

Knowledgebased Entrepreneurship - guidelines

COACHING in 42435 Knowledge based entrepreneurship Technical University of Denmark Spring 2013

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Contact and coordination of coaches

Knowledgebased Entrepreneurship - guidelines

Why? – work with a coach during the course

- Valuable sparring w/ someone who can interpret "theory to "practical"
- Be inspired by someone who has "been there and done it"
- Access to networks f. market and customer research

How? – often should you meet

- 2 – 3 times during the course
- Important milestones
 - After deciding upon the "idea" - to establish next steps
 - "half-way" to clarify interpretation and work method
 - When initiating working with "financials"

What? – can you expect

- A coach does **not** write the business plan for you
- You (the group) make the final conclusions and choices
- Your coach can facilitate and interpret and **inspire!!!**
- **Not a replacement for attending the lectures!!**

Who? – are the coaches:

Knowledgebased Entrepreneurship - coaches

Thor Angelo

Thor has a master from Copenhagen Business School in marketing and economics. In 2000 he co-founded LanguageWire and left it in summer 2012 after 12 years. LanguageWire has become the number 32 biggest translation company in the world and is on the path of soon entering top20. LanguageWire's huge success comes primary from a revolutionary IT platform that Thor was the mastermind behind. The platform made LanguageWire one of the most efficient translation companies in the world, and at the same time made it possible to differentiate in the market, close to a Blue Ocean situation.



The last 3 years LanguageWire has grown 30% each year with EBITDA of 15%. In 2011 it had a turnover of 146 mio DKK, 100 people employed and have offices in 7 countries. Thor is currently looking for his next adventure - being an entrepreneur - his next goal is to become a serial-entrepreneur.

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Morten Elk

Morten Elk completed his PhD in Mathematics and Physics in 1996 and started his first company in 1997. This has since led to several others, including 123hjemmeside.dk, which he established in 2003.

From 2003 to 2012, 123hjemmeside has localized its service to most of the Western European markets and is currently active in 14 markets. The company offers a subscription based service enabling consumers and small businesses to host, design and maintain their own websites, using an online editing tool. Currently, the company employs around 20 full-time employees and has been recognized as a Børsen Gazelle Company in 2010 and 2011.



Morten is active as an investor in the Danish portal jubii.dk and in the file sharing service Ge.tt.

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Jakob Hessellund

Jakob holds a Bachelor Degree in Business Law and Economics from the Aarhus University and a Diploma in specialized journalism from the Danish School of Media and Journalism.

Jakob was co-founder of Encode ApS in 2001 and was the CEO of the company 2005 – 2011 taking the company from the development and money-spending stage to the growth and profit-making stage.

Encode delivers collaborative systems to large international advertising agencies and marketing departments in Denmark, UK and the USA.

In 2003-5 Jakob was a board member at one of the first online music distribution services in Denmark, currently operating as DiGiDi.

Currently Jakob is delivering Public Relations services to small and mid sized tech companies via Hessellund Consult and is member of the board of directors of Encode ApS.



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Thomas Gerner Nørgaard

Technological innovation is the key to success for both Denmark as a whole and for the individual entrepreneur. Strongly motivated by this simple but compelling idea, Thomas launched his own company Radiocomp in 2007. The company has since become one of the global technological leaders in optical transmission and radio systems for mobile and wireless networks. Today Radiocomp is an important part of the international Taiwanese telecoms technology corporation, MTI.

In addition to being the entrepreneur behind Radiocomp, Thomas Nørgaard holds a masters degree in engineering, and has worked for more than 15 years in management and development of high technology – particularly radio equipment – for the telecoms industry. In 2001 he complemented his skills with a degree in strategic management and corporate organization. Thomas is today CEO of Radiocomp and manages more than 30 employees on a daily basis.



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Max Damgaard

Max works today as "growth and funding consultant" at the Væksthus Greater Copenhagen. Prior to this Max has been with CONNECT Denmark - with extensive experience from working with start-ups.

At Væksthuset Max is an advisor within Legal, professional Board, business development and funding.



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Andreas Dam

Andreas Dam is the founder and CEO of Daman – a digital agency specialized within the pharmaceutical industry.

Andreas holds a Master's degree in Computer Science and Engineering from the Technical University of Denmark and a Bachelor Honors degree in Business Administration from Copenhagen Business School. The business of the online media, its power and potential, is Andreas' true calling and passion. He is an online marketer with more than 10 years of experience with the online media in the pharmaceutical industry – from both his role as CEO and as a consultant at some of the world's largest pharmaceuticals.

Daman

Daman is a full-house digital agency specialized in pharma. From consultancy and advice, to design and implementation of a full online media strategy or help with just one element, Daman aim to deliver solutions that take pharmaceutical businesses forward using the online media. Daman operates out of Copenhagen and serves some of the largest pharmaceutical businesses in the European market.



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Patrick Lund – COO and co-founder Graduateland

The cliché startup story usually includes a few college dropouts who build something brilliant in a garage. What do you do then if you live in apartments with no garage? The Graduateland story has classical elements from the startup cliché, including quitting university before graduation, but the initial thoughts, product brain storming, and coding were done in a corner of an old warehouse stocked with ladies' clothes. Since then a lot has happened and the story keeps evolving.

Graduateland is a Danish technology company based in the center of Copenhagen. Since 2010 we have been in the business of improving the careers of students and graduates across the globe. We do this by delivering and organizing relevant content and making the search process intuitive and hopefully fruitful.

Everything we develop is created from the users' perspective, as we acknowledge that they are the most important elements in the Graduateland network.

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Torben Henriksen

Commercialization and internationalization of knowledge-based entrepreneurship
Asia expert with focus on Japan and Pacific Rim markets

As an expatriate CEO based for many years in Japan and Australia Torben has an extensive experience in market entry strategies, change management, cultural diversity management. For 9 years Torben was – based in Japan - the president of CP Kelco Japan, a global supplier of specialty hydrocolloids, with market responsibility in Austral-Asia, from New Zealand to Korea



Knowledgebased Entrepreneurship - coaches

Jan Ligaard – co-founder and CEO

Jan has a degree in communications and many years in the advertising industry, Jan knows the good from the bad. He knows it takes more than a great concept and an impressive look to make a campaign work. Jan tells it like he sees it – a rare commodity in communications, but the only way to get the right end result. His clients have included many Web 2.0 companies including gaming, venture firms, ICT and telecommunications companies



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Christoffer Feilberg
CEO
Blackwood Seven

Christoffer's role is to secure coherence between the commercial focus and the technology development at Blackwood Seven. Christoffer has a long history with digital media companies and technology. At the latest he has been the CEO of Jobzonen from 2010-2012.



Blackwood Seven is building the world's first automated media allocation platform from which advertisers will be able to plan and insert campaigns across all media groups on the basis of state-of-the-art performance data.

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Dorte Wiene

COACH, DTU course 42435 since 2007 and KU since 2008

Founder and CEO of CONNECT Denmark – April 2000 to April 2007 *A private, non-profit organisation with the aim of assisting high-growth entrepreneurs with their strategy and access to funding.*

Regional Director Nordics – Europe Unlimited (intl. Venture capital)

Nordic Venture Forum – 10th year in Copenhagen – 50+ nordic companies present to International VC's and Industry

Aditus Networks – www.aditusbiz.com

Peer group f. CEO 's/founders of growth companies.

CIEL – Copenhagen Innovation and Entrepreneurship Lab

Development of Innovation and Entrepreneurship courses f. the Food Institutes



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