

## COURSE PLAN

# 42705 Knowledgebased Entrepreneurship, F12

Updated: Thursday 19 January 2012/version 1.02

Lectures from 13:00 to 17:00 at the latest. Lecture room TBD.

### 1. Tuesday, 10 April 2012

#### Finalizing Team Formation

- Present yourself – prepare a 1 minute personal presentation
- Find your team during the first break.

#### Introduction:

- knowledge-based entrepreneurship
- the 42705 e'ship course incl.
  - Teaching materials
  - Web-site

#### The Basics of Entrepreneurship

- The entrepreneur: traits and working life
- Success and non-success in high-tec venturing

Visiting lecturers: Venture Cup. Michael Bak

### 2. Tuesday, 17 April

#### Opportunity-driven creativity

- The fabric of ideas
- Increase your creativity: a systematic approach to developing realistic business ideas with a perspective.

#### Set the Right Strategy

- From idea to business model: start-up strategies in high-tec venturing

Visiting lecturer: CONNECT Denmark. Henrik Brorsen

### 3. Tuesday, 24 April

#### From Vision to Action

- From business model to business plan: the basics in business planning.

#### Financing

- Basics in high tec venture financing
- Presenting the pre-seed and early-stage investors

Visiting lecturer: Seed Capital Denmark, Rasmus Bjerngaard 16:00 – 16:45

### 4. Tuesday, 8 May

#### Business Economics

- From action plan to cash flow projection to capital requirements + the rest of the budgets.

- Calculating a venture capital investment in a high-tec start-up.

#### Business Law

- Select the right type of corporation/enterprise
- Pro's and con's of holding companies
- Salaried Employees' Act
- Product Liability
- Agreements in trade and between shareholders

### **5. Tuesday, 15 May**

#### IPR strategies for start-ups

- The IPR Protection Shield
- The basics of a patent
- Economy - IPR relationships for start-ups

#### Market Research and - Analysis

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

Case: TBD

### **6. Tuesday, 22 May**

#### Sales and marketing

- Sales strategies in high tech venturing
- What makes you a successful sales person?

#### Business management

- The art of business management
- The basics of running a board

### **7. Tuesday 29 May**

Visiting lecturer: Vækstfonden (The Growthfund):

#### Exams

- Formalities
- How to present your business plan
- The six questions

#### Exit

- The course in retrospective
- Entrepreneurship in the history of the European Ideas

**Deadline, business plan:**

**Wednesday 30 May 2012, 12:00 pm.**

**Exams:**

**Friday 01 June 2012**

**Saturday 02 June 2012 (optional)**

Details to follow