

Dear student in Knowledge based entrepreneurship-class (42435, S 2013)

Stardust-DTU and Venture Cup invites you to the Pre- Venture Cup mini-seminar series of four events, taking place on Friday afternoons in April at DTU. The aim of the seminars is to give students useful insight into the process of developing a business idea and turn it into a complete business plan that can be submitted to the Venture Cup Startup Competition with the perspective of winning 250.000 DKK.

The program runs as follows:

- 5. Apr. #1 From Idea to Product. 1 to 3 pm at DTU Library 101. (This Friday)
- 12. Apr. #2 From Product to Business Model. 1 to 3 pm at DTU Library 101.
- 19. Apr. #3 From Business Model to Business Plan. 1 to 3 pm at DTU Library 101.
- 26. Apr. #4 From Business Plan to Investments. 11am to 3 pm at DTU Innovatorium 205.

Friday n5 April: From Idea to Product:

This event is about the process from getting the initial idea, transforming it through prototypes into a viable product, valuable to the customer. Rune Rex, consultant in Idea and product development ([linkedin.com/in/runerex](https://www.linkedin.com/in/runerex)), expert in this field, will be the guest speaker at this event and talk about following topics:

- Brainstorming – how to, the old fashion way
- Design thinking – divergence meets convergence
- Prototyping – choosing the right "it"
- Alternative business modeling – licensing as an option to traditional start-up
- An innovators mindset – what is important

More information and signup: [facebook.com/preventurecupdtu](https://www.facebook.com/preventurecupdtu)

All best
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