



Planning and Financing Entrepreneurship Education: Data Collection Template

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01 | INTRODUCTION

Our Start DSP consortium recognise that universities often struggle to track and optimise financial investments in entrepreneurship education as part of their third mission. Without clear insights, it can be difficult to measure impact, allocate resources effectively, and make data-driven strategic decisions.

This template is designed to support institutions in the structured planning and financing of entrepreneurship education. It can be used internally by faculties, finance teams, and innovation or entrepreneurship staff to gather consistent, comparable data on how financial resources are allocated to entrepreneurship education across different departments, centres, and units.

Entrepreneurship education is becoming increasingly important in many universities' strategic agendas, yet financial planning in this area is often fragmented or informal. This tool provides a ready-made structure that institutions can adapt and use to map current investments, assess how funding is distributed, and identify any gaps, overlaps, or inefficiencies.

The template is intended to support internal discussions and planning processes. It helps institutions to develop a clearer understanding of who is funding entrepreneurship-related activities, where those funds are going, and how spending decisions relate to broader strategic goals. Over time, the insights generated can support better resource alignment, improve coordination between teams, and contribute to more deliberate and transparent budgeting for entrepreneurship education.

You are encouraged to adapt this form to suit your institutional context. The aim is not to produce standardised results across all universities, but to offer a practical starting point for local analysis and decision-making. Whether you are using this tool to inform future investment, track existing funding, or support internal reporting, your responses can play an important role in strengthening the overall approach to entrepreneurship education within your institution.

To find out more about our project and the tools that can **support universities in delivering digital, ethical, and sustainable entrepreneurship education**, visit [Start DSP](https://www.start-dsp.eu).

02 | How to Use the Tool

This template has been developed to help universities and organisations collect, analyse and apply financial data related to entrepreneurship education. It is not a fixed survey, but a starting point that institutions can adapt and reshape to suit their own structure, terminology, and priorities. The aim is to provide a consistent framework for gathering useful information that supports planning, budgeting, and strategic decision-making.

Below are suggested steps for using the template effectively:

1. Adapt the Template for Local Use

Before distributing the form, review the content and modify any terminology or sections that do not reflect your institution's structure. You may want to adjust the examples of faculties or departments, update categories of entrepreneurship activity, or include locally relevant budget headings.

2. Distribute the Survey

Once adapted, share the Google Form survey with key individuals who have insight into entrepreneurship education activities and budgets. This typically includes:

- Faculty representatives (e.g. from Business, Engineering, Social Sciences, Science)
- Staff involved in managing entrepreneurship or innovation programmes
- Finance or planning teams
- Heads of Entrepreneurship Centres or similar units

Make sure that each area or department is covered by at least one respondent. It may help to send a short explanation of the purpose and expected use of the data.

3. Request Qualitative and Quantitative Input

Ask each respondent to provide both types of information:

- **Quantitative:** Financial figures such as annual budgets, actual spending, external funding received, or internal allocations specific to entrepreneurship education.
- **Qualitative:** Comments or explanations on how the funds are used, what types of activities they support, and any relevant constraints or considerations.

Encourage honest input – even if budgets are unclear or minimal – as gaps in information are also useful for planning.

4. Gather and Consolidate Responses

Use Google Forms to automatically collect submissions. Once a sufficient number of responses have been received, export the data to a spreadsheet (e.g. Google Sheets or Excel). This will allow you to:

- Sort and filter responses by faculty, department, or funding type
- Identify missing or inconsistent data
- Begin to group information by themes or categories

Google Forms also offers basic visual summaries and charts which may be helpful in spotting early patterns.

5. Generate Initial Findings



Review the data to identify:

- Total known investment in entrepreneurship education across the institution
- Main sources of funding (e.g. internal budgets, external grants, donations)
- Areas where funding is most heavily concentrated
- Variations in investment between faculties or departments

Make a note of any unclear or missing data, especially if certain units have not responded or figures are incomplete.

6. Identify Strategic Opportunities

With the data in hand, look for areas where financial support could be strengthened. This may include:

- Underfunded or overlooked activities (e.g. student startups, mentoring, incubators)
- Disparities in funding levels between faculties or disciplines
- Potential overlaps or duplication in resource use

Compare the current investment picture with your institution's stated entrepreneurship goals to see where better alignment is needed.

7. Report and Recommend Actions

Prepare a short report or summary to share your findings with university leadership or relevant working groups. Focus on insights that can inform strategic decisions, such as:

- Suggestions for reallocating resources
- Proposals for new funding streams or partnerships
- The need for more consistent financial tracking over time

You may also want to recommend that this survey be repeated annually or incorporated into wider institutional planning processes.



03 | Entrepreneurship Education Financial Planning Survey Template

Section 1: General Information

1. Which faculty/department do you represent? (Multiple choice)

- Business and Management
- Engineering and Technology
- Social Sciences and Humanities
- Finance and Administration
- University Innovation/Entrepreneurship Centre
- Other (please specify)

2. What is your role in your faculty? (Multiple choice)

- Academic Staff
- Administration Staff
- Financial Staff
- Incubator/Entrepreneurship Support
- Other (please specify)

Section 2: Financial Investment in Entrepreneurship Education

3. Does your faculty have a dedicated budget for entrepreneurship education? (Multiple choice)

- Yes
- No
- Unsure

4. Approximately how much funding does your faculty allocate annually to entrepreneurship-related activities? (Multiple choice)

- €0 - €50k
- €50k - €100k
- €100k - €500k
- €500k+

5. What are the primary sources for this funding? (Checkbox - Select all that apply)

- Core university budget
- External grants (EU, government, foundations)
- Private sector partnerships/sponsorships
- Student fees (e.g., specific entrepreneurship courses)
- Research commercialisation revenues
- Other (please specify)

Section 3: Resource Allocation & Use

6. Which activities does your faculty fund as part of entrepreneurship education? (Checkbox – limit to 3)



selections if possible)

- Teaching & curriculum development (e.g., entrepreneurship courses, modules)
- Student incubators/start-up support
- Competitions & hackathons
- Research & policy development related to entrepreneurship
- Community outreach & partnerships (e.g., with local businesses, NGOs)
- Other (please specify)

7. How many full-time equivalent (FTE) staff members are actively involved in entrepreneurship education in your faculty? (Multiple choice)

- 0-1
- 2-5
- 6-10
- 10+

Section 4: Tracking and Reporting

8. Does your faculty have any existing process for tracking the impact of entrepreneurship education spending? (Multiple choice)

- Yes
- No
- Maybe

9. How would you rate your faculty's ability to track its entrepreneurship investments? (Scale)

- 1 – Not tracking at all
- 2
- 3
- 4
- 5 – Fully integrated into financial strategy

10. Who is responsible for tracking and reporting entrepreneurship-related financial data in your faculty? (Multiple choice)

- Individual faculty members
- Finance/admin team
- No specific responsibility
- Other (please specify)

Section 5: Challenges & Future Needs

11. What is the biggest challenge your faculty faces in tracking entrepreneurship education investments? (Multiple choice)

- Lack of clear ownership/accountability
- Difficulty consolidating data across departments
- No dedicated budget for tracking & reporting
- Limited interest from leadership
- Other (please specify)



12. Would your faculty benefit from a more structured system to track and report entrepreneurship investments? (Multiple choice)

- Yes
- No
- Unsure

13. Are there any additional insights or concerns you'd like to share about entrepreneurship education funding at your faculty? (short answer)

