

Course 42705 Knowledgebased entrepreneurship
DTU Master 2010

BUSINESS PLAN : _____

Student _____ . no. _____
Student _____ . no. _____
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LEARNING OBJECTIVES

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| 1. Identify business opportunities | 7. Business planning of a start-up |
| 2. Develop business ideas (Opportunity driven creativity) | 8. Determine capital requirements |
| 3. Develop business models | 9. Establish cash flow projection |
| 4. Analyze markets for technological products and services | 10. Establish budgets on profit/loss, assets/liabilities |
| 5. Set up questionnaires and interview customers | 11. Calculate an equity investment |
| 6. Analyze customer value proposition | 12. Specify management competence profiles |

Exams Questions:

1. Demand and value creation
2. Market research & analysis
3. Budgeting and financing
4. Business law and IP issues
5. Start-up strategy & business model
6. Action plan: from now to a fully established company

Particularly good: _____

Problems/below average _____

Comments _____

Evaluated by: _____ Date: _____

Individual evaluation

Student _____ . no. _____ Mark _____
Theme : _____

Remarks: _____

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Theme : _____

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