

## **M.Sc. project**

**Title:** Start-up of high-tech companies using external serial entrepreneurs in a University environment

### **Description:**

The project's main aim is to analyse and make sense of the start-up process for new companies based on patented technology from DTU Fotonik and DTU Kemi. This project is based on a new innovation model, 'Bridging the Gap', which brings together research teams at the University, serial entrepreneurs and industry experts to spin-out technologies into new high-growth potential companies.

This call is to invite two very talented MSc students to develop their MSc thesis as part of the project.

These projects are well suited for 2 students with different focus areas:

- 1) Management focus: One with an broad project focus to document all the cases spun-out using the Bridging the Gap model and to analyze the key factors technical and management elements for successfully spin-out - analysis of the external entrepreneur (competencies, experience and network) in relation to the spin-out case, analysis of the spin-out process (team dynamics, customer relations, stake-holder analysis), market analysis, legal framework.
- 2) Technical focus: on a specific spin-out case in the life science area (neurophotonics) - CTO perspective: analysis of the key factors early product development and market penetration. Design solutions and implementation for demonstration with first customers.

The student selected for the management focus will be an integral part of the Bridging the Gap project team while the student selected for the specific neurophotonics case will be integrated into the start-up team of that specific entity and participate in discussions of overall business strategy and product development.

Both projects will be carried out in collaboration with DTU Fotonik and DTU Management and DTU Chemistry.

**Required Qualifications:**

Some knowledge of photonics and/or medical devices is recommended for students interested in working on the neurophotonics case. General management competence is required for the other.

Qualified students who want to start working on the MSc thesis Fall 2014 with either 6 or 12 months duration are encourage to apply.

**ECTS****30****Responsible institution:**

Jes Broeng (DTU Fotonik)

Karen Murdock (DTU Management)

**Contact information:**

Jes Broeng

Tel. 4525 3835

jesbo@fotonik.dtu.dk

Karen Murdock

Tel. 4525 4533

kmur@dtu.dk

**Allowed no of students per report: 2****Suggested DTU supervisor:**

Jes Broeng

Karen Murdock