



DTU Course 42435

Knowledge based Entrepreneurship

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Technology and Innovation Management

42435 Knowledge based entrepreneurship



Important – Important - Important

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via mail to johe@dtu.dk

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Download the ID-form from [from CampusNet file sharing](#)

What is Entrepreneurship

Entrepreneurship is -

**The pursuit of opportunity –
without regard to resources currently controlled
for the creation of new economic value**

Howard Stevenson, Harvard Business School

An entrepreneur is -

**Someone jumping out from a cliff –
trying to assemble an airplane on the way down**

Ari Wegter, Founder, CEO, [GlibHippo](#)

Why is Entrepreneurship important?

1. Development of industry as response to change
2. Wealth creation in society through job creation
3. A vehicle for technology transfer
4. Solving problems that big industry cannot





The Importance of Entrepreneurship The Role of Universities



Massachusetts Institute of Technology

- One in four faculty involved in technology venturing
- 28.500 companies founded by graduates and faculty since 1861
- Employees at MIT– companies ~ 3.300.000
- Turn-over of MIT- companies > \$2.000Billion/yr
(Denmark, GNP 2010 app: \$ 500 Billion/yr)
- If a nation: MIT Business Community the 11th largest in the world

Source: Mandag Morgen Aug. 2010



From a personal perspective:

1. Chances of you setting up a business after having concluded a good e'ship course increase by X3
2. Chances that your business will survive and grow are significantly increased by good E'ship T&T.
3. In US: salaries of graduates with e'ship components in their course CV exceed those of their less entrepreneurial fellows by app. 30%
4. Basic business understanding combined with enterprising traits are highly appreciated R&D staff qualifications in today's industries

So what's in it for you?



- 1. You become more employable*
- 2. You become a better start-up manager*
- 3. You develop an eye for opportunities*
- 4. You train your team working skills*

You become a professional entrepreneur

Thank you for staying



More information: contact

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