

Portfolio evaluation: A case study to illustrate evaluation challenges

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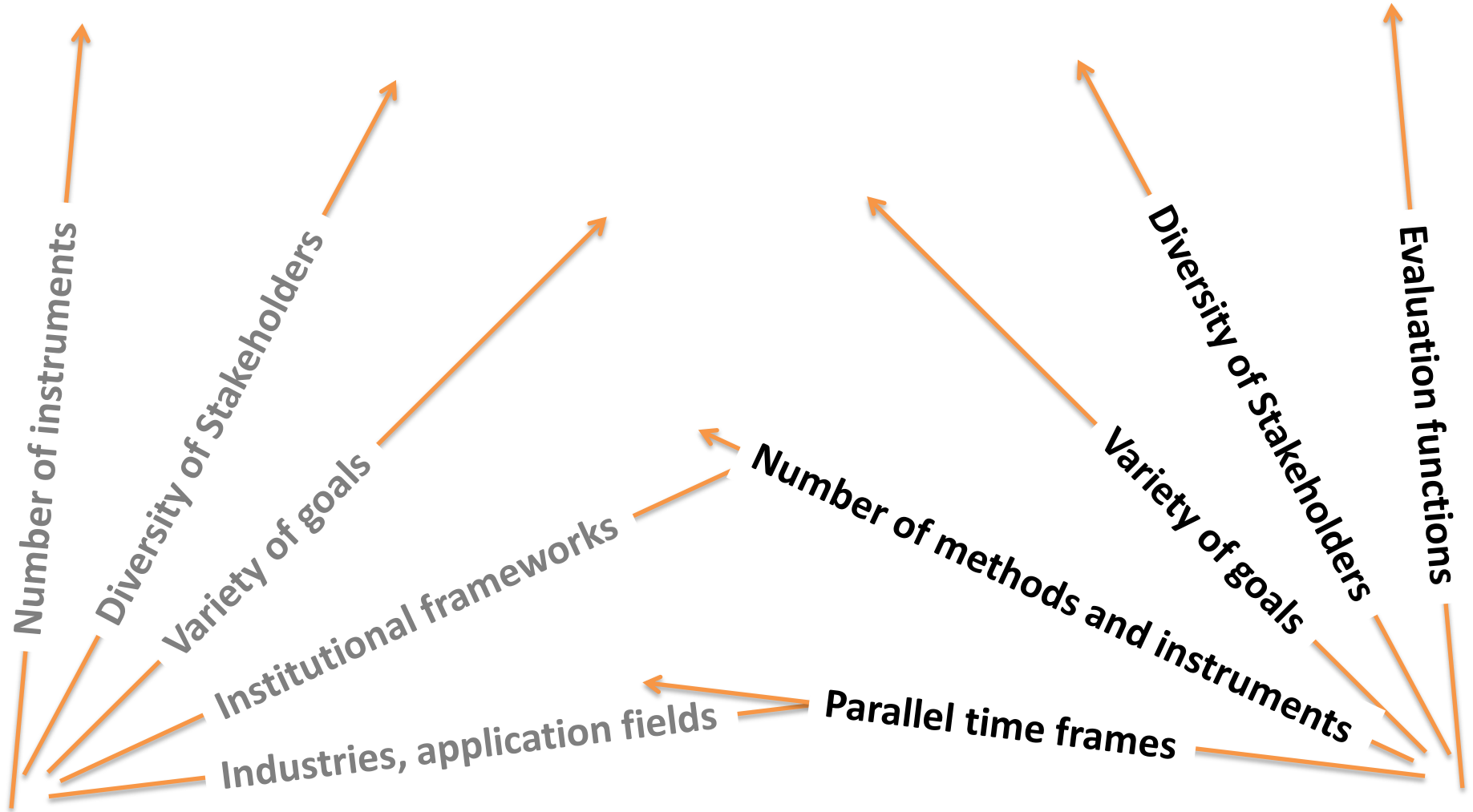
*Evaluation of STI policies, instruments and organisations:
New horizons and new challenges*

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Agenda

1. Cause: programme portfolios
2. Case Study: impact assessment and formative evaluation of the “*Founder contest – ICT innovative*”
3. Closer look: evaluation challenges created by different tasks
4. Conclusions

Programme portfolios portfolio evaluations



Case Study:

Founder contest – ICT innovative



- Supporting the start up of companies, which focus on products and services in the information and communications technology sector
- Biannual contest awards considerable prizes as seed money for the start up, all winners receive an individual coaching, according to their needs

Goals of the contest

Short/medium term:

- Raise number of startups in ICT
- Help startups to be more successful

Long term:

- Better exploitation of startup potential in ICT
- Create employment in a thriving industry
- More entrepreneurial spirit in Germany

Portfolio of instruments

- Individual written feedback for participants
- Individual set of support measures for winners: prize money, strategy workshop, individual coachings, seminars
- Public award ceremonies (PR), prize as a reference for the winners
- Congress „Young ICT industry“, additional prize ICT-startup of the year, matching service, investment forum

Output

Potential founders

Visits, number of questions answered (emails, calls), number of ideas, number of participants

Judged Idea sketches

Numbers judged by experts and by jury

Participants

Individual feedback

Winners

Number of winners, amount of prizes, days of coaching (strategy-workshop, individual coaching, seminars) award ceremonies, press releases

Congress Young ICT-Economy

Venture capitalists, partner, exhibitors, participants, matchings

Outcome

Number of startup companies, startup success (turnover, employees, survival)

Founders' competencies, networking with venture capitalists and other founders

Impact

Tap the full potential of startups
Boost the number of ICT-startups

Supporting the initiative „Gründerland Deutschland“ to make Germany entrepreneurial again

Hypotheses on feedback, competencies, financing, PR, networking

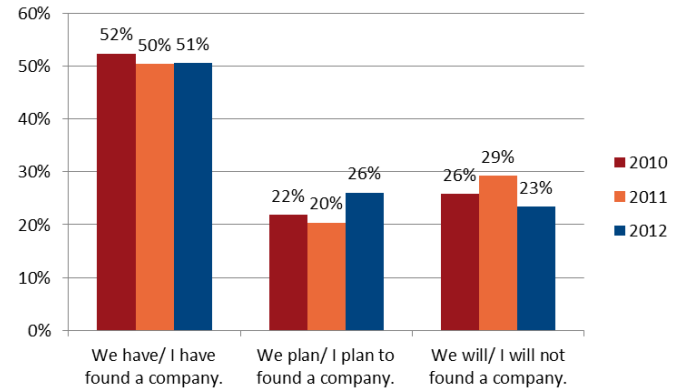
Impact assessment and formative evaluation of the founder contest

Main tasks:

1. Longitudinal study of the participant's activities
2. Portraits of successful companies as positive role models
3. Concurrent survey to improve the contest
4. Scanning developments on the context of the contest
5. Mid-term evaluation on effectiveness and efficiency

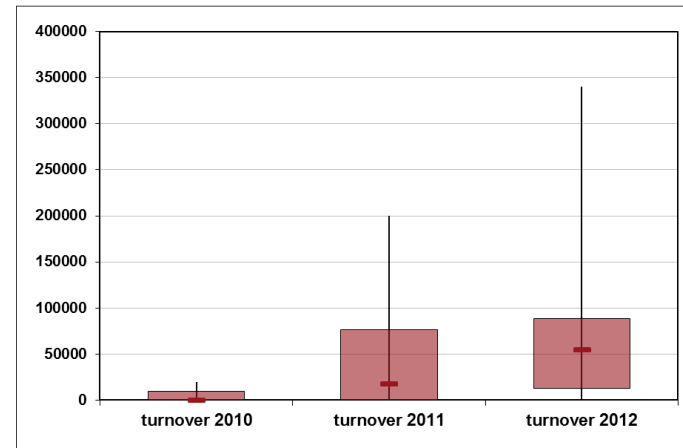
1. Longitudinal study of participants' activities

- Panel analysis to document longterm effects



Focus:

- Statistical analyses
- Summative evaluation



2. Portraits of successful companies as positive role models

- In-depth interviews with winners of the contest covering background, success factors, barriers
- Complemented with data from proposal, surveys, internet
- Edited in case study format

Focus

- Qualitative analyses
- Basis for external communication

3. Concurrent survey to improve the contest

Yearly survey distributed to all participants covering

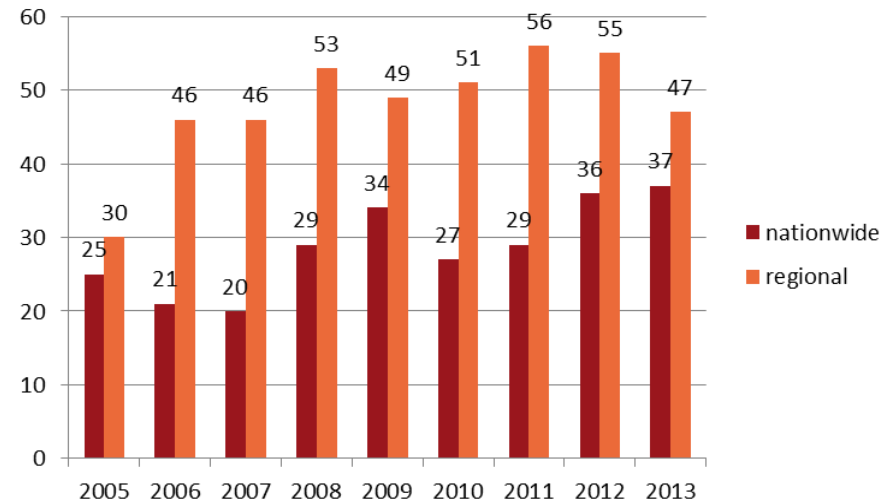
- Feedback to procedures of participation
- Benefits of participation
- Main problems in starting a company/ reasons not to start a company
- Characteristics of start-ups
- One focus topic every year (e.g. financing a start-up, internationalisation, business location, female entrepreneurs)

Focus on formative aspects:

- Recommendations to the management to improve the benefits of the participants
- But also descriptive data on participants for summative evaluation

4. Scanning developments on the context of the contest

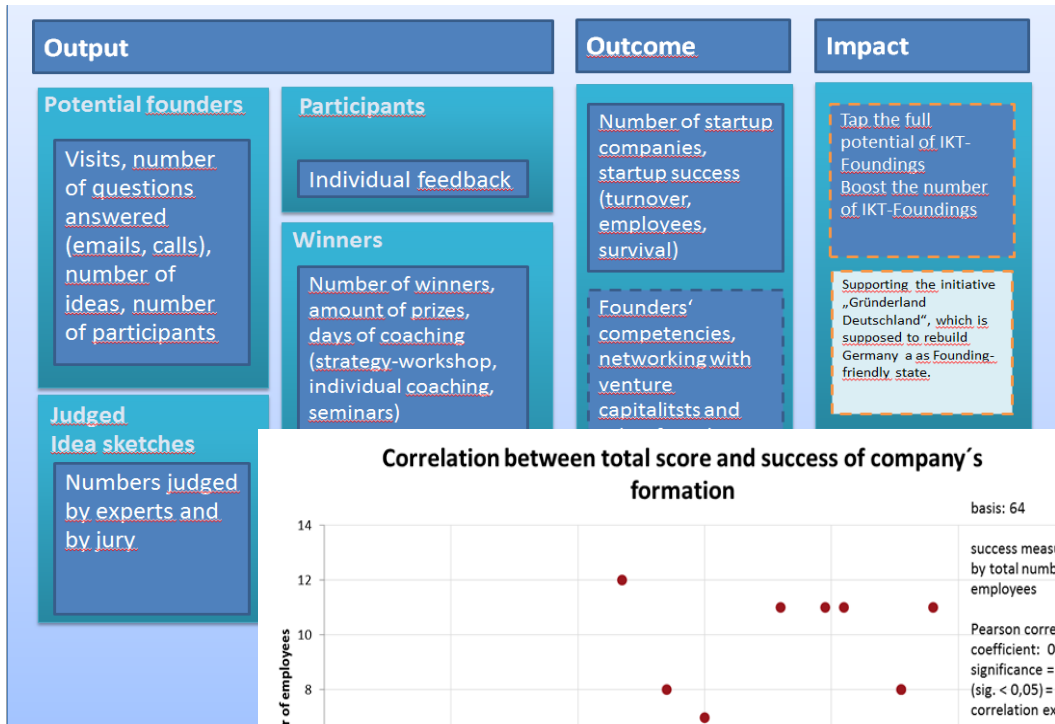
- Longitudinal analysis of all German and the major European start-up, business plan, and entrepreneurial development contests
- Analyses of new publications regarding trends in ICT industry, statistics on startups, research on entrepreneurship



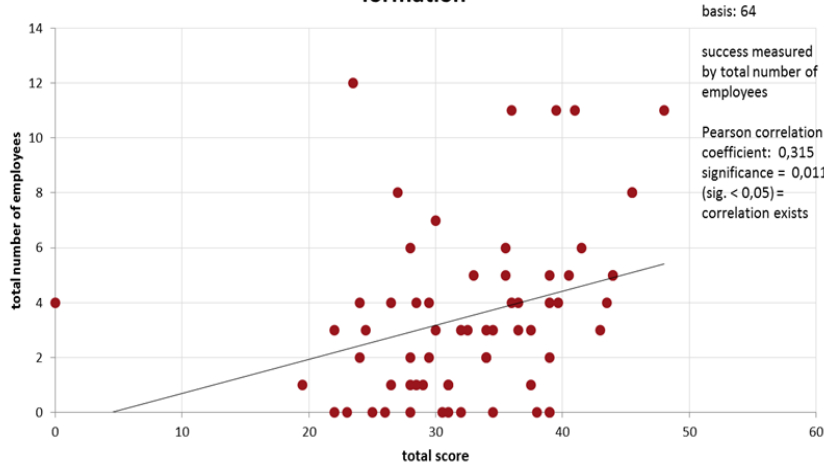
Focus:

- Secondary analyses
- Synthesis of existing data
- Making sense of what is happening out there

5. Mid-term evaluation



Correlation between total score and success of company's formation



Focus:

- Justify spending
- Document causal relationships
- Support programme extension

Challenges for evaluation

- Aggregation of individual evaluation results
- Role clarification: different role with different stakeholders, different role with same stakeholders
- Competencies of team members

Thank you for your attention.

We are looking forward to an interesting and lively discussion!