

## Subject Relevance

**Entrepreneurs** are in demand. Economies worldwide need generative start-ups to create & support jobs.

However, countries operate differently. Attitudes towards opportunity, access to education, gender equality and how people collaborate and/or compete are all topical issues. Thanks to the internet, the world has become far more connected and as a result, economies and societies have the means to work more closely, which in turn provides wide-ranging international trade opportunities for entrepreneurial minds. But our 'new' global economy and outlook also reveals the nature and extent of social challenges (climate, immigration, pollution) to address. For these & other problems to be solved, entrepreneurial leaders are needed more than ever.

## In this Episode...

Global Startup Perspectives  
Is Entrepreneurship Education working?  
Startup collaboration in a crisis  
Female founders

**STARTUP  
SURVIVAL  
STARTS HERE...**

## Podcast – Content & Learning Outcomes

**By listening to this podcast**, people hear from 5 guests who discuss the value of startup failure, the merits of entrepreneurship education, opportunities and collaboration (as a result of the crisis) and the importance of female founders.

In his opening remarks, entrepreneur Joshua Anthony talks about his experience of failure and makes the profound statement: 'Startup is the ultimate personal development programme.' The episode explores the learning value of failure before moving onto Dr Colin Jones, a specialist entrepreneurship educator from Australia. In the short interview, Dr Jones reveals why he believes global entrepreneurship education, particularly in higher education, is not up to scratch. He also goes onto talk about how entrepreneurship can be taught effectively in a formal educational setting. To provide a different perspective, the episode continues with an interview with Alice Troiano, an Italian student and active entrepreneur studying at the London School of Economics. Alice shares her experience of starting a business whilst being a student and she offers advice for people seeking to follow her path.

Fittingly, the episode turns its attention to women in business and specifically female founders. Detoun Ogwo shares her experience of entrepreneurial life in Nigeria before Kajal Sanghrajka talks about the importance and value of female entrepreneurs - as well as what's needed to encourage more women to start their own venture.

This episode suggests the crisis will present many 'space' opportunities for entrepreneurs and references texts including: Newt Gingrich's podcast and Roger Bootle's article about teaching entrepreneurship in higher education (which appeared in the Daily Telegraph).

Finally, the book recommendation for this episode is 'Adapt: Why Success always Starts with Failure' by the award-winning author and broadcaster Tim Harford.

If you have any other queries, get in touch. Meantime, go well. Peter.  
[peter@simventure.co.uk](mailto:peter@simventure.co.uk)

