



# JADE – European Confederation of Junior Enterprises

## Innovative entrepreneurship education - Junior Enterprises at universities

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**JADE, European Confederation of Junior Enterprises**

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JADE is the biggest network of entrepreneurial students worldwide, representing 20,000 students



## 13 Member Countries

- § Austria
- § Belgium
- § France
- § Germany
- § Italy
- § Netherlands
- § Poland
- § Portugal
- § Slovenia
- § Spain
- § Switzerland
- § UK
- § Greece



# Agenda



I

The main idea of a Junior Enterprise

II

Organizational structure of a Junior Enterprise

III

Education of Junior Entrepreneurs

IV

Project execution

V

Project “Business Plan Florida”

VI

Next steps

# A Junior Enterprise aim to bridge the gap between academic theory and real world practice



## HIGHER EDUCATION

- § Theoretical knowledge
- § Research results
- § Growing competition on the European labour market

## BUSINESS WORLD

- § Innovative solutions under good price-performance ratio
- § Connection to research knowledge
- § Recruiting

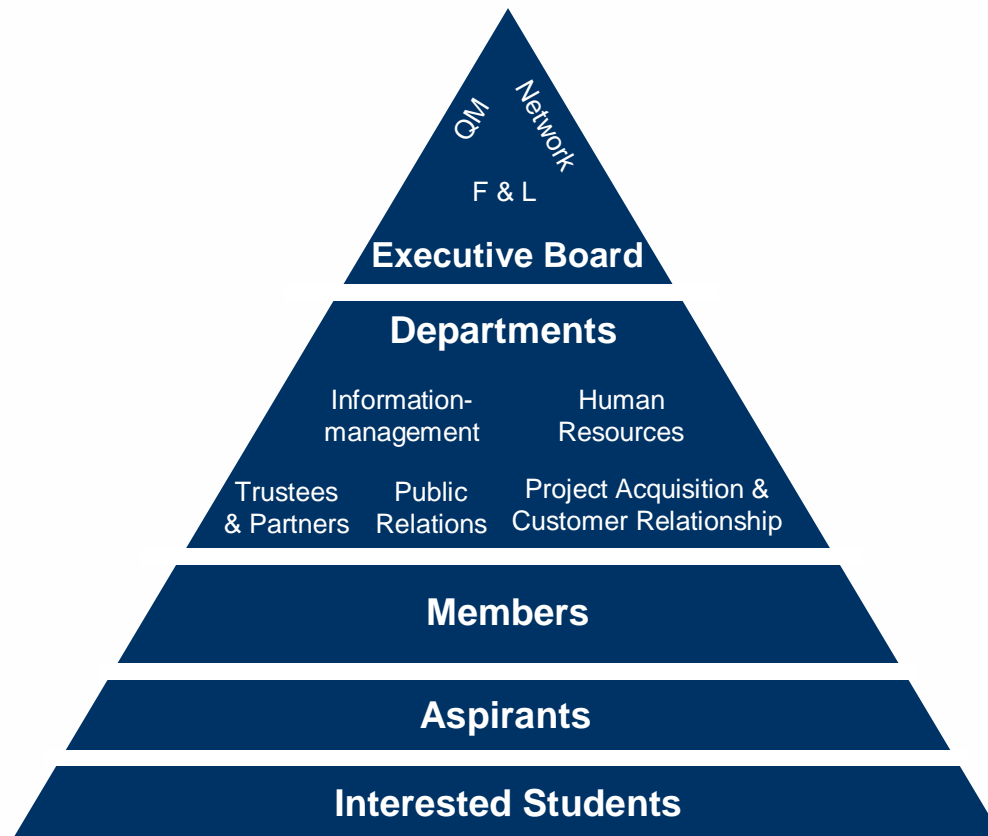
## JUNIOR ENTERPRISE is:

- § ...a student consulting association **originating** in France from **1967**
- § ... a **enterprise** which offers **professional consulting services**
- § ...**entirely managed by students**
- § ...a place where students develop **entrepreneurship** and **professionalism** at an early stage

# The internal structures build the foundation for the successful execution of our customer services



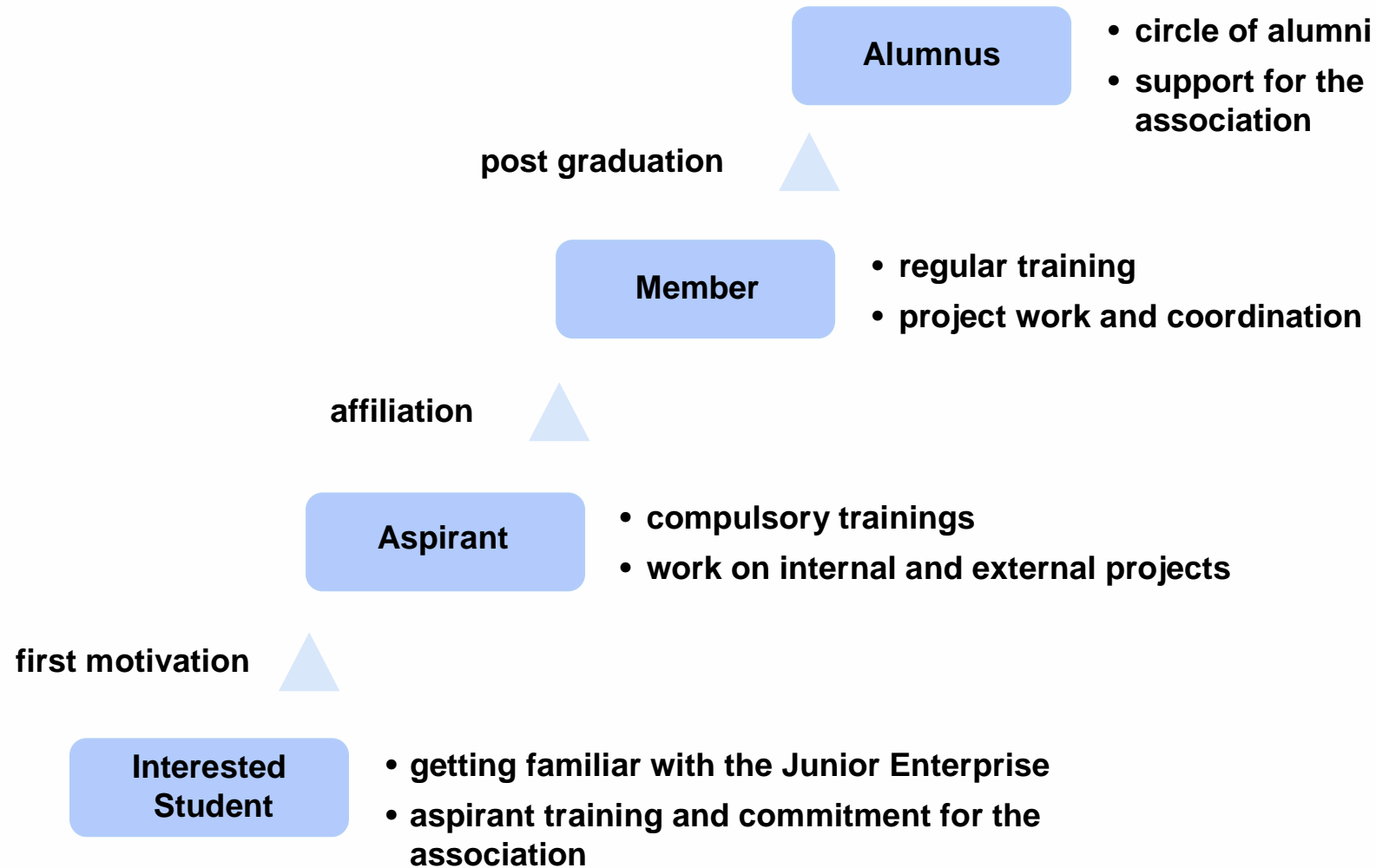
## Internal Structure



## Tasks

- Strategic alignment
- Quality assurance
- Judicial support
- Membership development
- Acquisitions and Public Relation
- Knowledge management
- Contacts to businesses
- External and internal projects
- Engagement in Departments and Competence Centres
- High degree of one's own initiative

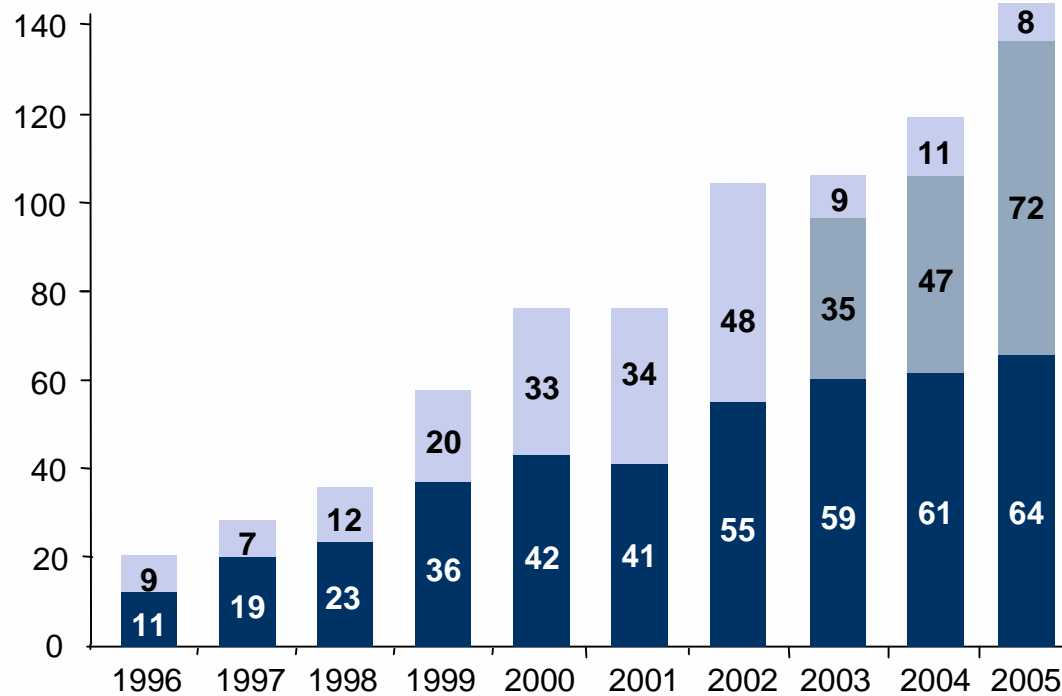
# The process of becoming a member



# The internal structures build the foundation for the successful execution of our customer services



**Number of Students involved**



**Represented Fields of Studies**

- Economics & Finance
- Informatics
- Machine Construction
- Construction Engineering
- Electrical Engineering
- Physics
- Humanities- and Social Sciences

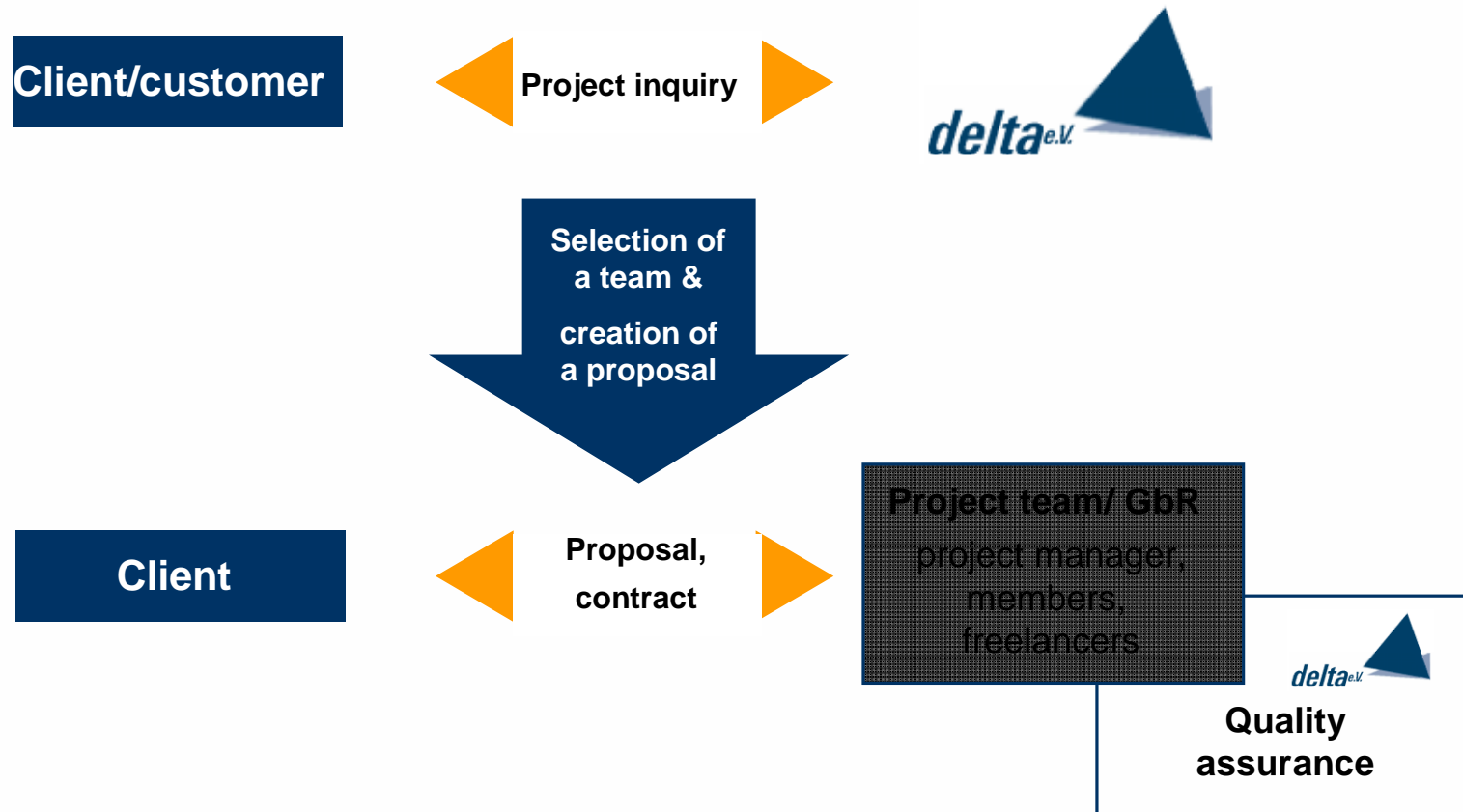
- Interested students
- Aspirants
- Members



After the initial inquiry, a project team is being formed that works independently. Each team then finds a legal entity, a GbR, which is limited to the duration of the Project



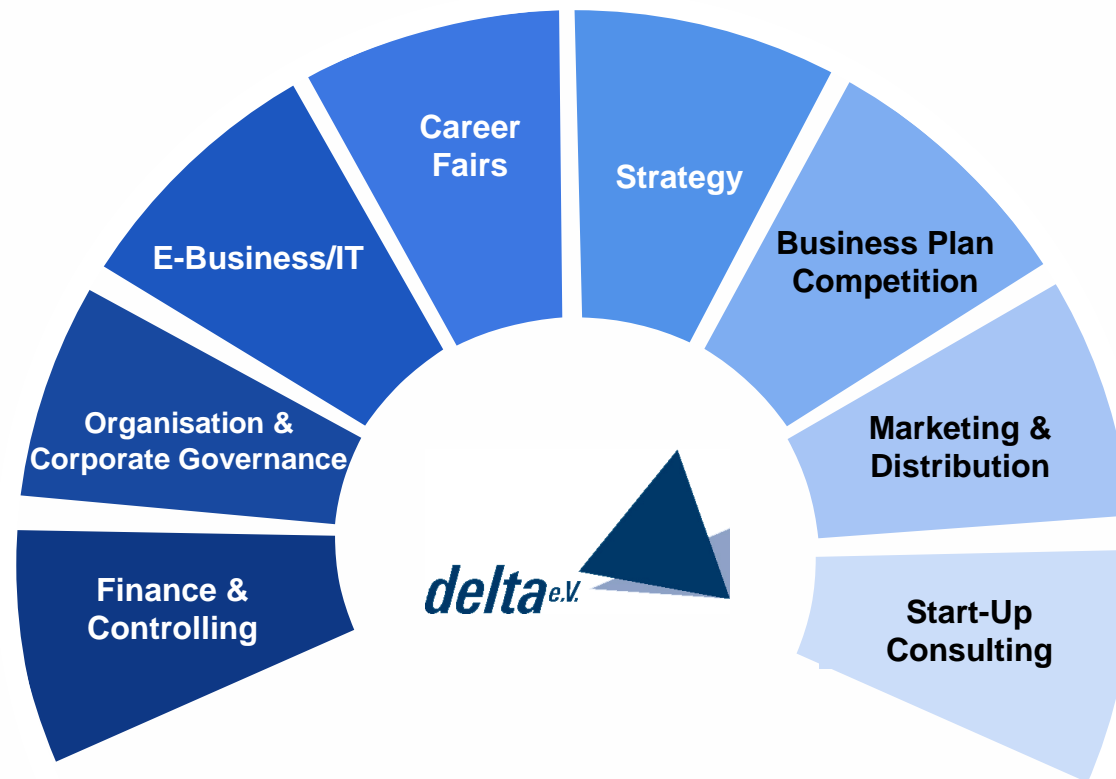
### Process from first inquiry to the Signing of the Contract



# Junior Enterprises can offer consulting services in a variety of different industries



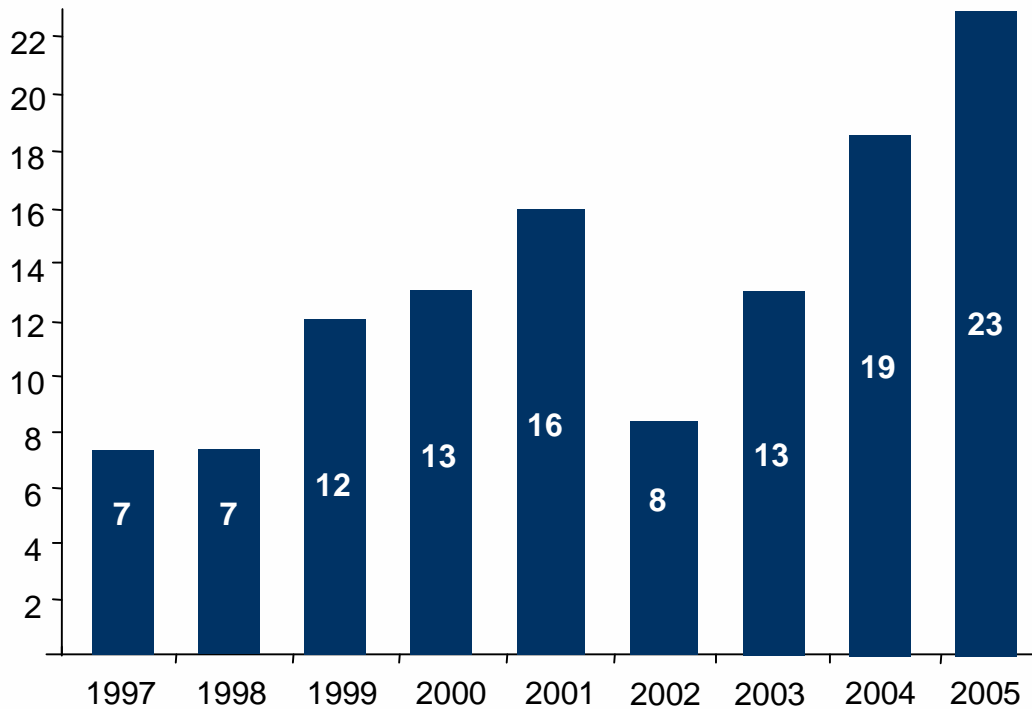
## Consultation Fields



The great number of successfully completed projects reflects the high degree of quality in project work



Number of completed projects since 1997



Excerpt of References



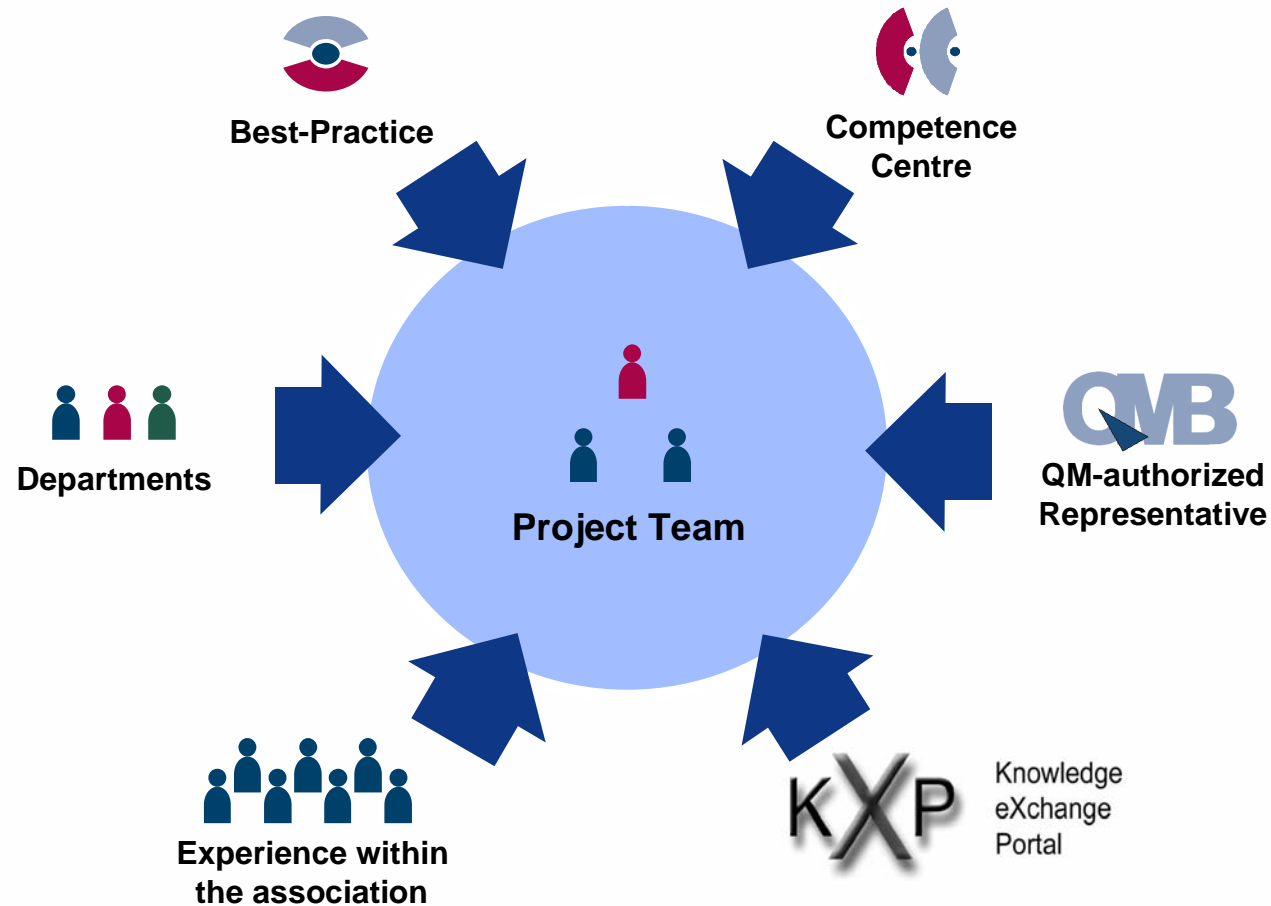
The increasing amount of projects and the list of references reflects the success of the Junior Enterprise Concept



Based upon the concept of quality the ongoing project work is monitored through extensive project controlling both by the team and the Junior Enterprise



The project work is supported through knowledge transfer between all organs of the organisation



# There are Junior Enterprises who are certified according to the internationally acknowledged DIN EN ISO 9001:2000



## Quality management within the two main processes

### Project Handling

All steps in the course of a project are recorded and measured:

- **Acquisition** of projects
- **Selection of project members**
- **Project support** by experienced student consultants and our modern knowledge management system
- **Customer satisfaction**

### Members Development

Covers every aspect of advanced training all members have to go through, before they are available to projects:

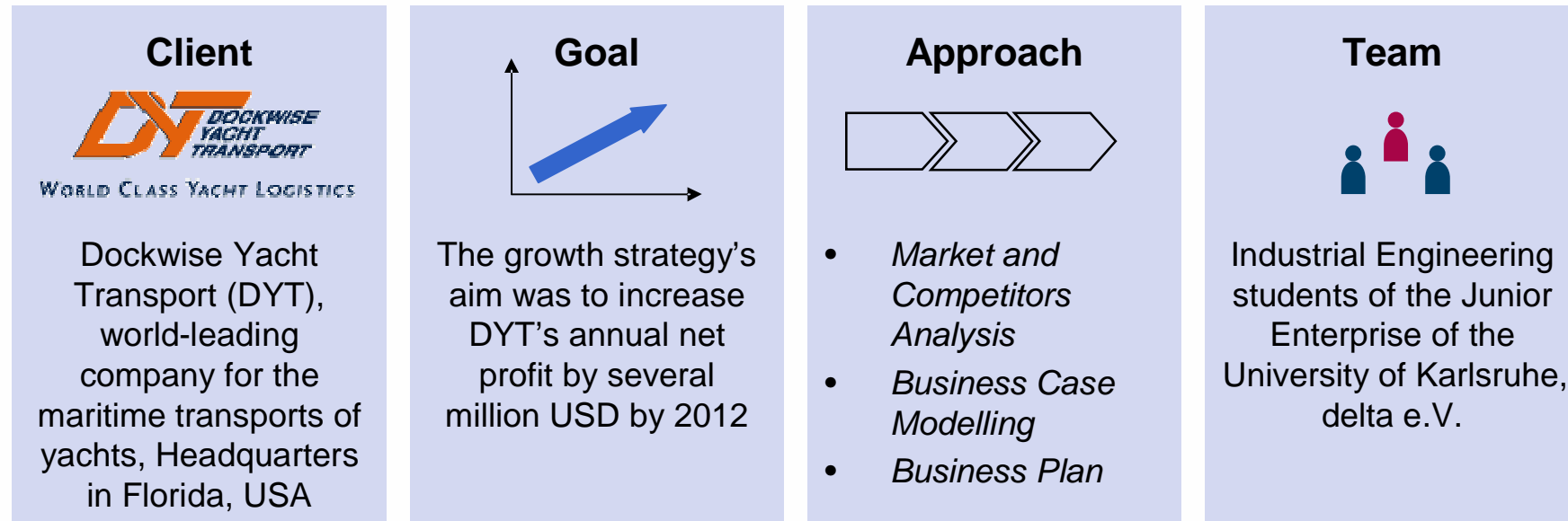
- **Internal trainings**
- **Trainings offered by external companies**
- Workshops with commercial consultancies and corporations of the industry



# The Junior Enterprise delta has conducted one outstanding project designing a growth strategy



## Key facts Project “Business Plan Florida”



### Added value, satisfaction:

high quality consulting services for an unbeatable price-performance ratio

### Entrepreneurial training, satisfaction:

Independent, responsible and result orientated team-working in an international environment

The Junior Enterprise concept has an unique approach and is easy to establish



## Why unique?

- § Junior Enterprises is facing the full power of market forces
- § Students are fully responsible for their company
- § JADE offers knowledge-on-demand

## How to replicate the Junior Enterprise concept in other countries?

JADE Enlargement Programme, we are represented in 14 European countries already

## Which are the critical success factors?

Knowledge Transfer, Promotion of the concept

Thanks for listening!



## How to get more information about JADE?

- **Company stands (three Junior Enterprises are presenting themselves)**
- **Welcome package**
- **[www.jadenet.org](http://www.jadenet.org)**



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# Agenda



VI

Back up

- § promoting the Junior Enterprise concept to third parties
- § offering a platform for knowledge transfer
- § fostering the entrepreneurial spirit among students during their higher education

The Junior Enterprise concept is 40, JADE 15 years old

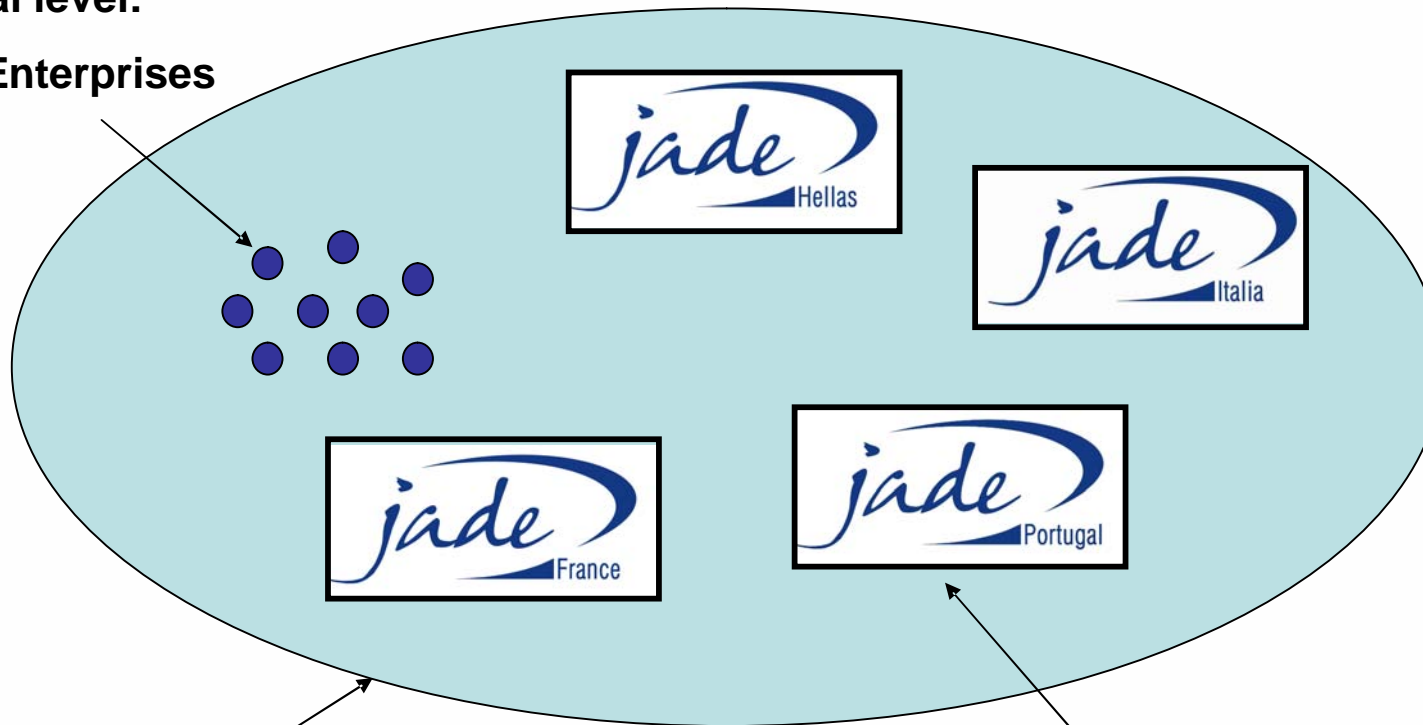


- § 1967 First Junior Enterprise
- § 1969 First Confederation in France
- § 1992 Foundation of JADE
- § 1997 Move to Brussels
- § 2004 1st JE World Conference in Brazil
- § 2006 2nd JE World Conference in Europe

JADE's network is structured in local, national and international entities



**Local level:**  
**Junior Enterprises**



**European level:**  
**JADE**

**National level:**  
**Confederation**

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