

COACHING in 42435 Knowledge based entrepreneurship, 2010

24 September 2010

We have nine coaches on this course. See coordinates below and check www.entrepreneur.dk.

Get yourself a coach -

The impact on the quality of your business plan is unquestionable, and it's fun and inspiring to work with someone with a completely different background – according to former evaluations.

All you need is to mail or phone your preferred coach to set up a relation. Each coach will take up to 2 – 4 groups. If your favourite coach is overbooked, she or he will tell you, and then you have to contact the next on your list.

Set up a meeting, but -

it is the privilege of the coach to set the time and the place – and you may have to go to CBS or elsewhere to meet.

A good time to set up a meeting is when you have a portfolio of ideas, and you need to pick and choose. Typically end September. Your coach can help you discussing start-up strategies and identify the kind of information you should look for to verify your assumptions on customers, value creation, competitors, saleability etc.

You may set up a second meeting – and a good point in time would be around mid November, just before you finalise your business plan. The first meeting is the most important, though.

Communicate as you go, but -

- it is up to your coach to say “enough is enough”. Surely you will get feedback on executive summaries and stuff like interpretation of market data. But don't expect the coach to do the work for you – and do your homework before meetings, please.

Further questions?

Contact me if anything runs askew.

John Heebøll
DTU Management
424, ground level east room 019
johe <ATT>man.dtu.dk
SKYPE john_heelboll



Bonni Kryger
Telephone (private)
Cell phone:
E-mail address

+45 49140548
+45 20844211
Bonni.kryger@wiseventure.dk

Competence

12 years experience as business developer and entrepreneur within:

- IT and Telecommunication
- Photonics, optics and lasers
- Green tech

- Strategic and business planning - and execution
- Investor relations, fund raising
- Establishment of alliances and joint venture

Education

1995
1992-1993
1985

Business Manager; Insead - France
Dieu, Business Management
MSc. Engineering; Denmark Technical University –
Denmark. Focus: Applied and theoretical physics

Professional experience

1998 -2010
2007 - 2008
2004 - 2006
2001- 2004

Investor CEO, Wise Venture
CEO, Vytran New Jersey, USA.
CEO, Lumiscence, Denmark
CEO, Micro Managed Photons, Denmark

Other Assignments

Chairman of the board Wise Holding
Chairman of the board E-bit
Chairman of the board BridgeIT
Chairman of the board EnergyWise

Dorte Wiene



With a background mainly within ICT and general business development, Dorte has over 12 years of experience in working with start-ups in her role as founder and CEO of CONNECT Denmark and most recently as CEO for Aditus Networks www.aditusbiz.com and as Regional Director for Europe Unlimited www.e-unlimited.com – where her work includes creating activities for entrepreneurs and Venture Capital local as well as international.

In addition, Dorte holds board positions in small/medium sized growth companies. Dorte has acted as lecturer and coach for the past 5 courses for Knowledge based entrepreneurship.



email: dorte@wiene.net
tlf. +45 28 91 40 47



Frank Knudsen

Investment Director, SEED Capital

Frank specializes in patenting, licensing of research results, as well as start-up knowledge-based companies. He has experience in transnational technology transfer, entrepreneurship, and early-stage financing. Throughout his career, Frank has been involved in more than 30 start-up companies

Career

- Investment Manager, DTU Innovation
- Project Executive, Danish Technological Institute
- Project Executive, European Association for Technology Transfer under the European Commission
- Cand.scient.pol., Copenhagen University

Portfolio

- [Adject](#)
- [Alkalon](#)
- [Bess-test](#)
- [BKG Pharma](#)
- [Concit Pharma](#)
- [Fluxome](#)
- [Glycom](#)
- [Medical Prognosis Institute](#)
- Mycoteq



Tel. +45 8818 4115 // Mail: fk@seedcapital.dk

SEED Capital | SCION-DTU Forskerpark | Diplomvej 381 (DTU) | 2800 Kgs. Lyngby | Tlf: (+45) 88184100



Jakob Steen Jensen

Investment Manager

SEED Capital Denmark

DTU Symbion Innovation

Diplomvej 381· DK-2800 Kgs. Lyngby

M: (+45) 22 48 08 02

www.seedcapital.dk



Jakob has 10+ years experience in investing developing hi-tech companies. His fields of expertise include all elements of the due diligence processes (with respect to technical, commercial, IPR, and organizational matters) needed in order identify, qualify, and materialize investment opportunities. Further, Jakob has extensive experience as board member, where he assists companies in a constant pursuit of value creation. He is presently focusing on new business ideas within cleantech and advanced materials.

Max Damgaard



B.Sc. and M.Sc. Jur.

Consultant to +500 start-ups and growth companies over the past 5 years within fundraising, business development and establishment of management and board.

Disciplines

Have worked with companies in ITC, energy, Cleantech and Medtech.

Business development, fundraising and the establishment of boards in SMEs from pre-seed to venture capital.

Max Damgaard
Gribskovvej 4
2100 København Ø
md@vhr.dk
+45 30108119



Curriculum Vitae

Name: Mogens Nielsen

E-mail: mogens@hafstroem.dk

Education: M.Sc. Electrical Engineering, 1985, Technical University of Denmark,
Ph. D. Software Engineering, 1988, Technical University of Denmark,
B. Comm., Organisation & Management, Copenhagen Business School.

Summary:

Following 14 years as entrepreneur, business developer and CEO in a number of different Internet and software companies like

- Analyzer A/S 2006 - 2008
- Ascio Technologies Holding A/S 2000-2006
- Speednames Inc. 2000-2006
- Catalog International A/S 1996-1999

and 8 years in the management of a European Solutions Provider for the Space Business (Terma) I am now running my own business development operation, called Hafstrøm Nielsen.

Competences/Interests include management, strategy, fund raising, business development, go to market strategy, product strategy, sales leadership and business development.

Other Professional Assignments:

- Chairman of the board for World Ticket 2010 –
- Chairman of the board for Global Top Level 2010 –
- Member of the board for Encode 2009 -
- Member of the board for Tractrac 2009 -



Name: Nicolaj H. Nielsen

Experience:

- Serial entrepreneur (co-founder of four start-up companies)
- Investor in multiple start-ups (mainly within IT and biotech)
- Experience from management positions in multinational tech-based companies (FOSS Analytical, ALK Abello)
- Associate Professor (part-time) at Copenhagen Business School
- Education: M.Sc. in marketing + MBA in general management

Key competences:

- Financing of start-up companies (pre-seed, business angels, seed capital, venture capital)
- Strategies for high-growth companies (market research, competitive strategies, strategic marketing)
- Business development (licensing agreements, collaborations etc.)
- Experience from the following industries: IT (b2b and b2c), telecommunications (mobile), online business/media (b2c), analytical instruments (near-infrared), industrial biotech, pharmaceutical compounds, medical devices/diagnostics, consumer electronics, ERP systems

Contact information:

- Nicolaj H. Nielsen
- E-mail: nhn@biostrat.dk
- Phone: (+45) 25 46 25 80

Name: Peter Tøttrup



Experience:

25 years of investment and operational experience in the ICT industry.

Recently General Partner at SEED Capital Denmark (Denmark's largest venture fund in Denmark within the pre-seed and seed segment).

Before this partner at Danske Venture Partners. CTO in two VC backed startups,
Ex. In2itive sold to SPSS Inc. 1998.

4 years at Andersen Consulting (Accenture) as a Experienced Senior Consultant.

Several years as independent consultant. BSc. in Electrical Engineering from the Danish Engineering Academy (Jan. 1985).

Contact data

Mobilephone: 22125207

Email: peter@tottrup.com

Rasmus Bjerngaard

- Investment Manager. Pre-seed/seed technology venture investments. In particular HW/SW/mobile (and medtech)
- Management, commercial and tech background from international startups and corporate
- M.Sc. electronics and computer science from DTU + HD1 from CBS + Ba.Psy. Minor from KU
- Mentor/contributor in the Danish entrepreneur community.



Contact info:

Rasmus Bjerngaard
Investment Manager
Tlf: 50 5678 52
rb@seedcapital.dk

Seed Capital
Diplomvej 381
2800 Kgs Lyngby