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# Academic Entrepreneurship

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# I will talk about

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- Invention - Innovation - Entrepreneurship
- Yeast - An example
- Innovation support from LUIS

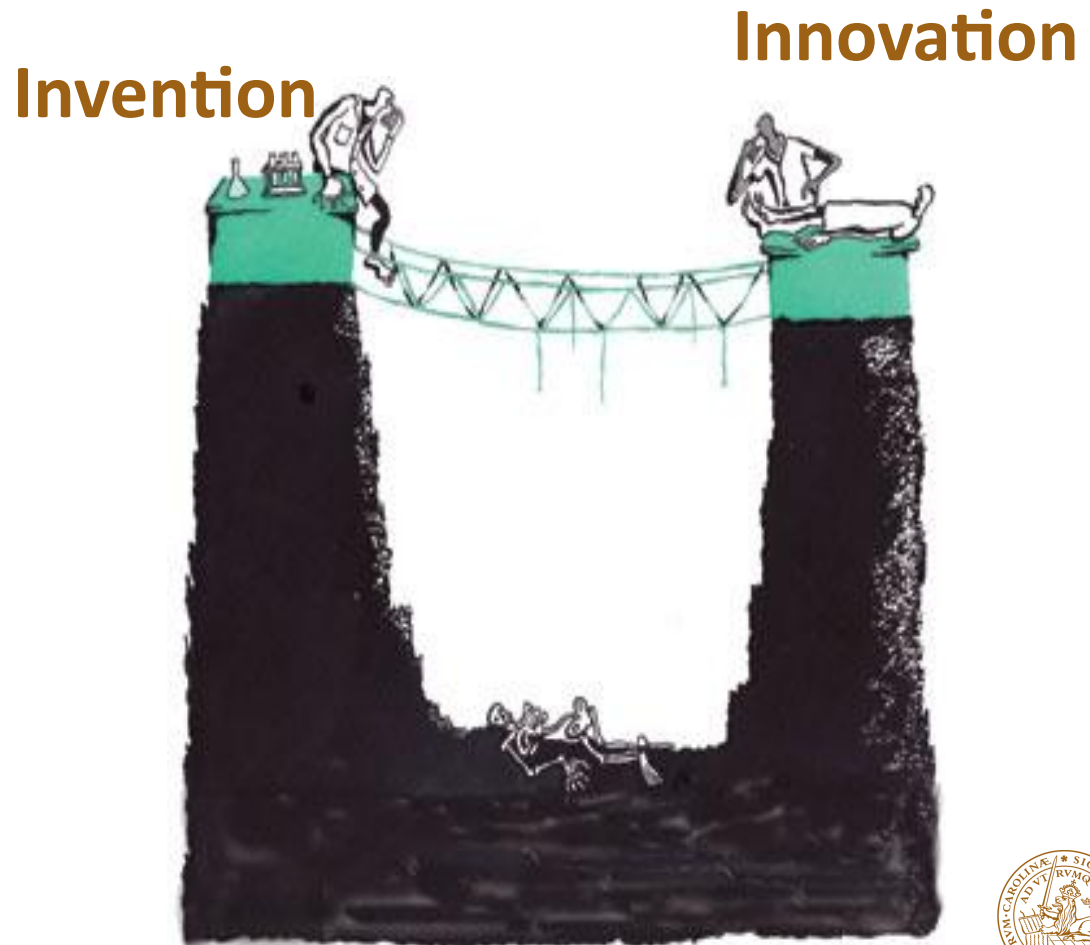


# Invention – Innovation

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**Invention** refers to the creation of an idea.

**Innovation** refers to the use of a novel idea.



# Entrepreneurship

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Innovations are done by people,  
not by structures or organizations.



# Yeast - An example

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**Yeast** is a single celled organism with a wide variety of applications in food production.



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# Yeast been used for a long time

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Archaeological evidence confirms yeast was used in Egypt as early as 4000 B.C.



# Inventor / Entrepreneur

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## **Charles Louis Fleischmann**

created America's first commercially produced yeast, which revolutionized baking.



# Innovations and the NABC - value proposition

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## **Need**

Address an important unmet customer and/or market opportunity.

## **Benefit per cost**

Deliver superior customer value.

## **Approach**

Provide a solution.

## **Competition**

Show that your approach is better than alternatives on the market.





# Fleischmann and the NABC - value proposition

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Fleischmann, an emigrant from Vienna, was disappointed in the inferior taste and **uneven quality of American baked bread.**

(Need)

**High quality bread** was produced and **solid yeast was sold** in the *Model Vienna Bakery* at the Centennial Exposition in Philadelphia.

(Benefit per cost)

Fleischmann realized that the yeasts was causing the problem. Started producing a **uniform solid yeast product.**

(Approach)

Services were offered by trained bakers to show how to handle the new solid yeast.

A way to change from use of **liquid yeast** (Competition).



## Value proposition - *Sourdough hotel*

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“Do you know what to do with your sour dough when you go on vacation? A sour dough needs love and nourishment. Now you can leave your sourdough with us.”

**Urban Deli**  
**Nytorget 4**  
**116 40 Stockholm**  
**08-599 091 80**



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## **Cornucopia – a Marie Curie Initial Training Network**

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**RESEARCH AREA: NON - CONVENTIONAL YEASTS WITH  
POTENTIAL APPLICATIONS IN THE FOOD AND HEALTH  
SECTORS.**



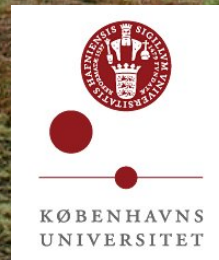
# Cornucopia - Partners

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1. **Lund University, Sweden.**
2. University of Copenhagen, Denmark.
3. VIB, Belgium.
4. Milan University, Italy.
5. Institute of Physiology AS CR, v.v. i. Prauge, Czech Republic.
6. CBS Fungal Biodiversity Centre, KNAW, Netherlands.
7. IATA Biotechnology, Valencia, Spain.
8. Carlsberg laboratory, Denmark.
9. CHR. HANSEN, Denmark.
10. NIZO – The Health Department, Netherlands.

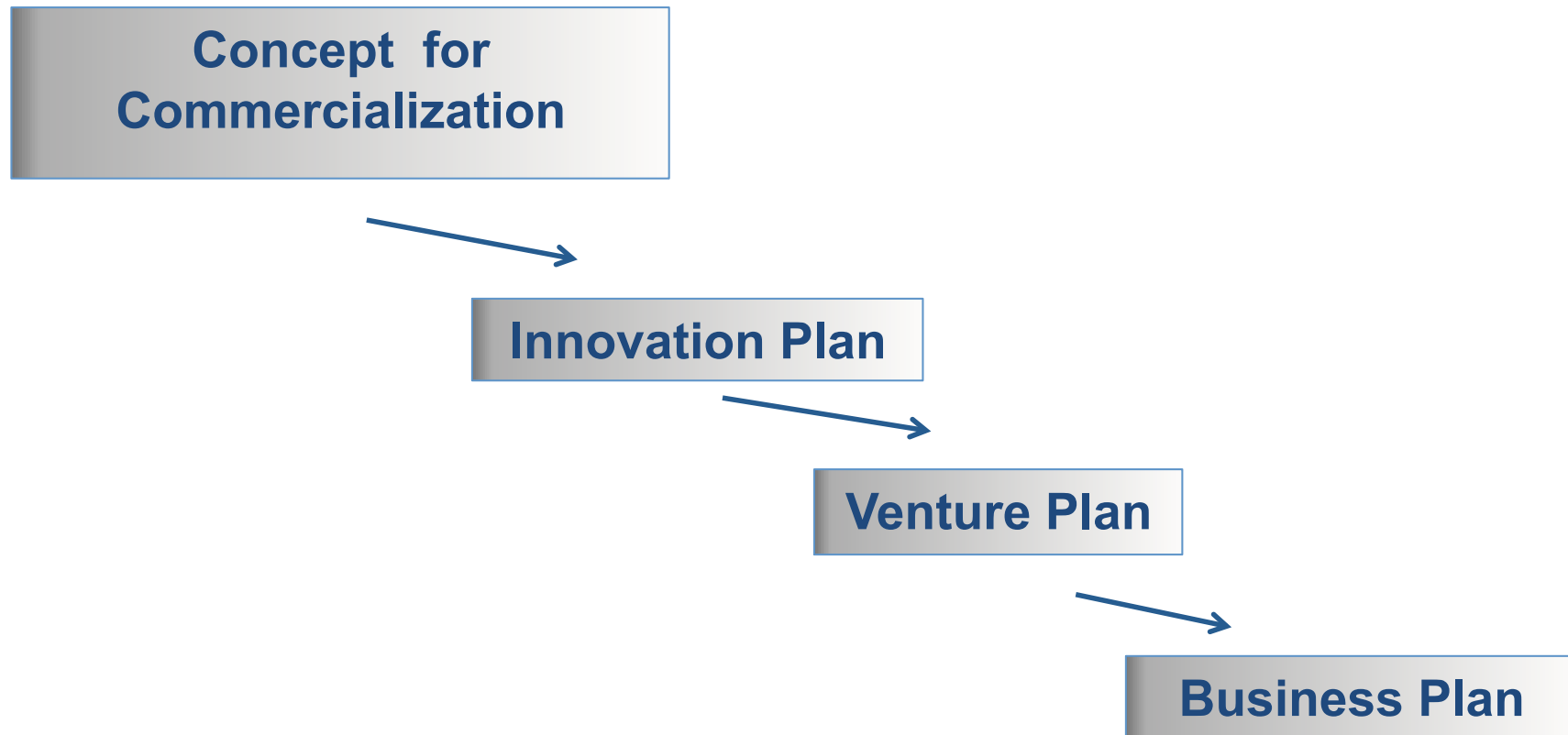


# Innovation Ecosystems – How to operate and think strategically as a researcher and as an entrepreneur.



# Innovation support from LUIS

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