

## Knowledgebased Entrepreneurship - guidelines

### COACHING in 42435 Knowledge based entrepreneurship Technical University of Denmark Spring 2012

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## Knowledgebased Entrepreneurship - guidelines

### **Why? – work with a coach during the course**

- Valuable sparring w/ someone who can interpret "theory to "practical"
- Be inspired by someone who has "been there and done it"

### **How? – often should you meet**

- 2 – 3 times during the course
- Important milestones
  - After deciding upon the "idea" - to establish next steps
  - "half-way" to clarify interpretation and work method
  - When initiating working with "financials"

### **What? – can you expect**

- A coach does **not** write the business plan for you
- You (the group) make the final conclusions and choices
- Your coach can facilitate and interpret and **inspire!!!**

### **Who? – are the coaches:**

## Dorte Wiene

**COACH, DTU course 42435 since 2007 and KU since 2008**

**Founder and CEO of CONNECT Denmark – April 2000 to April 2007** *A private, non-profit organisation with the aim of assisting high-growth entrepreneurs with their strategy and access to funding.*

**Regional Director Nordics – Europe Unlimited (intl. Venture capital)**

*Nordic Venture Forum – 10th year in Copenhagen – 50+ nordic companies present to International VC's and Industry*

**Aditus Networks – [www.aditusbiz.com](http://www.aditusbiz.com)**

*Peer group f. CEO's/founders of growth companies.*



**Board position – Interresearch A/S**

  
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## Knowledgebased Entrepreneurship - coaches

### **Andrew Dahl**

Andrew is a co-founder of Magma and has a M.S. in Computer Science from Berkeley in California. Before founding Magma, Andrew has had experience working as a business consultant at PricewaterhouseCoopers and as a developer at both Expedia and Amazon.



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## Knowledgebased Entrepreneurship - coaches

### Thor Angelo

Thor has a master from Copenhagen Business School in marketing and economics. In 2000 he co-founded LanguageWire and left it in summer 2012 after 12 years. LanguageWire has become the number 32 biggest translation company in the world and is on the path of soon entering top20. LanguageWire's huge success comes primarily from a revolutionary IT platform that Thor was the mastermind behind. The platform made LanguageWire one of the most efficient translation companies in the world, and at the same time made it possible to differentiate in the market, close to a Blue Ocean situation.



The last 3 years LanguageWire has grown 30% each year with EBITDA of 15%. In 2011 it had a turnover of 146 mio DKK, 100 people employed and have offices in 7 countries. Thor is currently looking for his next adventure - being an entrepreneur - his next goal is to become a serial-entrepreneur.

## Knowledgebased Entrepreneurship - coaches

### Morten Elk

Morten Elk completed his PhD in Mathematics and Physics in 1996 and started his first company in 1997. This has since led to several others, including 123hjemmeside.dk, which he established in 2003.

From 2003 to 2012, 123hjemmeside has localized its service to most of the Western European markets and is currently active in 14 markets. The company offers a subscription based service enabling consumers and small businesses to host, design and maintain their own websites, using an online editing tool. Currently, the company employs around 20 full-time employees and has been recognized as a Børsen Gazelle Company in 2010 and 2011.



Morten is active as an investor in the Danish portal jubii.dk and in the file sharing service Ge.tt.

## Knowledgebased Entrepreneurship - coaches

### Jakob Hessellund

Jakob holds a Bachelor Degree in Business Law and Economics from the Aarhus University and a Diploma in specialized journalism from the Danish School of Media and Journalism.

Jakob was co-founder of Encode ApS in 2001 and was the CEO of the company 2005 – 2011 taking the company from the development and money-spending stage to the growth and profit-making stage.

Encode delivers collaborative systems to large international advertising agencies and marketing departments in Denmark, UK and the USA.

In 2003-5 Jakob was a board member at one of the first online music distribution services in Denmark, currently operating as DiGiDi.

Currently Jakob is delivering Public Relations services to small and mid sized tech companies via Hessellund Consult and is member of the board of directors of Encode ApS.



## Knowledgebased Entrepreneurship - coaches

### Max Damgaard

Max works today as "growth and funding consultant" at the Væksthus Greater Copenhagen. Prior to this Max has been with CONNECT Denmark - with extensive experience from working with start-ups.

At Væksthuset Max is an advisor within Legal, professional Board, business development and funding.



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