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Maintained by John Heebøll

Lectures

1) Introduction to the course

Learning Objectives, Course Process and Milestones

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Link to the slides is [here](#) and [here](#)

2) The Entrepreneur

Personal Traits, the Team and Working Life

Link to the video is [here](#)

Link to the slides is [here](#)

3) Experiences in business formation

Success and Non-success, Bankruptcy Statistics and MIT Recipe for Opportunity Check

Link to the video is [here](#)

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4) Opportunity-driven creativity

The Opportunity Driven Idea, Freud & Cleese on Creativity

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Links to the slides are [here](#) and [here](#)

5) Business planning

What is a Business Plan, why do we need a BP and how do we write a BP?

Link to the video is [here](#) and [here](#)

Links to the slides are [here](#) and [here](#)

6) Market analysis

MP5 Forces, the Value Chain, Start-up Strategies, Market Response to Innovation and Checklist for Market Analysis

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7) IPR strategies for start-ups

Protecting your IP, Utility Model, Design Protection, Trademarks & Brands, Speed Protection, Secrecy and Niche Protection

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8) Sales and Marketing

Pre-Sales Checklist, Pricing, unique Selling Point, the Bumblebee Syndrome, An Essay on Selling, the Complete Salesman and On Export

Link to the video is [here](#)

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9) Business Law

Company Types, Contract Law, Important Agreements, Capital Contribution, Tax Law Issues and University Law in Denmark

Link to the video is [here](#)

Link to the slides is [here](#)

10) High-Risk High-Gain Financing

Basics in High-Risk High-Gain Financing; capital, investors and evaluation criteria. Crushing Numbers.

Link to the video is [here](#) and [here](#)

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11) Budgets in Business Formation

The Rationale of Budgets & Creating a Cash Flow Budget

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Link to the slides is [here](#)

12) Business Management

Managing High-Tech Ventures, Team-based Management...

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Exam

About exam

Link to the video is [here](#)

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[Skype exam: click here](#)

Case studies

The case studies present interviews or presentations with spin-outs from DTU (or related) and are divided according to the field-specific engineering field. In principle they cover the following points:

- Company and the entrepreneurial story
- Customers
- Solved pain
- Value Creation/ Value Proposition
- Lessons learnt (advices for fresh entrepreneurs)
- Do's and Don't's

1) [Flex Acoustics](#) – Acoustics Engineering

2) [Airtame](#) – Hard-ware & Soft-ware within IT

3) [Skårhøj](#) – Digital Media Engineering

4) [SimpleSite](#) – IT

- 5) [Peergrade](#) – IT
- 6) [Endomondo](#) – App
- 7) [Geniebelt](#) – IT
- 8) [Take-on start-ups](#) – IT and Apps
- 9) Nanovi – Nanotech & Biotech
- 10) PlastiSens – Material & Manufacturing Engineering & Food Technology

Departmental Support towards Enterprising Students

In the following videos we talk with various managers from different departments of DTU about the support and help students may receive while developing a business project. We are in process of making this happen so stay tuned.

- 1) [Management Engineering Department](#)
- 2) [Physics and Nanotech Department](#)
- 3) [Acoustics Engineering Department](#)

Different

- 1) [Symbion](#) as a start-up hub; why Symbion, what activities are held in there, how can you exploit such institution?