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INTRODUCTION TO THE DEVELOPMENT LOG

As a new thing, students can choose to use the new tool called the Development Log for supporting their project. The Log is designed to support the student groups in developing their business idea.

HOW DOES THE DL HELP THE STUDENT ENTREPRENEUR?

The DL is first and foremost an advanced "TODO-list". It enables the team to get an easy overview of the needs of their project/startup and allocate resources accordingly. It also provides a simple basis for ensuring that the work currently being executed is appropriate. As tasks are executed, the tool provides a structure for managing conclusions and the data created (in Google Docs or Dropbox).

If a team member needs to find the results created on the basis of a certain need, the conclusions and documents relating to the need can quickly be found through the interface. Also, an overview can be established by using the interactive project overview provided for each team (see example picture to the right).

This project- and data overview is also of great help to the teams mentors and collaborators as these external persons can quickly get an understanding of the project, its challenges and priorities. This provides an excellent platform for inputs and guidance.
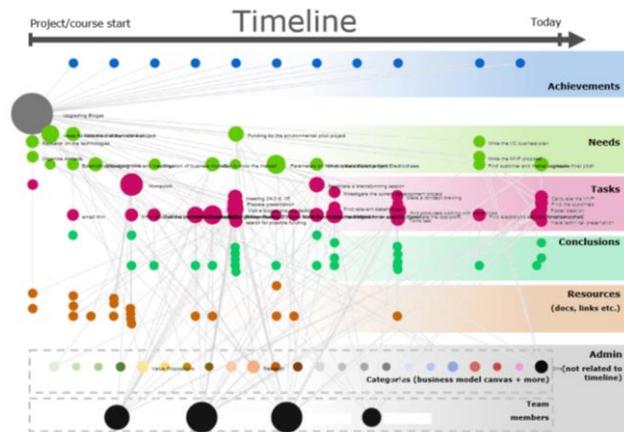
Finally, when writing reports and reflecting on the project, the log provides a precise account of what the team has been through enabling discussions of higher quality.

THE BASIC LOGIC

The DL software is based on a simple, generic model (see below) for how entrepreneurs develop their startup. The model is cyclical and each cycle contains a number of process steps, which are explained on the next page.

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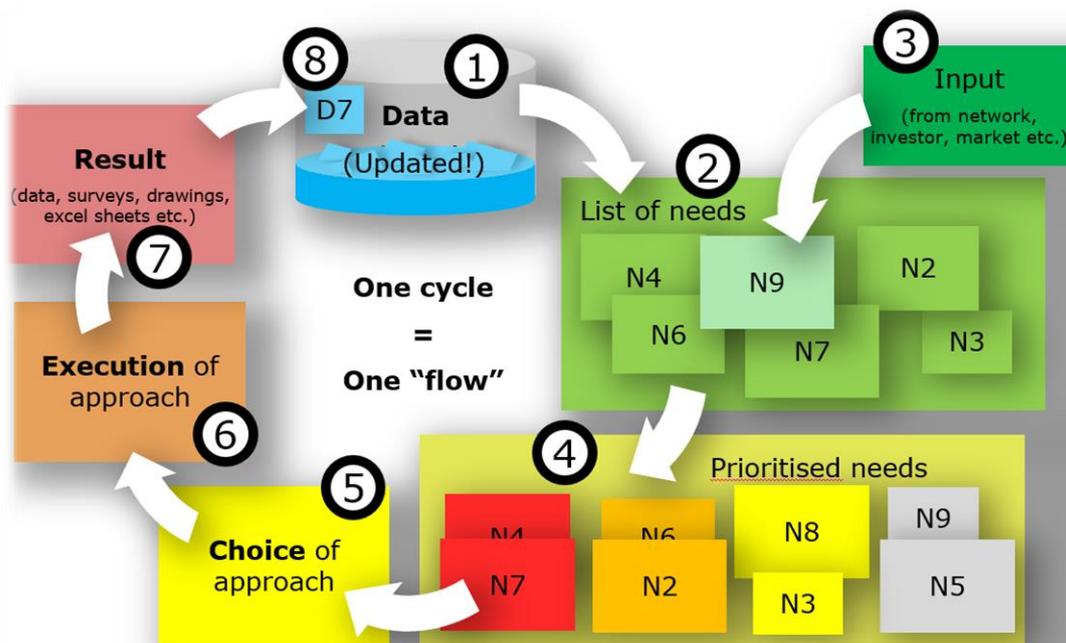
1. To start with the startup has very little knowledge of anything (market, product, distribution channels, marketing strategy etc.) – perhaps with the exception of certain market insights and/or within a certain technology (technology entrepreneurship).

2. Based on this limited data set, the entrepreneur can realise and express needs for information within certain areas – perhaps the need to figure out what data is needed. More experienced entrepreneurs are likely to be able to see many of these needs without outside input, but…

3. …entrepreneurs with less knowledge within the relevant field are likely to rely on outside helt and inputs from different sources.

4. The needs coming from internal realisation and external inputs are then prioritised; e.g. in the initial stages, finding the right customer is likely to be more important than the color of the startup's logo.

5. It is likely that the entrepreneur will allocate his/her resources to tasks pertaining to high-priority needs. When formulating these tasks, the entrepreneur needs to consider which approach to choose – will they go about addressing the need in an ad hoc manner or is there a relevant method available?

6. Depending on how much experience the entrepreneur has with the approach chosen and the availability of resources needed for executing the approach, the entrepreneur will execute the task in a more or less efficient manner.

7. When the task has been executed a number of results will emerge. Depending on the experience of the entrepreneur, the appropriateness of the approach chosen and the time spent on the task, these results will be of varying quality and scope. In some cases, the resulting data will be insufficient or inappropriate and in some cases too much data will have been created.

8. Despite varying quality of data and time spent on creating it, the entrepreneur now has an updated dataset that can be used for entering a new cycle and formulating and/or addressing new needs.

The cyclical and continuous build-up of knowledge proposed in this model does not mean that the process being described is continuous and directed. Rather, the model provides a basis for constantly setting a new course (if needed) and navigating the entrepreneurial process on a short term (days) basis. The model and the tool built on it do not suggest what the needs of the entrepreneur should be, how these needs should be priorities and what approaches to use.

HOW TO USE THE DL

A separate "HowTo" document is available, in which the components of the software and their usage is explained in detail. This document is available on the Development Log homepage.

The log's site is:

www.developmentlog.rubix.dk

ACKNOWLEDGEMENTS

MORE INFORMATION

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