

COURSE PLAN
42435 Knowledgebased Entrepreneurship, Spring 2015
F15-2A, 2015

Lectures in 306, room 34

Lectures start Mondays on 01:00 pm.

Updated: Tuesday 7 April 2015
Version 1.08

1. Monday, 2 February 2015

Warming up with:

- Venture cup business plan competition
- Stardust DTU: the student entrepreneurs at DTU

Introduction:

- to the course: learning objectives, lectures, group work, schedule
- to the entrepreneurial culture

Assignment: Forming the Teams

- Submit your ID form (Get it from www.entrepreneur.dk or CampusNet)

2. Monday, 9 February 2015

The Basics of Entrepreneurship 1.

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

The Basics of entrepreneurship 2.

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

Practicalities: Meet Your Team

- A get-together event rolls out

3. Monday, 16 February 2015 – in DTU Skylab

Coaching and assistant teachers

- On coaching in 42435
External professor and coach Dorte Wiene

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

Selected cases in 42435 (JH)

4. Monday, 23 February 2015 In 306 room 034

- Business planning Dorte Wiene
- Ideas: Samples from 42435 – S 2014 JH

5. Monday, 2 March 2015 in DTU Skylab

External guests 13:00 – 13:50

SCION DTU: the Science Park at DTU.

Tech Challenge for the hardware entrepreneurs

Internship opportunities in the science park.

Jakob Svagin SCION-DTU

ClimateLaunchpad: the European idea competition for entrepreneurial teams working to counterfight climate change

Jakob Steen Jensen

Market Research and – Analysis

- Michael Porters Market model JH
- The 5-forces in action
- The value chain

MEETINGS with groups – planning on the fly

6. Monday, 9 March 2015 in DTU Skylab

Medtech cases

A Silicon Valley start-up adventure Ran Ma

Hacking the system: being a student entrepreneur

Anne Sophie Vinther Hansen

Crowd funding

Kaya Plewnia

Business Modelling

Karen Murdock

7. Monday, 16 March 2015 In 306, room 34

Financing 1

13:00 – 14:50: Mapping the landscape. JH

8. Monday, 23 March 2015 In DTU Skylab

CASE: Endomondo

Cofounder Christian Birk on the history and experiences of the sports tracker app company, that was acquired, February 2015 by Under Armour for ½ bill. DKK.

Financing 2

- The numericals of a funding round. JH

Financing 3

- 14:30– 14:55. CONNECT Denmark.
Nicholas Hawtin (TBC)
- 15:05 – 15:30. SEED Capital
Richard Breiter

EASTER – 2 weeks break

9. Monday, 13 April 2015 In DTU Skylab

IPR strategies for start-ups JH

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

CASE: Michael Bak, HelloWorld Mobile

10. Monday, 20 April 2014 In 306 room 34

BUDGETTING JH

Business management JH

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

CASE: Morten Elk, SimpleSite

11. Monday, 27 April 2015 **In DTU Skylab**

Visiting lecturer:

Morten Mølgaard Jensen, CEO, Copenhagen Bio Science Park

Theme: Rethinking leadership, accelerating business

BUSINESS CASES

Five cases analysed and discussed

Dorte Wiene

12. Monday, 4 May 2015 **In DTU Skylab**

Visiting lecturer:

Jesper Roested, Vækstfonden (The Danish Growth Fund)

Themes:

1. About Vækstfonden: risk financing products and cases.
2. The state of risk financing in Denmark and internationally.

Business law JH

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

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

13. Monday, 11 May 2015 **In DTU Skylab**

About Exam

- Formalities
- Presenting your business plan

Exit lecture

- The course wrapped up
- Entrepreneurship and the history of ideas

DL Business plan: Friday 22 May 2015 12:00 noon.

Exams:

Thursday 28 May 2015 from 8:00 a.m.

Friday 29 May 2015 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 the course site www.entrepreneur.dk and CampusNet, File sharing, Course Documents.

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