

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

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



Board position – Interresearch A/S

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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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Jonas Eliasson

An architect by trade, Swedish-born Jonas Eliasson has spent several years launching a number of start-ups. The latest venture, Me-Mover, went live in 2010.

Me-Mover makes "tools for active, urban mobility". The beta version of the Me-Mover CITY was introduced in the summer of 2011. It is described as an active personal transporter or "green Segway".

As a mentor with the Copenhagen-based StartupBootcamp since 2010, Jonas has now gone on to pass on his words of wisdom to the next generation of start-ups.

Additionally, Jonas describes himself as Dad, Innovator, Inspirator.



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Thomas Jam Pedersen

Holding a M.Sc.EE with top grades and 10 years of experience in the software industry, Thomas Jam Pedersen launched Roozz.com in 2010 with two partners. Roozz.com is selected as one of the 10 most promising startups on www.startupbootcamp.dk.

The Roozz Platform is a world-leading technology which makes it possible to convert existing applications to run inside the Google Chrome Web Store without having to change the source code. Roozz is currently available on Windows and Linux platform. A version for Mac and mobile platforms is currently under development.

Thomas is particularly skilled at purchasing and managing subcontractors, leading projects where time and quality are key, acting as system architect and taking responsibility for the overall design of new systems.



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Andreas Dam

Andreas Dam is the founder and CEO of Daman – a digital agency specialized within the pharmaceutical industry.

Andreas holds a Master's degree in Computer Science and Engineering from the Technical University of Denmark and a Bachelor Honors degree in Business Administration from Copenhagen Business School.

The business of the online media, its power and potential, is Andreas' true calling and passion. He is an online marketer with more than 10 years of experience with the online media in the pharmaceutical industry – from both his role as CEO and as a consultant at some of the world's largest pharmaceuticals.

Daman

Daman is a full-house digital agency specialized in pharma. From consultancy and advice, to design and implementation of a full online media strategy or help with just one element, Daman aim to deliver solutions that take pharmaceutical businesses forward using the online media.

Daman operates out of Copenhagen and serves some of the largest pharmaceutical businesses in the European market.



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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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