

## COURSE PLAN

# 42435 Knowledgebased Entrepreneurship, F11-2A, 2011

Lectures in building 306 room 32

Lectures start 01:00 pm, sharp.

Updated: 21 February 2011  
Version 1.03

### 1. Monday, 31 January 2011

#### Warming up with:

- Venture cup business plan competition
- Stardust DTU: the student entrepreneurs at DTU
- No less than two research projects involving the 2011 Spring e'class

#### Introduction:

- to the course: learning objectives, lectures, group work, schedule
- to the entrepreneurial culture

#### Practicalities: Forming the Teams

- Submit your ID form (Get it from [www.entrepreneur.dk](http://www.entrepreneur.dk) or CampusNet)

#### Coaching and assistant teachers

- On coaching in 42435

### 2. Monday, 7 February 2011

#### The Basics of Entrepreneurship 1.

- Preconditions for a business start-up
- The entrepreneur: the profile and the working life

#### The Basics of entrepreneurship 2.

- Succes and non-succes in high-tec venturing
- Classic rules of the Thumb

#### Practicalities: Meet Your Team

- A get-together event rolls out

### 3. Monday, 14 February 2011

#### Business planning

External lecturer and coach Dorte Wiene

#### **4. Monday, 21 February 2011**

##### Opportunity-driven Creativity

- The fabric of ideas
- Increase your creativity: a systematic approach to developing realistic business ideas with a perspective.
- From idea to going concern: strategies in high-tec venturing: set the right strategy

Selected cases in 42435, 2008 – 2009 (JH)

#### **5. Monday, 28 February 2011**

##### Business law JH

- Legal forms (Ltd., A/S, ApS etc.)
- Holding companies: Pros and cons.
- White Collar Workers' Act
- Product Liability
- Agreements in trade and between shareholders

MEETINGS with groups – planning on the fly

#### **6. Monday, 7 March 2011**

##### Business Economics 1 JH

##### Budgeting

From action plan to cash flow budget to capital requirements.

.

#### **7. Monday, 14 March 2011**

##### Financing 1

- Mapping the landscape. JH

CASE: 13:00 - 13:35 Lindcom A/S by Flemming Lind Andersen

External guest 15:00 – 15:35. Pre-seed, early stage: Seed Capital Denmark. Investment manager Rasmus Bjerregaard, SEED Capital Denmark.

## 8. Monday, 21 March 2011

### Financing 2

- The numericals of a funding round. JH

### Financing 3

- 14:00 – 14:30. Private capital in Denmark. Henrik Brorsen, CONNECT Denmark (TBC)
- 14:35 – 15:20. External lecture: the risk capital market in Denmark 2010 ->: looking into the crystal ball. Lecturer : Bjarne Jensen, Partner, Vækstfonden

## 9. Monday, 28 March 2011

### Market Research and – Analysis JH

- Michael Porters Market model
- The 5-forces in action
- The value chain

### Sales and marketing JH

- Why is this most important activity at all?
- What makes you a successful sales person?
- Sales strategies in high tech venturing

## 10. Monday, 4 April 2011

### IPR strategies for start-ups JH

- Components in protecting intellectual property and knowledge
- The basics of a patent
- Economical impacts on IPR strategies for start-ups

Case: Founder of medical-optical company: Andreas Tycho from. 15:00.

## 11. Monday, 11 April 2011

### Business management JH

- Setting up the administration of your business venture
- The art of fine business management:
- The board: roles and practicalities

Case: Founder

## 12. Monday, 2 May 2011

### Grand Case Day

Three cases analysed and discussed + meeting some of the people behind.

## 13. Monday, 9 May 2011

### About Exam

- Formalities
- Present your business plan

### Exit lecture

- The course in retrospective
- Entrepreneurship and the history of ideas

DL Business plan: Thursday 19 May 2011 12:00 noon.

### **Exams:**

**Wednesday 25 May from 8:00 a.m.**

**Thursday 26 May from 8:00 a.m.**

**Friday 27 May from 8:00 a.m.**

Details to follow

This plan is subject to continuous changes.

Changes will be notified in the weekly bulletin

Latest version available on the course site [www.entrepreneur.dk](http://www.entrepreneur.dk) and CampusNet

John Heebøll  
joh@man.dtu.dk