

## EXAMS

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

## EXAMS

### Time:

**Wednesday through Friday, 25 – 27 May 2011**

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

**Place: Building 427 room 119.** [Map](#) – and - [picture](#)

### Auxiliaries at hand:

**Beamer, PC with Microsoft PowerPoint.**

**Bring your slides on a USB stick or a PC.**

Beware of H/W compatibility – and handshake problems

## EXAMS 1:

Check exams manual on CampusNet and [www.entrepreneur.dk](http://www.entrepreneur.dk)  
Check latest version EXAMS PLAN same locations. <sample>

### **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 communicated:*

### **GROUP DE-BRIEFING.      Everybody present**

Duration: 5 minutes. General feed-back on project

## EXAMS 2:

### **Individual presentation**

Each student will present one theme out of six:  
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 this context.

Thus, Your presentation is specifically relating to your own start-up project

## The Business Plan CHECKLIST!

**Deadline for submitting business plan:**

**Thursday 19 May 2011 bf. 12.00 noon.**

**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. **MS WORD or Adobe readable files!**

Sorry – no Open File Format, please

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

**Front cover:** include project name, group number, names + birthday

### EVALUATION – 1

## 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 1: Hints

- **Prepare a manuscript for each theme**
- **Slides are often a very good support**
- **Try to deliver your presentation in 4 minutes, sharp**
- **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**

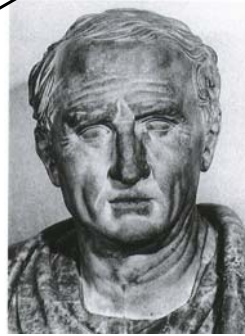
## Presentation 2. My Favourite CICERO's Directions for Speech

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

*Time for change!*

*YES we CAN!*

*REGISTER and VOTE!*



**Marcus Tullius Cicero**  
106 – 43 BC

## Questions?