

**SEMINAR:** From Idea to Impact/ The Entrepreneurial Journey in Innovation

February 24th, 2026 at 11 a.m.

## **Brief Summary:**

This lecture explores the entrepreneurial journey from idea generation to real-world implementation, combining personal experience with established innovation frameworks such as Design Thinking, Lean Startup, and Effectuation theory.

Drawing from practical experience in building a technology-driven venture addressing societal challenges, the session illustrates how an initial observation of a problem can evolve into a structured and scalable company. The lecture demonstrates how innovation begins with deep problem understanding (Design Thinking), advances by leveraging available resources and strategic partnerships (Effectuation), and develops through structured experimentation and iterative validation (Lean Startup). A central part of the session will examine how Minimum Viable Products (MVPs) function as strategic experiments: bridging theory and real-world validation. This perspective is particularly relevant for Master's and PhD students seeking to translate research insights, technological developments, or scientific discoveries into implementable and scalable solutions.

A strong focus will be placed on leveraging technological solutions, digital platforms, and evidence-based decision-making to drive and amplify impact, enhance scalability, and support evidence based development. The session aims to bridge academic research and entrepreneurial action, demonstrating how knowledge generated within universities can be translated into tangible societal value. Making universities into important engines of innovation in the local and global ecosystems through knowledge transfer, technology application, and impact-oriented thinking.

## **Main Objectives :**

By the end of the lecture, you will be able to:

1. Understand entrepreneurship as an iterative and adaptive innovation process grounded in Design Thinking, Lean Startup, and Effectuation principles.
2. Translate research insights and technological ideas into implementable and scalable initiatives.
3. Apply structured experimentation methods, including MVP development, to navigate uncertainty and validate real-world relevance.
4. Recognize the strategic role of technology in enabling sustainable and scalable innovation.
5. Develop an action-oriented and impact-driven mindset.

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