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CASE STUDY Jive Scales for Startups SpinGo grew from a gap in the marketplace Founders Kreg and Amanda Peeler noticed that there was no one stop shop to find, promote, and share events SpinGo is a company providing utility to both customers and the general public They provide products

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economies The history of economic 22 Evidence from past studies Past studies on

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INNOVATION AND GROWTH

the skill composition of labour play an important role in productivity growth Studies suggest that investment in R&D is associated with high rates of return And investments in software have also contributed significantly to business performance and economic growth, accounting for as much as one-third of the contribution of ICT

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The results of LEED work and the eastern German case studies have led to the development of a criteria list of good practice, which shall help those designing and those in charge of entrepreneurship support in universities to self-assess and re-orient their work It is important for practitioners and policy makers to gain insights on how

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While a few theoretical studies have created frameworks to examine competitive dynam-ics among rms employing di erent business models (eg, Lin, Ke, and Whinston 2008; Casadesus-Masanell and Zhu 2010), these frameworks do not capture the role of innovation and competitive imitation in rms' choices of business models In this paper, we

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balance of lectures, case studies, and encounters with entrepreneurs, investors, and business professionals The students will be exposed to real-world perspectives on entrepreneurship, innovation, and leadership By the end of the course, each student will develop and present a detailed business plan for a startup Instructor:

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media, and the public focus disproportionately on startup companies and large, publicly traded organizations, the thousands of companies that make up the middle market are critically important in terms of economic activity and job creation Given their contribution to the US economy, these companies — defined as those with annual revenues

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resources faster than population growth To create a sustainable society, it is important to 6 NEC Vision Case Studies and Highlights 2014 7 Safety NEC participated in the Singapore Safe City analytical engines, whether they are in-house or from third-party vendors, for performing large-