

## EXAMS

- Time – and - Place
- What to prepare
- Evaluation Principles
- Presentation
- Exam Plan

## EXAMS

### Time:

**Wednesday 15 december**  
**Thursday 16 December**  
**Friday 17 December**

Complete exams plan on [www.entrepreneur.dk](http://www.entrepreneur.dk)

**Location:** DTU Building 426, North-east entrance

### Auxiliaries at hand:

Beamer, PC with Microsoft PowerPoint 2003.  
Bring your slides on a USB stick or a PC.



## EXAMS:

Check exams manual (get it from [www.entrepreneur.dk](http://www.entrepreneur.dk))

### PROJECT PRESENTATION. Everybody present

Duration: 7 minutes. No prescribed agenda.  
2 minutes to get in and out and hook up/down any gear

### INDIVIDUAL EXAMINATION One student only

Duration: 10 minutes, all included  
2 minutes to get in and out  
4 minutes to present a theme  
3 minutes questions & answers  
1 minute censor/examiner evaluation.

*After individual marks have been delivered:*

### GROUP DE-BRIEFING. Everybody present

Duration: 5 minutes. General feed-back on project



## EXAMS:

check **exams manual** ([www.entrepreneur.dk](http://www.entrepreneur.dk))

Each student will then present one out of six themes

Themes are drawn randomly from:

1. **Demand and value creation** - what problems are solved, why is it important?
2. **Market research & analysis** - emphasis on customers
3. **Budgeting and financing** - emphasis on cash flow budget
4. **Business law and IP issues** - company form, patents, employees etc.
5. **Start-up strategy & business model** - how revenue is generated etc.
6. **Action plan: from now to a fully established company** - execution!

Your business plan is your context – present and discuss themes in the context.  
Thus, Your presentation is specifically relating to your start-up project

## The Business Plan CHECKLIST!

### Deadline for submitting:

**Friday 10 December, 12:00 noon.**

Send via mail to [johe@man.dtu.dk](mailto:johe@man.dtu.dk)

Receipt will be returned

### DELIVERABLES:

**One report (business plan) per group, max 6.500 words.**

**Annexes: unlimited**

**Bundle what you want us to read in one PDF-file**

– or ask [johe@man.dtu.dk](mailto:johe@man.dtu.dk) to do it if you have no Adobe destiller.

**You may add spreadsheets (MS Office Excel format)**

**Medium:** strictly digital. No paper, please!

**Language:** English or Danish at your own choice

**Front cover:** include [project name](#), [group number](#), [names + study number](#)

**Send your stuff to [johe@man.dtu.dk](mailto:johe@man.dtu.dk).** Receipt will be returned to sender.

## Evaluation on Learning Objectives

**A student who meets the learning objectives of the course can:**

- ✓ Identify business opportunities
- ✓ Develop business ideas (Opportunity driven creativity)
- ✓ Develop business models
- ✓ Analyze markets for knowledge based products and services
- ✓ Set up questionnaires and interview customers
- ✓ Analyze customer value proposition
- ✓ Plan the establishment of a company (Business planning)
- ✓ Determine capital requirements
- ✓ Establish cash flow projection
- ✓ Establish budgets on profit/loss, assets/liabilities
- ✓ Calculate an equity investment
- ✓ Specify management competence profiles

## EVALUATION – 2

GRADE: 7-step Scale

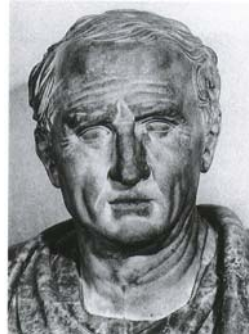
<b>A - 12</b>	Excellent Outstanding performance, only minor errors
<b>B - 10</b>	Very good Above average standard with some errors
<b>C - 7</b>	Good Generally sound, a number of notable errors
<b>D - 4</b>	Satisfactory Fair, but significant shortcomings
<b>E - 02</b>	Sufficient Meets the minimum criteria
<b>Fx - 00</b>	Fail Some more work required
<b>F - -3</b>	Fail Considerably more work required

## Presentation: Hints

- **Prepare a manuscript for each theme**
- **Slides are often a very good support**
- **Try to deliver your presentation in 5 minutes**
- **Say what you want to say – say it – say what you said**
- **Make a rehearsal**
- **Think tactically during the session**
- **There is room for a smile**

Presentation 3      My Favourite:  
CICERO's Directions for Speach

*A speech must be conquering, instructing and rousing the audience to act.*



**Marcus Tullius Cicero**  
**106 – 43 BC**

**Questions?**