



1 .MANIFESTO

Scientific entrepreneurship¹ is what directs, motivates and moves us. Taking this idea to the university is our strategy of choice.

WHY?

Entrepreneurship because our ultimate dream is to see more and more technologies transformed into companies. Companies with real customers willing to pay for the products and services offered. We do not discuss theories of innovation or design. At most, we borrow some results from those disciplines. Not because we consider them less important, but because our approach is different.

We approach entrepreneurship as a science because we have constructed a methodological foundation to support our project. We did not find this foundation in the classical scientific methods of deduction and induction. The deductive method moves from a general statement or hypothesis to particular cases. The inductive method derives general conclusions from the study of specific cases. Did you see the word “new” in either of the last two sentences? No! Entrepreneurship and innovation have to do with iterative processes whose conclusions emerge from cycles of testing and learning. In this context it is worth

1. Scientific entrepreneurship means continuous learning based on hypothesis testing.

mentioning the abductive method developed by C.S. Peirce, a framework that anchors the construction of our methodology. Like Peirce, we believe there are no primordial certainties but only hypotheses to be tested experimentally. Also like Peirce, we believe the chain of hypotheses evolves as the experiments proceed and hence is not born fixed, immutable or predetermined. The hypothesis and the chain of experiments change as the experiments go on. New ideas flow as a possible and welcome result of the process. Change is a natural thing.

Spanish poet Antonio Machado* puts a similar view:

Wanderer, your footsteps are
the road, and nothing more;

**wanderer, there is no road,
the road is made by walking.**

Walking makes the road,
and turning to look behind
you see the path that you
will never tread again.
Wanderer, there is no road,
only foam trails on the sea.

Antonio Machado (1875-1939), from “Provérbios y cantares” in Campos de Castilla.

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We have chosen the university base as our strategy. Not only because it is close to us but also as a way of giving back: we are what we are thanks to the huge amount we learned during our time at university, specifically the University of São Paulo. We understand that in the twenty-first century it is the duty of universities to train people holistically, imparting scientific and technical knowledge, a broad comprehension of society, and development to find a place in that society. This latter aspect is our focus: preparing entrepreneurs and helping them find their place in society. This approach is very different from the kind of teaching required in content-centered education. Instead of teachers/facilitators, we need coaches. And much of this book is devoted to them.

***WE HOPE OUR PASSION
INSPIRES YOU!***

