

September 25, 2013

Workshop Participants
Design of Advanced Functional Materials
Kazan National Research Technological
University Kazan, RUSSIA

Dear Workshop Participants,

I am delighted to join the Advanced Functional Materials: Education, Research and Technology Innovations" and present my lectures: Introduction to Entrepreneurship in American University.

These lectures will include:

Introduction to Entrepreneurship and Lean Startup

This class includes an overview of entrepreneurship, including its forms and types. It has a particular emphasis on current cutting edge methodologies such as Steve Blank's Lean Launchpad as well as Business Model Canvas.

SCAP – Sustainable Competitive Advantage and Positioning

What is strategy? Why is it important? How can an organization build a sustainable competitive advantage? How does the positioning of a company or product tie in with strategy? This class aims to answers these questions and more.

Social Enterprise Development

A rising new class of startup is the idea of the more-than-profit or social enterprise? Where did this idea come from, and how can an entrepreneur create a sustainable social enterprise?

The aim of the class is to trade information and to form connections between US, European and Russian researchers, and to search for new opportunities for collaboration. I also look forward to sharing our various strategic and unique programs and initiatives on entrepreneurship and economic development with the university and ecosystem partners in one-to-one sessions.

We greatly appreciate KNRTU and its administration for graciously underwriting and organizing this school. We enthusiastically look forward to a stimulating and productive participation.



Gordon McConnell
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