Entrepreneurship: A Highway from University to the Market
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ABSTRACT
Characterizing the incubation process of companies, this article renders its contribution to the entrepreneurialism study classifying more than twenty fundamental attributes in each stage. Considering that the entrepreneur's largest challenges are in specific points among the dream and accomplishment, important aspects of this process were studied through a conceptual revision and quantitative exploratory research among professionals involved with the process of development of nascent companies. Giving a special emphasis to the stage between the university and the incubation, managers of the main Brazilian incubators of companies evaluated the process confirming the existence of specific needs in each phase.

Keywords: Enterprising Culture; Pre-incubation; Brazilian Incubators, nascent companies.

INTRODUCTION
To write about entrepreneurialism is necessary to consider the children, that still without the influence of pre-established cultural models, they dream, create and invent with a characteristic freedom. Although this points for the idea that were already born entrepreneurs, recent studies (Kirby, 2004) have been demonstrating in an interesting way, that the schools of business can form enterprising in more than eighty five percent of the cases, especially when the learning be addressed for the action, problems solving and practice creativity.

With origin in the French word “entreprendre”, to undertake means basically to commit in doing the things to happen. According to Guilford Pinchott, this modifier initiative can be identified in small companies and in great corporations, respectively in the entrepreneurs or intrapreneurs. The important seems to be the starting point; the initiative that moved by the emotion and by special personal attributes it transforms the ideas and dreams in innovative realities.

When a human creature wakes up for a great dream and throws on by all force of his soul, (...) the whole universe conspires to its favor! W. Goethe

In Brazil, this exercise of dreaming and accomplishment has been materializing in Amir Klink facts and in the innovations of more than a thousand and five hundred incubated companies. In the enterprising atmosphere, several factors that influence its development directly exist as the profile of the universities, the process of incubation, the enterprising culture and laws as the Brazilian law of innovation;

Law no. 10973 of November 2, 2004.
Cap. I, Art. 2nd and § IV–Innovation: introduction of novelty or improvement in the productive or social atmosphere that results in new products, processes or services.

To motivate the innovation, giving support to the human being capacities, actually, it already came being aimed as the great development differential by Peter Drucker during his seventy five years studying about the entrepreneurialism. In the same way, the entrepreneur became considered the main actor of the economic development, after the decade of 1930, Joseph A. Schumpeter, retaking the thought of Jean-Baptiste Say, went back the focus of its theory to the tripod “entrepreneur, innovation and economic growth” (Drucker, 1989). In order to know better practical details on the entrepreneurialism and to support the several initiatives in this area, this paper tried to draw the road between ideas and enterprises happened, observing obstacles and bifurcations. Subdividing in stages, the process of formation of new companies was studied classifying twenty-four entrepreneur's attributes with relevance in each phase and in agreement with teachers’ opinion, managers and incubation managers.

The results confirmed the demand for specific competences in each stage and especially in the pré-incubation, period between the graduation programs and master degree and the incubation of the project, where per times good wages and stability make sleepy enterprising projects.

References