

4. november 2013

Til rette vedkommende

Du er blevet kontaktet af en gruppe civilingeniørstuderende fra DTU Management Engineering. Gruppen deltager i vores kursus "Knowledge based Entrepreneurship", som har til formål at udvikle vore studerendes holdning til virksomheds-etablering og deres kompetencer som tekniske iværksættere.

I forbindelse med kurset skal de studerende identificere en forretningsmulighed og vurdere markedspotentialet. Gruppen udarbejder en forretningsplan for en virksomheds-etablering, som fremlægges og forsvares ved eksamen.

Kundernes egen vurdering af behov og værdiskabelse indgår som et centralt element i forretningsplanen, og det er i den sammenhæng, at gruppen har taget kontakt til dig.

Jeg håber, du kan finde tid til at lytte til de studerende og give dem din egen vurdering af deres forretningsidé – også gerne dine forslag til ændringer og tilpasninger.

På forhånd tak for hjælpen



John Heebøll
DTU Management Engineering
Center for Entrepreneurskab

To Whom it may concern

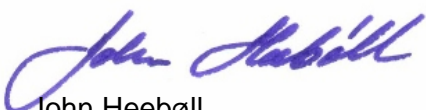
You have been contacted by a group of engineering master students from Technical University of Denmark, DTU Management Engineering. The group is enrolled at our course "Knowledge based Entrepreneurship", aiming at developing mindset and skillset within technology driven business formation and entrepreneurship.

As part of the learning objectives, the students will identify a business opportunity and estimate the market potential. The group will write a business plan for a start-up, which will be presented and defended at the exam.

A central component in the business plan is an analysis of the customers' own view on demand and value creation. The group has contacted you in this context.

I hope you can find the time to listen to our students and give them your own evaluation of their business idea. Any suggestions of yours on improvements are also most welcome.

Thank you in advance.



John Heebøll
DTU Management Engineering
Center for Entrepreneurship