

UF Entrepreneurship Faculty Fellows

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Featured Fellow



Marko Suvajdzic

Marko is the Associate Director of the Digital Worlds Institute, and an Associate professor of Digital Arts and Sciences. He holds an MFA degree from the Academy of Art University in San Francisco. He is a diverse thinker with 19+ years of achievement in the creative production space.

Marko is a serial entrepreneur, a veteran of six startups in total, ranging from one to four years in age. At the Digital Worlds Institute, he teaches classes related to video game design, entrepreneurship, and digital culture. Prior to his appointment at the University of Florida, Marko was the department head and the founder of the very first department for the Computer Arts and Design in the Republic of Serbia. Marko's industry experience includes a diverse mix of digital startups and educational projects. These have ranged from artificial intelligence-intensive video game titles for major corporate clients to co-founding startups in partnership with Internet/games industry visionaries. He is a CEO/Owner of O2D Studio, a video games development company. Their recent games have regularly been ranked on the Top Ten lists, and earned prestigious Collector's Edition labels.

Marko has won a number of awards in his career, including the Grand Prix Award at the International Festival of Documentary film in Belgrade. He has been recognized as a member of the International Who's Who of Information Technology Professionals. He has lectured internationally at schools and conferences in the U.S.A., the U.K., India, Serbia, China and Norway. His research interests include the influence of technology on learning, the gamification of education, and transhumanity.

Coming Up...

- Big Idea Competition: Intent to Compete Due – Dec. 15th, 2016
- Gator Hatchery Showcase: Dec. 2nd, 2016
- Gator Bootcamp for Disadvantaged Entrepreneurs
 - November 5th, 2016 from 8:30am till noon
 - November 12th, 2016 from 8:30am till noon
- Announcement of 2016-2017 Gator 100 Finalists –Nov. 5th, 2016
- Dilemmas & Debates Entrepreneurship Forum
 - Open to Public
 - Monday nights at 6:15, Bryan 130
 - Oct. 31st, Nov. 7th, Nov 14th, Nov 21st, Nov 28th



Dream > Believe > Create

The Fellows Program was created to foster and celebrate interdisciplinary collaboration around creativity, innovation and entrepreneurship. We are focused on the role of entrepreneurial thinking and acting within any discipline or academic area on the University of Florida campus.

Our focus is the "entrepreneurial mindset", and how the talents, ingenuity and passion of faculty members can be used to affect innovative change. We see faculty innovations as a vehicle for transforming campuses, communities, disciplines and societies. The Fellows Program is a home for the "academic entrepreneur."

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The Art of Leveraging Resources

Entrepreneurship is the pursuit of opportunity regardless of resources controlled. But how does one pursue opportunity, whether as a start up entrepreneur, a social entrepreneur, or an academic entrepreneur, if one has no resources? It is normal to assume that if I want to do something innovative, it will cost money, and that if I need a resource, I have to find the money to buy it. Yet, this is a misguided notion. At least from an entrepreneurial perspective, purchasing or owning the resource is the last option, not the first.

To appreciate this way of thinking, we can go back to the famous French anthropologist Claude Levi-Strauss, who popularized the term 'bricolage'. Here, a bricoleur is one who creates something from the diverse mix of things that are at hand or readily available. Think of a cook in a kitchen that, lacking a fixed recipe or the requisite set of ingredients, looks at what is in the cupboard or refrigerator and creates a fantastic meal. And so it is about improvisation.

Two closely related terms that are central to entrepreneurial behavior in the contemporary environment are 'bootstrapping' and 'leveraging'. Bootstrapping usually refers to starting a venture on a shoestring. The individual has no outside funding, but instead uses his/her own resources (including credit cards), does as many tasks himself or herself (e.g., figures out how to create their own website or keep their own books), stretches resources to the limit, pays bills as late as possible while collecting from customers as early as possible, uses unpaid interns, and so forth.

Perhaps even more important today is the concept of resource leveraging. It has a number of key elements:

- using someone else's resource
- using existing resource in non-conventional way
- using alternative resources (*see things as resources that others do not*)
- stretching resources
- using one resource to obtain another

In practice, leveraging can take a wide variety of forms. Here are ten examples:

- borrow the resource, using it at a time when not otherwise in use
- barter to get the resource
- contract to get the resource for only a fixed period
- share a resource and its costs with someone else who also needs it
- lease or rent the resource rather than purchasing it
- outsource to get the resource, lessening your fixed investment
- license to get the resource and pay when you get paid
- partner with the resource provider
- give equity to get the resource
- play one resource off another to get the resource

No matter whether one is trying to innovate on a university campus, starting a venture in the inner city, or acting in any other walk of life, resources are abundant if one does not assume they have to be purchased or owned. To leverage is to empower oneself by creatively finding ways of accessing what you do not own.



Elif Akcali, Engineering; Anita Anatharam, Liberal Arts; Shirley Baker, Forest Resources & Conservation; Ann Christiano, Journalism & Communications; Warren Dixon, Engineering; Nancy Hardt, Medicine; Susan Jacobson, Institute of Food and Agricultural Sciences; Griff Jones, Education; Kristin Joos, Entrepreneurship; William Marsiglio, Sociology; Forrest Masters, Engineering; Edward Schaefer, Fine Arts; Daniel Sokol, Law; Jill Sonke, Fine Arts; Catherine Striley, Public Health/Medicine; Marko Suvajdzic, Digital Worlds Institute; Michael F. Weigold, Journalism and Communications; Kristin Weitzel, Pharmacy; William Winter, Medicine

“IF YOU CAN IMAGINE IT,
YOU CAN ACHIEVE IT.
IF YOU CAN DREAM IT,
YOU CAN BECOME IT.”

~ WILLIAM ARTHUR WARD