

COURSE PLAN
42705 Knowledgebased Entrepreneurship, F13

Updated: Wednesday, 09 January 2013/version 1.01

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

1. Tuesday, 02 April 2013

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

2. Tuesday, 09 April 2013

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 lecturers: Venture Cup.

Visiting lecturer: CONNECT Denmark.

3. Tuesday, 16 April 2013

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 16:00 – 16:45

4. Tuesday 23 April 2013

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, 30 April 2013

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, 07 May 2013

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, 14 May 2013

Visiting lecturer: Vækstfonden:

- Cases
- Picking up what we missed at previous lectures

8. Tuesday 21. May 2013

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:

Tuesday 4 June 2013, 12:00 pm.

Exams:

Friday 07 June 2013

Details to follow

