SEED's mission is to stimulate the creation of economic opportunities through innovation, entrepreneurship, and the growth of businesses in order to improve the lives of the poor in developing economies.
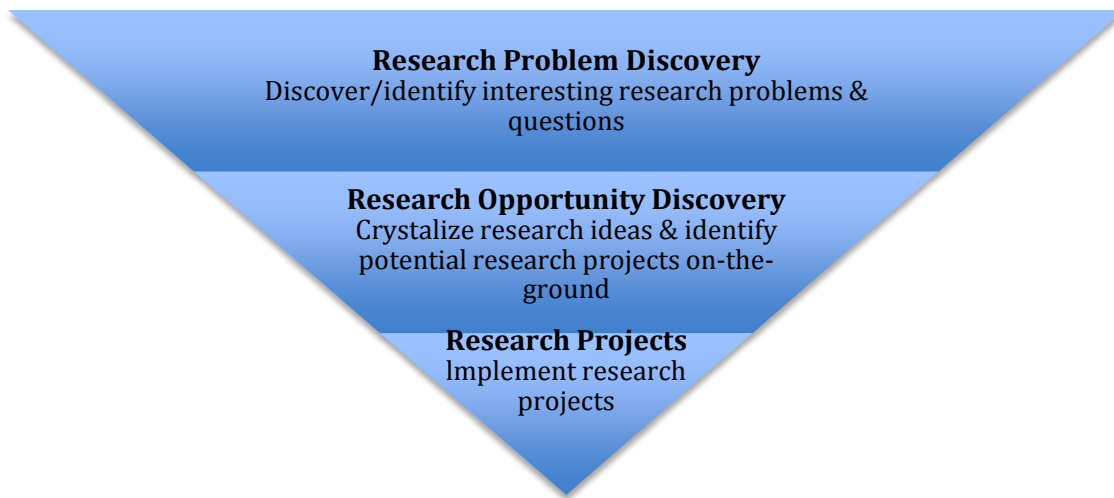
Currently, much of what is known about the creation and management of firms and business innovations is based on research conducted in developed economies. Substantially less is known about entrepreneurship and management in developing economies, and about the extent to which our existing conceptual tools are applicable in these contexts. As a result we lack a solid knowledge base to guide effective interventions aimed at spurring entrepreneurship and innovation in developing economies.

In an effort to build this knowledge base, SEED's research goal is to advance general knowledge through the study of entrepreneurship, product and service innovations that serve the poor, and the growth of firms in developing economies. In doing so, SEED aims to inform and transform the research agendas of established research areas to incorporate the challenges faced by entrepreneurs and firms in developing economies.

SEED's strategy for accomplishing this goal is built on the following principles:

- ***Advancement of general knowledge informed by experiences on-the-ground***. Ultimately, SEED's research should have a positive impact on the lives of people who live in poverty in developing economies. The time that Stanford faculty and PhD students spend on-the-ground with entrepreneurs and innovators increases the likelihood that their research will be relevant and impactful when applied in developing economy contexts —that it can be used to improve the effectiveness of interventions, policies, and practices aimed at spurring entrepreneurship, innovation, and the growth of businesses in developing economies.
- ***Comprehensive approach***. Transforming established research agendas requires a comprehensive approach. SEED provides support throughout the research process, from the conception of new research questions, through experiential discovery and testing, and to the implementation of a clearly defined research projects.
- ***Building interest & capacity of Stanford faculty and PhD students.*** Building Stanford faculty and PhD student interest in and capacity to carry out research on entrepreneurship, innovation, and the growth of businesses is critical to the achievement of SEED's research goal. Our research strategy focuses on deepening their engagement in SEED-related research.
- ***Long-term perspective***. Over time, by building the interest and capacity of Stanford faculty and PhD students, we can shift the research agenda. SEED's research strategy recognizes that this can't be achieved in one or two years and requires a sustained commitment.

We hope to stimulate Stanford faculty and PhD students to conduct work that is directly aligned with SEED's focus on entrepreneurship, innovation, and the growth of businesses in developing economies, particularly as they relate to the poor. Hence, our research strategy (illustrated in the figure below) is to:

Research Problem Discovery
Discover/identify interesting research problems & questions

Research Opportunity Discovery
Crystalize research ideas & identify potential research projects on-the-ground

Research Projects
lmplement research projects

- ***Stimulate the discovery of new research ideas***. This phase involves jump-starting the research idea generation around entrepreneurship, innovation and the growth of firms in developing economies. This involves encouraging the discovery of new research problems and the formulation of new research agendas. Through various programs and activities, SEED hopes to encourage faculty and doctoral students to explicitly juxtapose their existing conceptual expertise with the realities faced by entrepreneurs and managers in developing economies, and in doing so identify new research questions. For example, researchers may consider how the challenges faced by entrepreneurs in developing economies highlight shortcomings or unsolved problems in existing theoretical frameworks. Alternatively, new research agendas may grow out of an attempt to apply a researcher's domain expertise to the issues faced by entrepreneurs and managers in developing economies. The primary goal of this phase is to stimulate increased consideration and discussion of SEED-related issues in "everyday" research conversations, and heightened interest among faculty in pursuing SEED-related research.

- ***Promote research discovery on-the- ground***. This phase involves a transition from literature review to experiential discovery. SEED will provide faculty and PhD students with an opportunity to spend time in developing economies conducting exploratory research, in order to: 1) refine their research questions and map them against observed realities, and to 2) identify concrete research projects and partners. The primary goal of this phase is to help researchers identify the most viable ways of pursuing their ideas, thereby laying the foundation for well-defined research projects.

- ***Support the implementation of research projects***. Over time, we expect that the first two phases, the discovery and testing of new research ideas, will yield high-quality research proposals that are aligned with SEED's focus. SEED will provide faculty and PhD students with the financial, administrative, and logistical support they need to implement these research projects.

This year our primary focus is on jump-starting research idea generation around entrepreneurship, innovation, and the growth of businesses in developing economies. Over the next three months we plan to introduce several exciting programs and activities. We are at the early stages of developing these programs and welcome your ideas and comments.

A key component of SEED's overall strategy is the integration of knowledge and direct action (illustrated in the figure below). Towards this end, we will share principles, models, and lessons learned from our research projects with key "influencers" within entrepreneurial ecosystems in developing economies (DE).

Advancement of Knowledge
(Advance general theories & concepts through the study of entrepreneurship & innovation in DE's)

Advances help build knowledge base re: entrepreneurship & innovation in DE's.

Id. Knowledge Gaps
(Intergration potentialy illuminates gaps in theories & concepts)

Dissemination
(Share principles & lessons learned w/key influencers)

Integration
(Advances can inform interventions that spur entrepreneurship & innovation in DE's)