# Contents

1 Introduction ................................................................. 1  
   Martin Curley and Piero Formica

Part I Entrepreneurship as Experiment: Socioeconomic Foundations

2 University Ecosystems Design Creative Spaces for Start-Up Experimentation ............................................ 13  
   Martin Curley and Piero Formica

3 Capitalizing on Open Innovation 2.0 ........................................ 23  
   Martin Curley and Piero Formica

4 Laboratory Experiments as a Tool in the Empirical Economic Analysis of High-Expectation Entrepreneurship .......... 35  
   Martin Curley and Piero Formica

5 Accelerating Venture Creation and Building on Mutual Strengths in Experimental Business Labs ................................... 51  
   Martin Curley and Piero Formica

6 From Entrepreneurial Fission to Entrepreneurial Fusion: Achieving Interaction Resonance in a Micro-Innovation Ecology .... 59  
   Martin Curley, Piero Formica and Vincenzo Nicolò

7 Experiencing Experiments: A Multiplayer Game for Sharing Ideas: Crusoe Gives Way to Gulliver ........................................... 69  
   Martin Curley and Piero Formica
Part II  Enhancing Experiments in New Venture Creation: The Entrepreneurial Student Perspective

8  What’s New in the Launching of Start-Ups? Features and Implications of Laboratory Experiments .......................... 85
Diego Matricano

9  Resourcing Lab Experiments for New Ventures: The Potential of a Start-up Database ...................................... 93
Alberto Pietrobon

10 Experimental Labs for Start-ups: The Role of the ‘Venture-Sitter’ ................................................................. 97
Diego Matricano and Alberto Pietrobon

Part III  Practices of and for Experimentation

11 Experimenting Social Constructivist Approach in Entrepreneurial Process-Based Training: Cases in Social, Creative and Technology Entrepreneurship ........................................ 107
Tõnis Mets, Mervi Raudsaar and Kärt Summatavet

12 Wikipedia: Harnessing Collaborative Intelligence ............. 127
Zann Gill

13 Business Model Experimentation: What is the Role of Design-Led Prototyping in Developing Novel Business Models? .... 139
Sabine Brunswicker, Cara Wrigley and Sam Bucolo

14 Taking Advantage of Experiments to Run Technology Companies: The Shimmer Research Case ............................ 153
Kieran Daly

Index ......................................................................................... 163
The Experimental Nature of New Venture Creation
Capitalizing on Open Innovation 2.0
Curley, M.; Formica, P. (Eds.)
2013, XXII, 164 p., Hardcover
ISBN: 978-3-319-00178-4