

Entrepreneurship for STEAM from co-creation learning to START-UP

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Abstract: Fostering the entrepreneurial spirit among STEAM students reveals a huge opportunity to solve real social and economic problems through job creation and wealth creation. The mission is to assist students from non-business fields in mastering and using the entrepreneurship course to combine soft skills and entrepreneurial skills in solving real problems. The training covers the ideation process that leads students to co-create and contribute to resolving customer needs. The point is to go further in launching start-ups through the process of a funding offer by an institutional investor.

Keywords: STEAM, Co-creation, Ideation process, Innovation, Start-ups

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