



DTU Course 42435

Knowledge based Entrepreneurship

COURSE PRESENTATION

John Heebøll

DTU Management Engineering

Technology and Innovation Management

AGENDA

- **Course format**
- **Course objectives**
- **Course design**
- **Course plan**
- **Course misc.**

COURSE FORMAT

- **Blended learning / flip-the-classroom**
 - Lectures at home
 - Homework at DTU
- **DTU =**
 - Guest lectures
 - Summarizing lectures
 - Group work – with coaches

COURSE OBJECTIVES

- **Business formation = a skilled art**
- **Business formation = a team sport**
- **Business developer = a career choice**
- **We want more and better tech companies**

COURSE DESIGN

- **A process with three stages and a Grand Finale**
- **Opportunity recognition**
- **Market research & analysis**
- **Business planning**
- **Go public = pitch and presentations**

WORK PLAN

Reference is made to the Course Manual

Tentative time schedule:

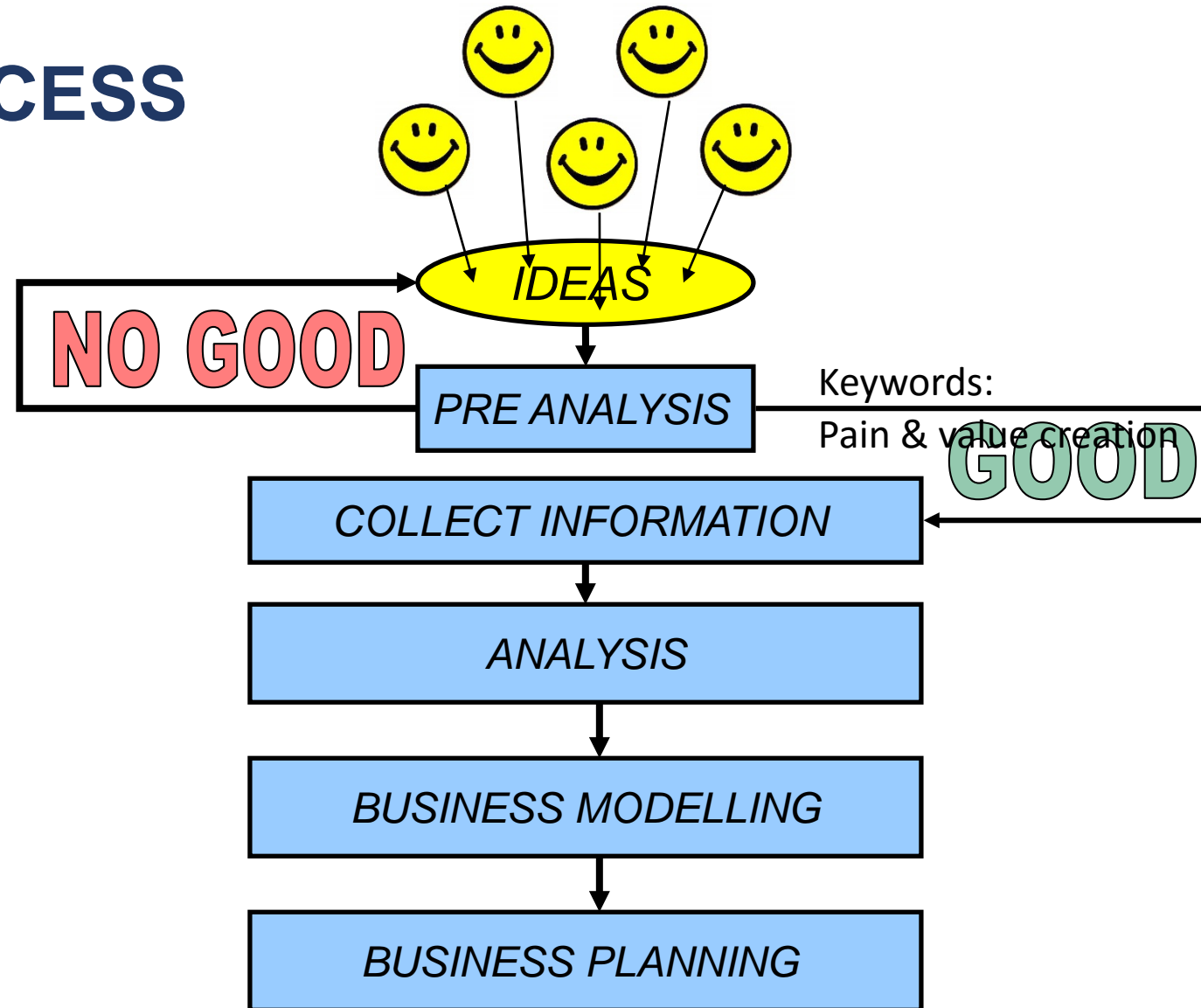
Kick-off:	Team fully operational.	One week!
1. milestone:	Product/service/process OK	3 – 4 weeks
	5-liner = pain, value creation and jury	<i>Mandatory</i>
2. milestone	Market research finalised	3 – 4 weeks

Business model + start-up strategy

Project deadline:	Business plan completed	3 – 4 weeks
-------------------	-------------------------	-------------

Business plan submitted *Mandatory*

COURSE PROCESS



Lecture plan lay-out

- **Ideation phase**
 - Basics on creativity, market research, business modelling and business planning
- **Rest of the course**
 - Topping up your tool box

Important course docs:

- **Course manual**
 - Good learning practice in 42435
 - All the deadlines
- **Course plan**
 - Lecture plan with comments

Check CampusNet file sharing

Learning Objectives

A student who has met the objectives of the course will be able to:

- 1. Identify business opportunities**
- 2. Develop business ideas (Opportunity driven creativity)**
- 3. Develop business models**
- 4. Analyze markets for technological products and services**
- 5. Interview customers**
- 6. Analyze customer value creation**
- 7. Plan the establishment of a company (Business planning)**
- 8. Determine capital requirements**
- 9. Establish cash flow projection**
- 10. Establish budgets on profit/loss, assets/liabilities**
- 11. Calculate an equity investment**
- 12. Specify management competence profiles**
- 13. Understand the legal and regulatory key issues of a start-up**

