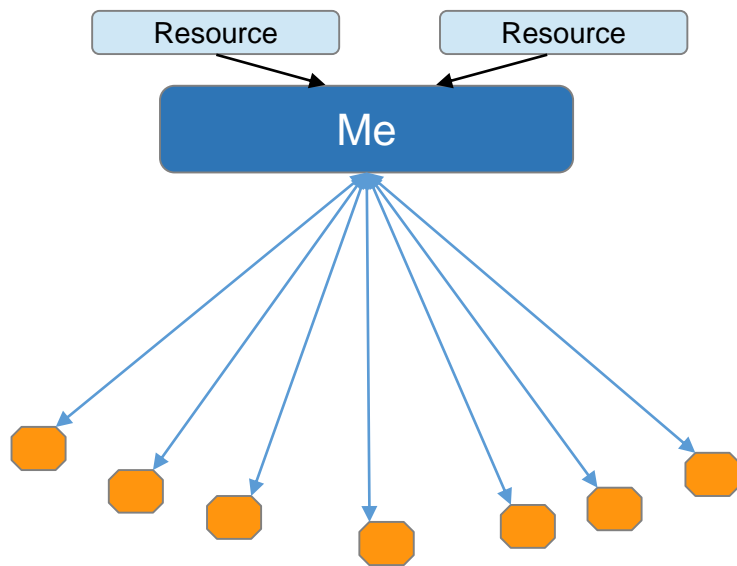


Agenda

- 1、 Who am I as a Professor
- 2、 Why do I Change?
- 3、 How do I Teach?

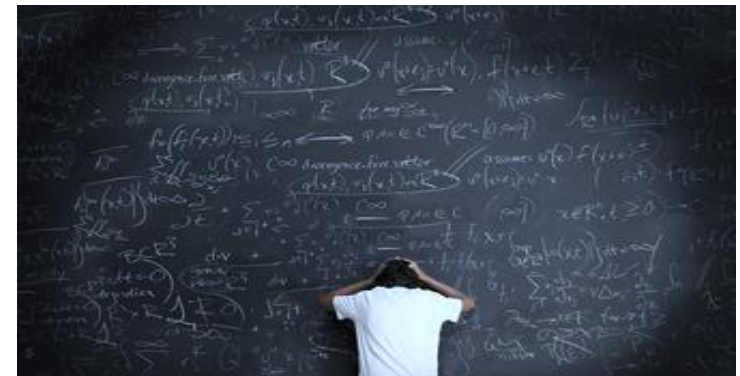
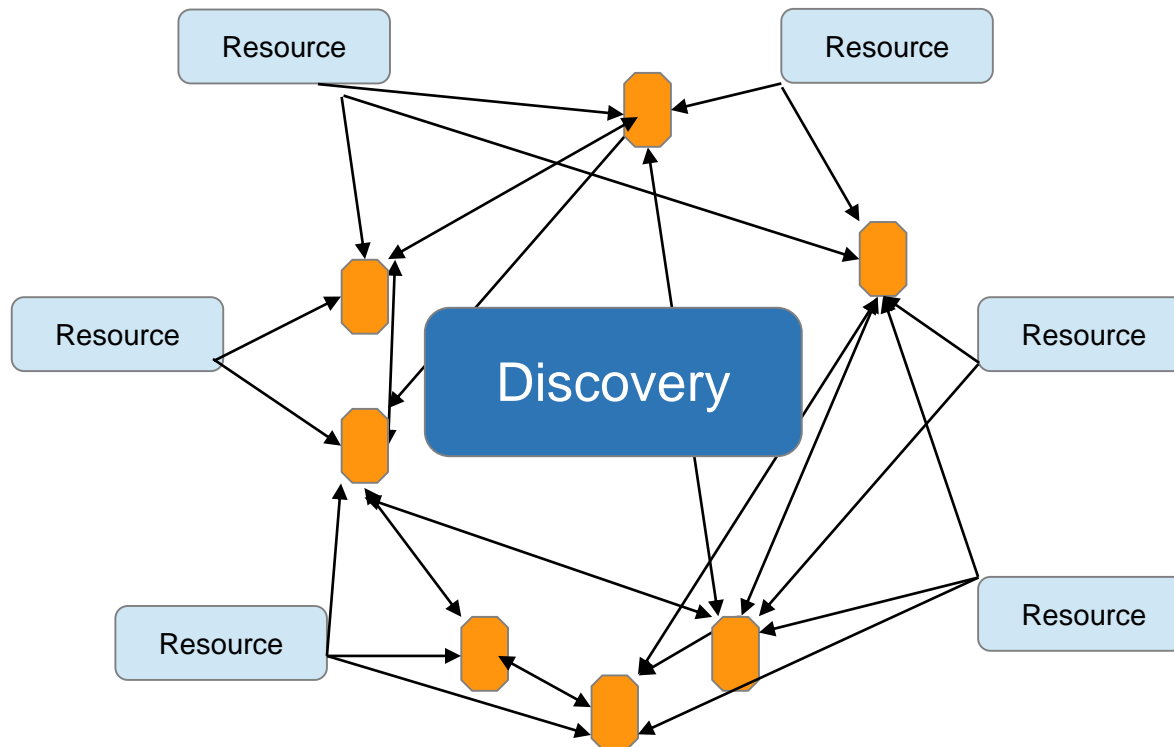
3、How do I Teach?

B2C Knowledge Provider



3、 How do I Teach?

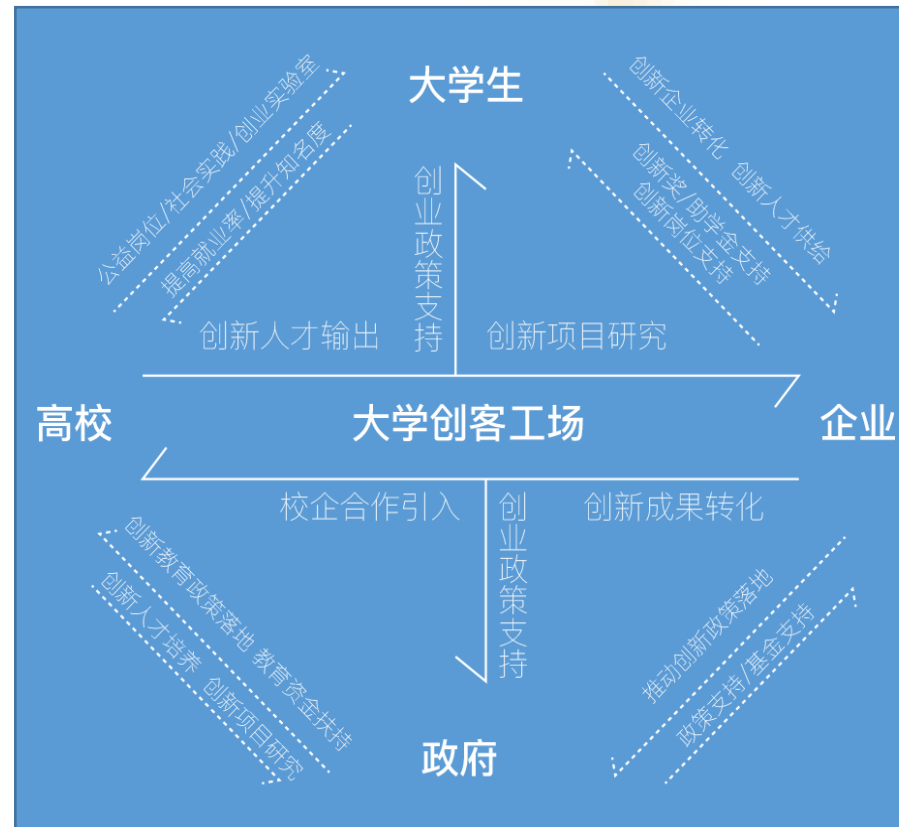
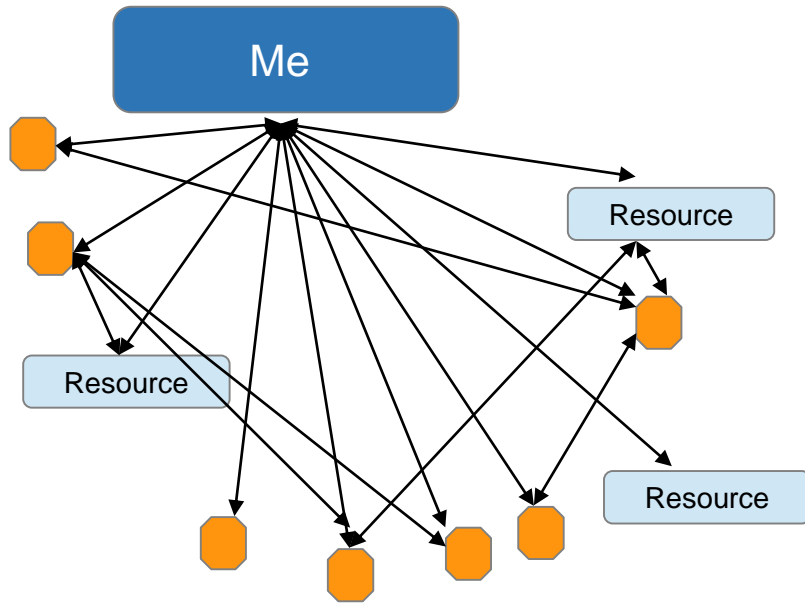
C2C Instructor for solving real problems



3、How do I Teach?

“大学创客工场”

C2B platform strategy advisor



-  **公益性** 扶持在校人员/校友参与创业就业的创新教育
-  **网络化** 国家级创新创业孵化平台聚集百万学子，千所高校创新创业
-  **开放化** 打造科技成果转化平台构建创新创业生态体系
-  **国际化** 实现中国创新与世界同步构建全球创新网络

“Education is not the filling of a pail, but the lighting of a fire.”

William Butler Yeats (*Poet 1865-1939*)

**终身学习、学会如何学习，
让每个生命更有价值**



Thank you!

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