

## TENTATIVE COURSE PLAN

### 42435 Knowledge based Entrepreneurship, Fall 2016

#### E16-2A

Lectures –expected so far, July 2016 - in 306, room 35

Lectures start Mondays on 01:00 pm.

Updated: Tuesday, 12 July 2016  
Version 1.01

**IMPORTANT:** Whenever you see a “VIDEO LINK” to the right of a theme, the video replaces the lecture. See the video at home before the lecture date. The lecture is replaced by special presentations by invited speakers. The rest of the afternoon is reserved for group work. Coaching is available on location in 306 and upon request. See course manual for details.

Stream the videos from the LLAB podcast server. Links are listed in the 42435 Video Catalogue 2016. [See the link document](#) in the CampusNet group 42435 E16, <File sharing>.

If you cannot stream videos at home, download them to your computer when at DTU.

#### 1. Monday, 29 August 2016

Warming up with:

- Venture cup business plan competition
- Stardust DTU: the student entrepreneurs at DTU
- DTU Skylab – the fab-lab for DTU student doers and makers

Introduction:

- to the course: learning objectives, lectures, group work, schedule
  - including CATME group formation and peer evaluation
  - including cross cultural team work
- to the entrepreneurial culture
- To our video library – and to -

[VIDEO](#)  
[SLIDES](#)

Kaja Plewnia

Assignment: Forming the Teams

- Submit your CATME profile. Deadline Friday 2 September 2016 at 12:00 noon.

#### 2. Monday, 5 September 2016

The Basics of Entrepreneurship 1.

- Preconditions for a business start-up
- The entrepreneur: the profile and the working life

[VIDEO](#)  
[SLIDES](#)

The Basics of entrepreneurship 2.

- Success and non-success in high-tech venturing
- Classic rules of the Thumb

[VIDEO](#)  
[SLIDES](#)

**GROUP WORK: Meet Your Team**

- A get-together event rolls out.
- Kick off meeting: get to know each other. Start sharing ideas on business opportunities and perceived needs in markets.

**3. Monday, 12 September 2016**

Coaching and assistant teachers

- On coaching in 42435
- Business planning

Dorte Wiene

Inspiration for opportunity recognition

JH

Opportunity-driven Creativity

- The fabric of ideas
- Increase your creativity  
a systematic approach to developing realistic business ideas with a perspective.
- From idea to going concern: strategies in high-tech venturing: set the right strategy

[VIDEO A](#)  
[VIDEO B](#)  
[SLIDES A](#)  
[SLIDES B](#)  
[VIDEO C](#)

**GROUP WORK: Idea generation: develop a portfolio of ideas. Assess pain and value creation.**

**4. Monday, 19 September 2016**

- Business planning

[VIDEO A](#)  
[VIDEO B](#)  
[SLIDES A](#)  
[SLIDES B](#)

**GROUP WORK: Select one or two ideas for further exploration. Identify stakeholders and customers for interviews and statistical mapping**

**5. Monday, 26 September 2016**

External lecturer: Lean start-up case TBD

Crowd funding

Pre readings

[Case 1 Airtame](#)  
[Case 2 REC Watches](#)  
[The Entrepreneur's Guide to Crowdfunding](#)

Market Research and – Analysis

- Michael Porters Market model

[VIDEO A](#)  
[VIDEO B](#)  
[SLIDE A](#)  
[SLIDE B](#)

Peer Evaluation submitted.

INDIVIDUAL PLANNED MEETINGS with groups – planning on the fly

**GROUP WORK:**

*Time to finally select ONE idea. Here is a recipe:*

*For each idea in your group catalogue: Find your preferred location in the value chain and then use Michael Porter's Five Forces to analyse your market(s). Suggest an appropriate start-up strategy (E.g. Sleeping lion – Need-for-Speed, Hand-in Hand with Mr. Big, etc..*

*Then you make a balanced choice. Include these criteria: everybody are ready to work with the idea, and the market is reasonably accessible: that is: customers are easy to identify, to contact, and to communicate with => validation of assumptions on a need or a gap in the market is obtainable.*

**MILESTONE 1 - Friday 30 September 2016.**

**6. Monday, 3 October 2016**

Cross cultural teams

Mikkel Hougaard Orlovski  
International faculty Services, corporate HR, DTU

Business Modelling

Karen Murdock  
Pre-seeings: Business model canvassing

**GROUP WORK:** *Create a business model canvas for the chosen business idea*

**7. Monday, 10 October 2016**

Innovationsfonden (The Innovation Fund)

Opportunities for fund-based financing of your start up

Financing 1

Mapping the landscape.

[VIDEO A](#)  
[SLIDE A](#)

**GROUP WORK:** *Market analysis: synthesis of customer feedback and statistics*

## 8. Monday, 24 October 2016

### Financing 2

- The numericals of a funding round. [VIDEO A](#)  
[SLIDE A](#)
- A venture capital investor case: SEED Capital
- Vækstfonden: The single largest Danish fund for financing high tech venturing

**GROUP WORK:** *Business model design: finalizing your business model*

## 9. Monday, 31 October 2016

### Pitch training

Dorte Wiene

### IPR strategies for start-ups

- Components in protecting intellectual property and knowledge
- The basics of a patent
- Economic impacts on IPR strategies for start-ups

[VIDEO A](#)  
[SLIDE A](#)

### **GROUP WORK:**

*Business planning: plan the work. Distribute the tasks and share the workload. Draft your market entry scenaria,  
Write your 5-liner. Plenty of examples on CampusNet, group 42435.  
Plan and produce your video pitch. Samples in the video library..*

## 10. Monday, 7 November 2016

**Case: TBD**

### BUDGETTING

[VIDEO A](#)  
[SLIDE A](#)

In between 10. and 11. lecture we have a mandatory assignment: *The video pitch and the 5-liner.* Part of the assignment is to grade five video pitches that you will receive as links.

Deadline for upload: Tuesday 8. November at 12:00 noon.

Deadline for grading: Thursday 10 at 12:00 noon.

Results: you will get feedback from other students grading your pitch, and a pitch competition will be arranged on Monday 14 November at 03:00 to 04:00 pm.

## 11. Monday, 14 November 2016

### Pitch Competition

#### Business management

- Setting up the administration of your business venture
- The art of fine business management:
- The board: roles and practicalities

[VIDEO A](#)  
[SLIDE A](#)

## 12. Monday, 21 November 2016

### Program: TBD

#### Business law

- Legal forms (Ltd., A/S, ApS etc.)
- Holding companies: Pros and cons.
- White Collar Workers' Act
- Product Liability
- Agreements in trade and between shareholders

[VIDEO A](#)  
[SLIDE A](#)

#### Sales and marketing JH

- Why is this most important activity at all?
- What makes you a successful sales person?
- Sales strategies in high tech venturing

[VIDEO A](#)  
[SLIDE A](#)

## 13. Monday, 28 November 2016

#### Pitch example

Stud.polyt. Caro Carrissemoux. (Kaja's favourite entrepreneurial DTU student)

Project: Lung cancer detector.

This presentation is designed as an inspiration for preparing your own exam pitch

#### About Exam

- Formalities
- Presenting your business plan

[VIDEO A](#)  
[SLIDE A](#)

#### Exit lecture

- The course wrapped up

It is highly recommended that you join us at this lecture, since it is last chance for Q&A related to exam.

DL Business plan: Wednesday 14 December 2016 12:00 noon.

**Exams:**

**Tuesday 20 December 2016 from 8:00 a.m.**

**Wednesday 21 December 2016 from 8:00 a.m.**

In case of class > 140:

**Thursday 22 December 2016 from 8:00 a.m.**

Details to follow

This plan is subject to continuous changes.

Changes will be notified in the weekly bulletin

Latest version available on CampusNet, File sharing, Course Documents.

42435, Milestones and Deadlines, autumn 2016

**Kick-off:** Team fully operational. Week 36 Mon. 5 September

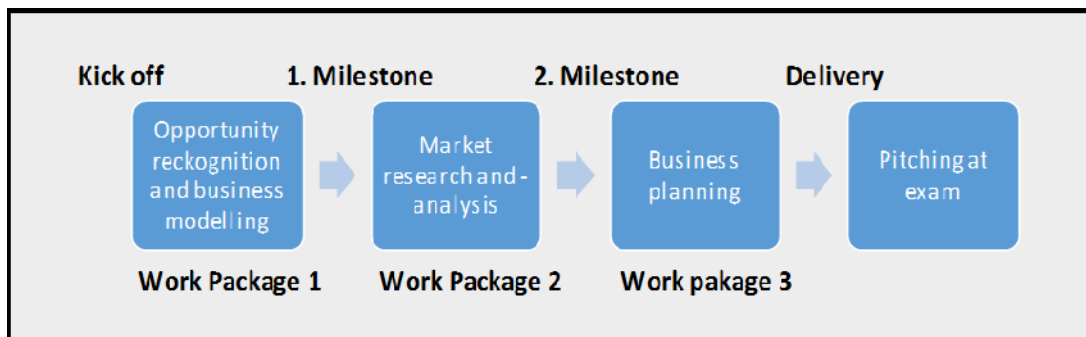
**1. milestone:** **Work Period 1: Product/Business model = 4 weeks**  
Product /business model OK Week 39 Fri. 30 September

**2. milestone** **Work Period 2: Market research = 3 weeks**  
Market research finalised Week 43 Fri. 28 October

**Project Deadline:** **Work Period 3: Business planning = 5 weeks**  
Business plan completed Week 48 Friday 2. December

**Deadline, submitting business plan: Wednesday 14 December 2016, 12.00 noon.**

Exams: Tuesday and Wednesday, 20 and 21 December 2015 from 08 am.  
Thursday optional in case of class > 140 students



Other deadlines in 42435:

1. Peer evaluation – for adjusting the team – get from “storming to norming to performing”.
  - Thursday 6 October, 10:00 p.m. Data back on Friday 7 October
2. Video pitch – for pitch training and peer grading – with 5-liner. **Mandatory assignment.**<sup>1</sup>
  - Upload to CampusNet<sup>2</sup>: Tuesday 8. November at 12:00 noon: Video pitch + 5-liner
  - Deadline for peer grading: Thursday 10 November at 12:00 noon
  - Pitch competition: Monday 14 November 01:00 to 3:00 p.m.

<sup>1</sup> **This assignment is mandatory for admission to exam**

<sup>2</sup> You may be asked to upload the video file to a podcast server that is controlled by PeerGrading. More to follow before deadline.