

DTU Master Course Spring 2012

# Rounding up 42435 Knowledge based entrepreneurship

1 DTU Management Engineering,  
Technical University of Denmark

## Objectives

- Develop your sense of business opportunity
- Entrepreneurial career as a qualified choice
- Encouraging enterprising behavior
- A portable toolbox

**In short: Develop your mindset and skillset**

**Did you like what you got?**

- [Click here for answers](#)

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## Central Slides and Statements

## Success factors

- **QUALIFIED TEAM** including all experiences and competences needed to complete the task
- **COMPREHENSIVE UNDERSTANDING** of the **CUSTOMER** – reflected in products and services
- **Start in markets in rapid change and transition**
  - Market pull versus technology push
  - Methodical preparations before launch
  - A readily understood and logic business rationale
  - Enough CASH to produce commercial results
  - Product development plans on strategic level
- **GOOD MANAGEMENT** in all aspects



## From the Bankruptcy Statistics

- |  |   |     |
|--|---|-----|
| • Sales failed                             |  | 39% |
| • Beaten by competitors                    |   | 21% |
| • Operating costs too high                 |   | 11% |
| • Overhead costs too high                  |   | 4%  |
| • Bad depts: customer bankrupt             |   | 9%  |
| • Production or technology fails to comply |   | 4%  |
| • Any other reason:                        |   | 12% |
| • Mess and disorder                        |   |     |
| • Inappropriate localization               |   |     |
| • Fraud                                    |   |     |
| • Health problems, natural disasters etc.  |   |     |

## The entrepreneur's most important Capital Sources

- **Your own bloody money**
- **FFF** Family, Friends & Fools
- **In Kind** Other people's resources
- **Your first customer:** The more pain, the better
- **Investors' money** If your business potential  
and -opportunities depend on speed and volume.  
Exit is an inherent part of venture capital investments  
Venture capital requires hands-on participation in management



## Massachusetts Institute of Technology *The MIT Crucial Issues*



- **Where is the Pain?**      No Pain = No Gain = No Company
- **What is your value proposition?**      VP  
    Quantify your value proposition
- **Who is your customer?**      Who is your jury?
- **Why would he or she buy?**      The Painkiller
- **How much is he or she willing to pay?**      VP
- **Practice your Elevator Pitch**      before meeting your  
    customer/investor/stakeholder

Management is ---  
--- the Noble Art of ---  
---- achieving Results  
--- by Means of other People



Who – first of all –  
decides if Your venture  
becomes a success or a failure?

