

ENTRE-NET

The Dobson Online Community for Entrepreneurship

*Creating a new culture of global collaboration
for the advancement of entrepreneurship*

Workshop Proposal for the 2007 CCSBE Annual Conference

Presented by: Tiiu Poder, BASE Atlantic
in collaboration with Steve Farlow, WLU, Benson Honig, WLU, Chris
Pelham, Acadia U and Dwight Storrington, CIGI.

CREATING A NEW CULTURE OF GLOBAL COLLABORATION

“A power shift is underway and a tough new business rule is emerging: Harness the new collaboration or perish. Those who fail to grasp this will find themselves even more isolated – cut off from the networks that are sharing, adapting and updating knowledge to create value” from Wikinomics, Don Tapscott and Anthony D. Williams

In tandem with Wikinomics a new force is emerging from Canada’s innovation capital, Waterloo, Ontario. It’s called ENTRE-NET, a sub community of IGLOO, an impressive public interface under CIGI, The Centre for International Governance and Innovation. To start, CIGI is an organization that was founded in 2001 by key thought leaders from a broad sector of interests and led in part by Jim Balsillie, founding partner and Chair of Research in Motion. With \$15 million from public and private sector donors, CIGI launched an advanced programming platform on the Internet called IGLOO. At its base is a free online network that facilitates and promotes knowledge exchange among individuals and institutions that are working, studying or advising on global issues.

Early adapters such as the Woodrow Wilson School of Public and International Affairs at Princeton University, the Canadian Institute for Advanced Research, the Pierre Elliott Trudeau Foundation and the Academic Council on the United Nations System, have formed IGLOO based communities. Under the leadership of Wilfrid Laurier University and the University of Waterloo and with participation from Acadia and McGill universities, the first Canadian university consortium was formed to create an online IGLOO community dedicated to entrepreneurship practice, research and education.

Through the efforts of its charter members and with significant financial support from the John Dobson Foundation, ENTRE-NET became an entity with a mandate to *create a new culture of global collaboration for the advancement of entrepreneurship*. ENTRE-NET is a membership-based community that will provide free access to a centralized search engine of information dealing with all aspects of entrepreneurship; education, research

and best practices. Moreover member institutions will be able to create their own branded communities with searchable student and faculty directories and individual members will have a personal space where they can organize and share academic work, research interests, ongoing projects and teaching an/or study materials. Students will have a major advantage with an ability to build on a shared knowledge network with their peers around the world.

ENTRE-NET recognizes that the new Worldwide Web is no longer a static presentation medium. It is now a foundation for dynamic exchange of creativity and knowledge. We live in an era today where Wikipedia has eclipsed Britannica and Blogger is a more potent force than CNN. Add YouTube, My Space and craigslist to witness the domination of vibrant online communities that are also beginning to revolutionize conventional educational practices.

Through ENTRE-NET, the entrepreneurship community has a new set of tools and curricular activities enabling endless possibilities including global student collaborations with measurable economic results. Teachers can create virtual classrooms that span the globe and researchers will have instantaneous access to pertinent and relevant information. Building a community of dedicated experts who can and will share their knowledge on entrepreneurship is a concept that will have global ramifications for building independence and prosperity among developed and developing countries. IGLOO has developed, for the ENTRE-Net community a new model for global responsibility and advancement.

This workshop is a must for all CCSBE members who are committed to the advancement of entrepreneurship education and practices.

Workshop Description:

Panel Presentation with:

Steve Farlow: Moderator, Introductions and background.....5 min.
Tiiu Poder: Power Point Presentation of Site Overview.....15 min.
Benson Honig: Sub Communities for Research and Classrooms.....10 min.
Chris Pelham: Atlantic UBDC Consortium sub-community and benefits.....10 min.
Dwight Storrington: Functionality and benefits from IGLOO standpoint.....15 min.
Steve Farlow: Wrap up5 min.

Discussion, moderated by Farlow.....30 min.

Total Length of Workshop.....90 min.

Workshop Requirements

1. LCD Projector for Power Point presentation.
2. Panel set-up for 5 members with microphones.

There will be handouts.

Target Audience:

Educators, researchers, practitioners and students

Panel Member Coordinates

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