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**BEEHIVE**



# **STARTUP READINESS LEVEL SYNCHRONIZING ENTREPRENEURSHIP EDUCATION IN UNIVERSITY LEVEL**

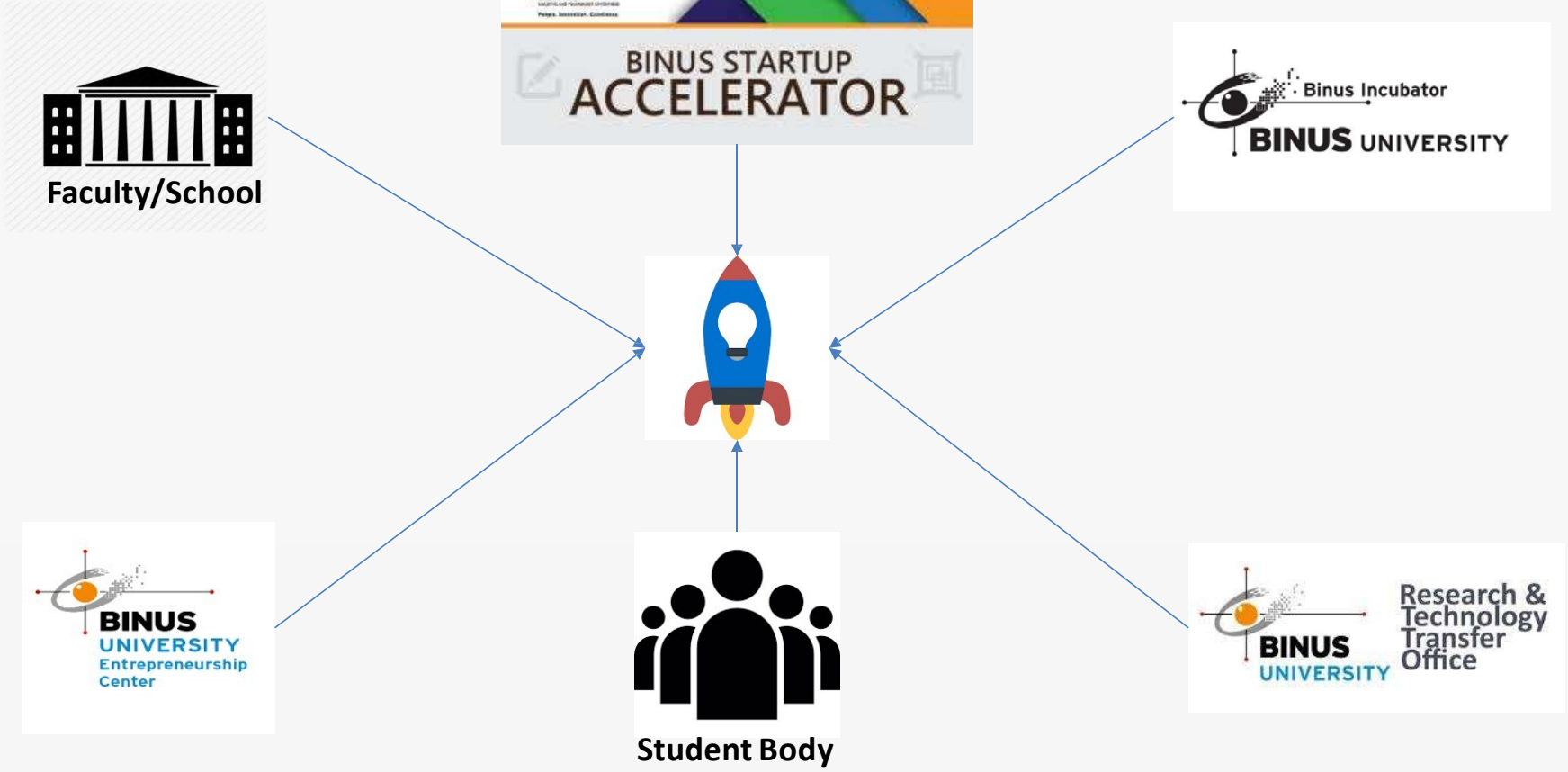
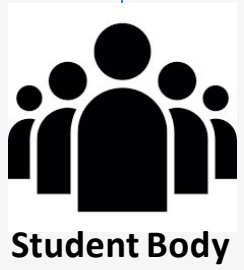
Aloysius B. Gunawan

People  
Innovation  
Excellence

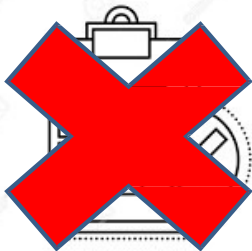


People  
Innovation  
Excellence

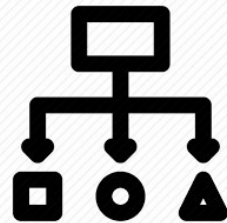
# BINUS Road to Entrepreneur



## Difficulties



**STANDARDS**



**METHODS  
VARIES**

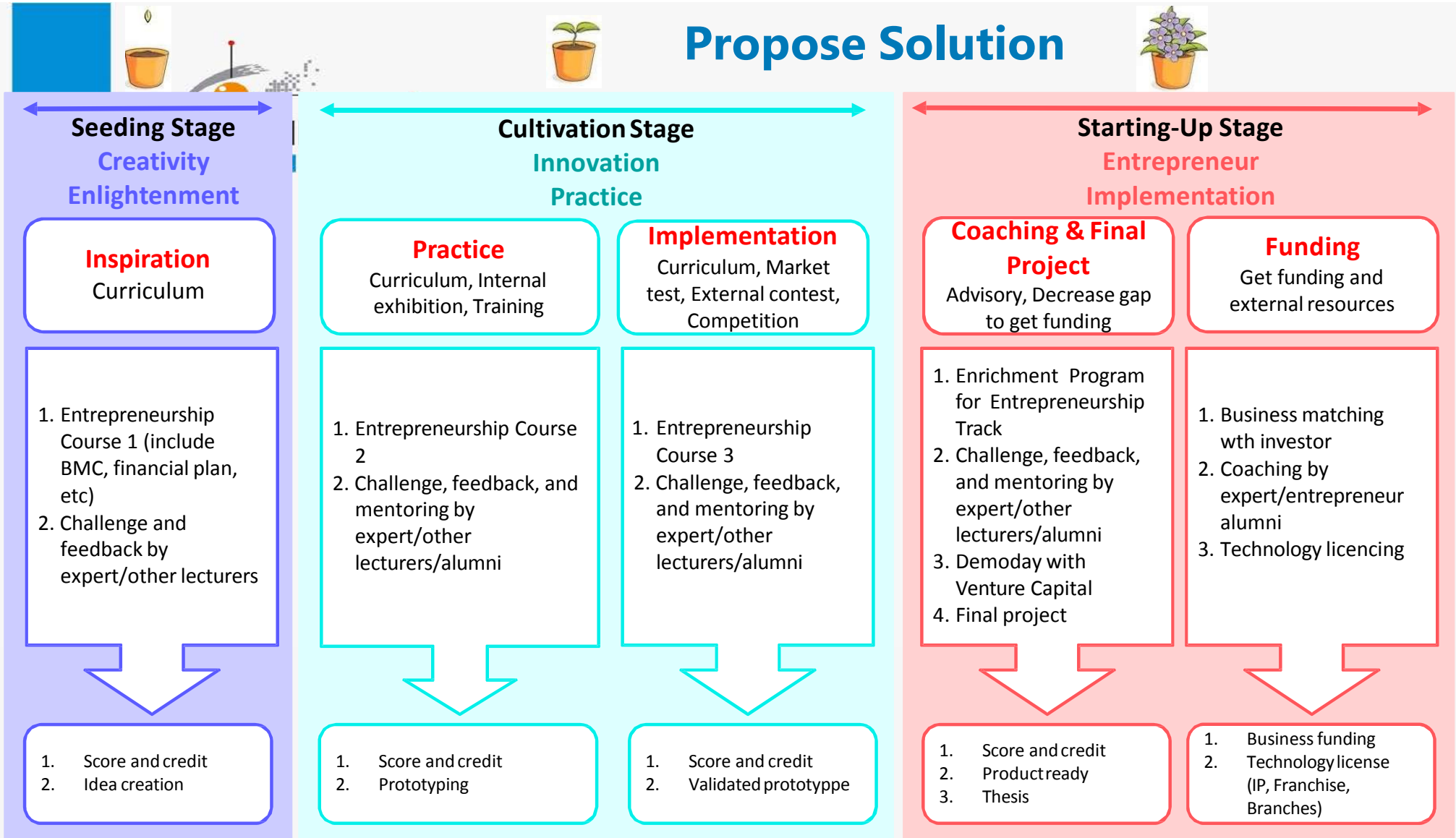


**DIFFERENT  
OR NO  
CURRICULUM**



**UNACCOUNTABLE  
ENTREPRENEUR**

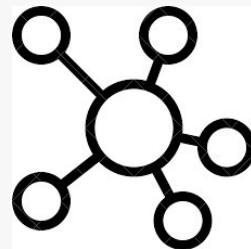
# Propose Solution



# What is Startup Readiness Level (SRL)?



**SRL 1**  
Student  
with idea



**SRL 2**  
Analysed  
idea



**SRL 3**  
Validated  
Idea



**SRL 4**  
Prototype



**SRL 5**  
Validated  
Prototype



**SRL 9**  
Growing market  
share



**SRL 8**  
Product with  
revenue

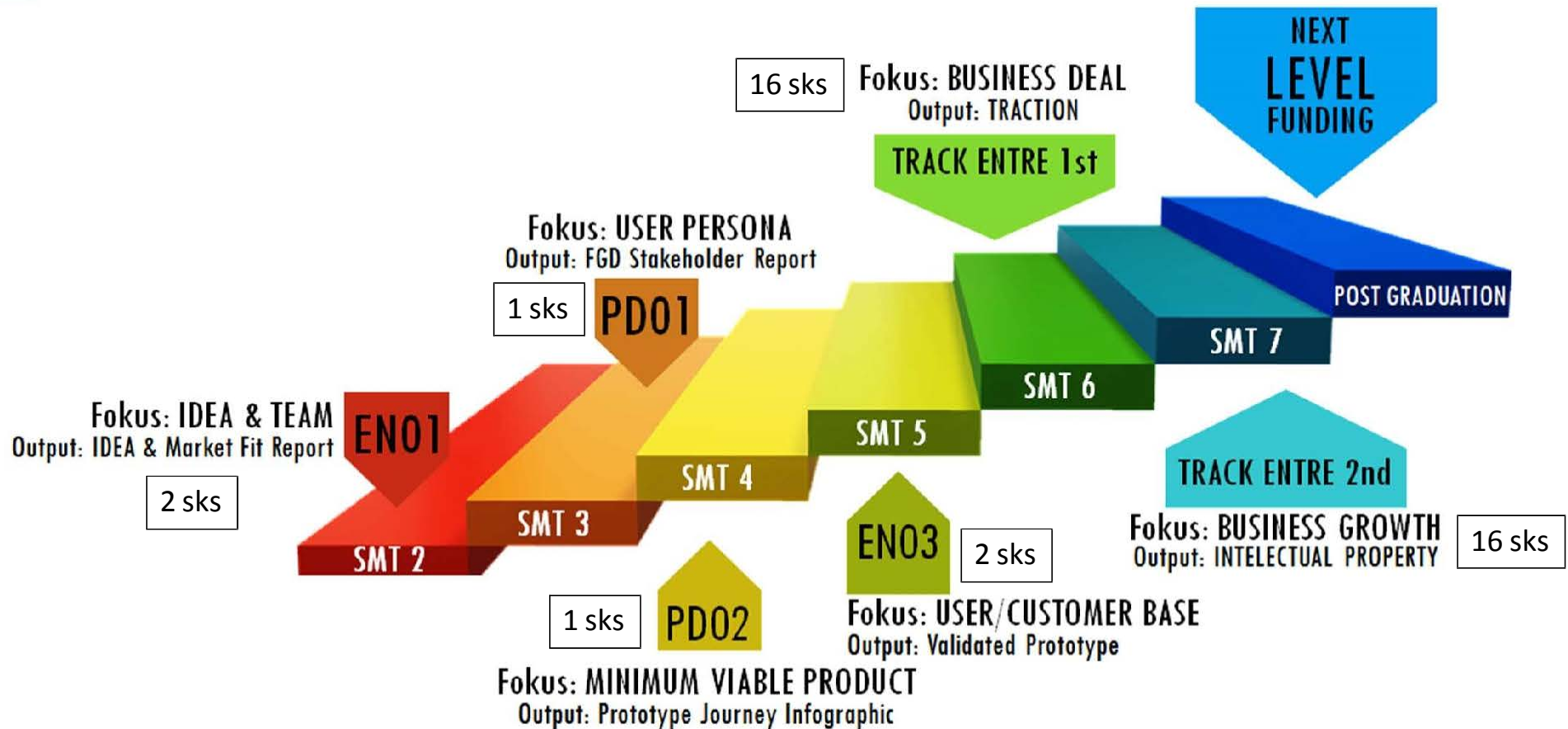


**SRL 7**  
Product, limited  
revenue



**SRL 6**  
Product, no  
revenue

# Entrepreneurship Education Journey

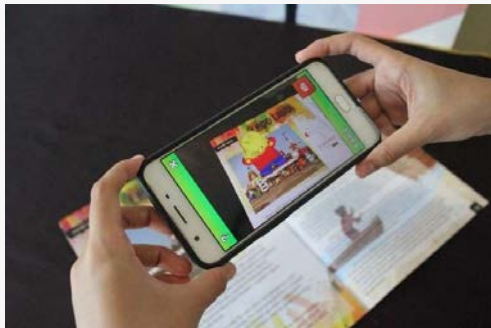




## Case Study



Owel magz are Edutech AR-based app



People  
Innovation  
Excellence

**Student Entrepreneur from Entrepreneurship education in class by BEC and enrol in Beehive module  
Since they already pass class from BEC, who's responsible to mentor them?  
What kind of treatment suit them?**



## Case Study



SRL Level 7  
(Product limited revenue)



Coach by  
Microsoft  
Indonesia's top  
management



Finalize their IP



SRL 9  
Growing market  
share

**With SRL we can define their level and give preferential treatment  
They are on SRL Level 7  
What can we do?**



## Case Study



Qurevo are 3D startup



**Student Entrepreneur from practical research in Computer Engineering Dept.  
Qurevo creates so many shining and interesting object  
But what about their business side?**

## Case Study



SRL Level 6  
(Product no  
revenue)



Coach by industrial  
practitioner



Limited  
revenue



SRL 8  
Product with  
revenue

**After assessment, Qurevo is on SRL level 6 (Product no revenue)  
We support them with market opportunity and expo  
Target SRL Level 8**



# What BEEHIVE Can Support



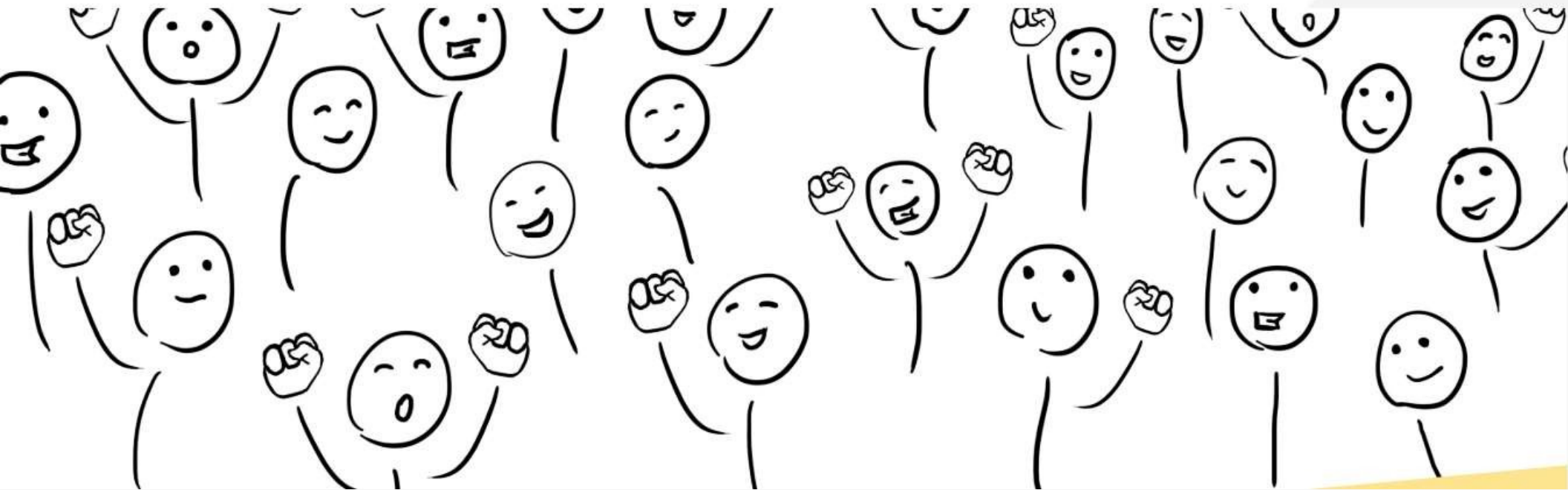
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Entrepreneurship for All MOOC



Sign out





## Beehive Current & Propose Function



Online  
module



Project  
management  
system



## Q & A

People  
Innovation  
Excellence



**Thank You**

People  
Innovation  
Excellence