

COURSE PLAN
Knowledgebased Entrepreneurship
KU-NAT Block B Group B, 2010
Lecture room: Tuesdays at 01:00 pm: Aud. 02 in HCØ
Fridays at 10:00 am: Little UP1 at DIKU
Vers. 1.05
Monday, 01 February 2010

1. Tuesday 2 February 2010, 13:00 – 17:00

Presenting the Venture Cup Competition Michael Bak mb<att>venturecup.dk

Presenting Katapult: the CU Business incubator Peter Ottesen pco<att>science.ku.dk

Introduction: JH

- to the entrepreneurial culture
- to the course: learning objectives, lectures assignments, schedule etc.

2. Friday 5. February 2010, 10:00 – 12:00

The Start-up Bootcamp Alex Farcet alex<at>farcet.dk

Practicalities: Meet Your Team

- A get-together event rolls out

The Basics of Entrepreneurship A

- Preconditions for a business start-up
- The entrepreneur: characterization of a person and a working life

The Basics of Entrepreneurship B

- Success and non-success in high-tec venturing
- Classic rules of the Thumb
- The MIT recipe of success

3. Tuesday 9 February 2010, 13:00 – 17:00

Opportunity-driven creativity

- The fabric of ideas
- Increase your creativity: a systematic approach to developing realistic business ideas with a perspective.

Set the Right Strategy

- From idea to business: strategies in high-tec venturing

Friday 12 February – Great Meetingday

Group consulting sessions as agreed

4. Tuesday 16 February 2010, 13:00 – 16:00

Business planning

- Introduction to business planning
- Cases from previous KU e'ship courses

Group consulting sessions after lecture as agreed

5. Friday 19 February 2010, 10:00 - 12:00

Business law

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

Group consulting sessions after lecture as agreed

6. Tuesday 23 February 2010, 13:00 – 16:00

Business Economics

Budgeting

- From action plan to cash flow budget to capital requirements..

Market Research and - Analysis

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

Group consulting sessions after lecture as agreed

WEEK 9: No activities

7. Tuesday 9 March 2010, 13:00 - 16:00

Financing 1

- Mapping the landscape
-

Financing 2

- Funding rounds: the numericals of capitalization

Group consulting sessions after lecture as agreed

8. Friday 12 March 2010, 10:00 - 12:00

Financing 3

- Presenting the pre-seed and early-stage investors:
- CONNECT Denmark
- Seed Capital Denmark

9. Tuesday 16 March 2010, 13:00 - 16:00

IPR strategies for start-ups

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

CASE TBD

Group consulting sessions after lecture as agreed

10. Friday 19 March 2010, 10:00 - 12:00

Business management

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

CASE TBD

11. Tuesday 23 March 2010, 13:00 - 16:00

Sales and marketing

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

12. Friday 26 March 2010, 10:00 - 12:00

Exams preparations

- Formalities
- Presenting your business plan

Last Q&A before submitting your business plan

Exit

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

Deadline for transmission of Business Plan: Tuesday 6 April 12:00 noon as PDF and/or MS Office files to johe@man.dtu.dk. Max 20 pages, 6.500 words all included. Annexes unlimited at your own choice. No paper, please.

If several files: wrap them in a zip-file if you please.

Exams: Monday 12 April and Tuesday 13 April 2010.

Details to follow

This plan is subject to continuous changes.
Check it regularly on the course site www.entrepreneur.dk



John Heebøll
johe@man.dtu.dk
Mobile 2049 7789
SKYPE: john_heelboll