



## Workshop (W 1.16)

### *“Data Warehouse for Agility in Entrepreneurship”*

Madeira Island, Portugal

[www.ice-conference.org](http://www.ice-conference.org)

#### Lean Start up, Business Modelling, Prototyping and Co-creation

The Entrepreneurship Data Warehouse will gather a wide range of Business Development time series data from thousands of companies over a period of several years. The access to data is secured by giving the entrepreneurs access to a Business Development Toolbox that will greatly help them in their business development, and by collaborating with a large number of grant providers, banks, investors, business advisors and incubators in several countries.

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- Part 1: Presentation of the Entrepreneurship Data Warehouse – The Lean Business Platform, the Data warehouse structure and the incentive mechanisms to motivate the entrepreneurs to use the system.
- Part 2: The attendees collaborate in three facilitated groups, using a selected Data Set – Focus will be on how this data can benefit the attendees’ research – and what methods can be used to maximize the value of the data.
- Part 3: Presentation from the three groups including Q&A. Debate

#### Target Attendees

- Researchers, Academia and industry

#### Chair:

- Yngve Dahle ([yngve@leanbusiness.no](mailto:yngve@leanbusiness.no)), Norwegian University of Science and Technology (Norway)

#### Co-Chairs:

- Andreas Wulvik ([andreas.wulvik@ntnu.no](mailto:andreas.wulvik@ntnu.no)), Heikki Sjöman ([heikki.sjoman@ntnu.no](mailto:heikki.sjoman@ntnu.no)), and Jardar Winjum ([jardar.winjum@gmail.com](mailto:jardar.winjum@gmail.com)), Norwegian University of Science and Technology (Norway)

Organizing Committee: