



Social Entrepreneurship 4 Arts

PR1 - Protocol for the acquisition of skills and
competences on entrepreneurship

Good Practice: Austria

ITALCAM



Title of good practice
TheVentury TheVentury Trend-Driven Innovation Approach – Austria
Brief description (including what level: local/national/European)
TheVentury is an Innovation Agency that offers support in order to make innovation happen by keeping the focus on execution at all times. They provide lean & hands-on services in innovation management, data & software engineering and growth marketing along the whole journey from idea generation to global impact.
Objectives, learning approach, methods, topics used in the training/program, target group
TheVentury's approach is based on four main steps: explore, envision, validate and scale. They basically start an innovation process by looking into trends and evaluating a customer/business problem with the goal of having enough ideas ready that lead the path for defining a value proposition in the next phase, i.e. envision. Then, the main goal is to work out a business model and define exactly which value to deliver to potential customers. Assumptions will also be tested out in the validation phase through creating a minimal viable product (MVP) and gaining customer feedback. The goal is to keep minimising risks while tweaking & adjusting the solution until it works. Subsequently, you will optimise, automate and experiment further thanks to tools like Growth Marketing, Applied AI & automation techniques, in order to build a profitable business.
Added value for SE4A project
The methodology applied within the present project may serve as an inspiration for the SE4Arts project and training course, as it is possible to note that the practical and technical aspects are the basis of the programme. In fact, the constant focus on execution and the services provided in innovation management are factors, which may turn out useful for prospective social entrepreneurs that the present project aims to train.
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