

DTU Course 42435

Knowledge based Entrepreneurship

EXAM

Video 11

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EXAMS

Time:

CHECK DTU INSIDE Group 42435 – File sharing - Exam

Complete and updated exam plan on CampusNet

Three tracks

Auxiliaries at hand:

Large screen, PC with Microsoft PowerPoint.

Bring your slides on a USB stick or your PC or your Mac.

Beware of HW/SW compatibility – and handshake problems: they eat your examination time!

Apple computers: bring your own adapter to a HDMI plug !!!!

EXAMS 1:

Check **exams manual** on CampusNet and www.entrepreneur.dk

Check latest version EXAMS PLAN same locations.

PROJECT PRESENTATION. Everybody present

Duration: 5 minutes. No prescribed agenda – but **this is a PITCH**

2 minutes to get in and out and hook up/down any gear

INDIVIDUAL EXAMINATION One student only

Duration: 10 minutes, all included

2 minutes to get in and out

4 minutes to present a theme – *relevant theories used in your own context*

2 minutes questions & answers

2 minutes censor/examiner evaluation.

After individual marks have been communicated:

GROUP DE-BRIEFING. Everybody present

Duration: 5 minutes. General feed-back on project

EXAMS 2:

Individual presentation

Each student will present one theme out of six:

Themes are drawn randomly from:

- 1. Demand and value creation** - what problems are solved, why is it important?
- 2. Market research & analysis** - emphasis on customers
- 3. Budgeting and financing** - emphasis on cash flow budget
- 4. Business law and IP issues** - company form, patents, employees etc.
- 5. Start-up strategy & business model** - how revenue is generated etc.
- 6. Action plan: from now to a fully established company** - execution!

Your business plan is your context

Present and discuss themes in your own context.

Thus, Your presentation is specifically relating to your own start-up project

The Business Plan CHECKLIST!

Check and respect deadline for submitting business plan:

DELIVERABLES:

One report (business plan) per group, max 6.500 words.

Annexes: unlimited

You may add spreadsheets (MS Office Excel format)

File format: Adobe readable files! Sorry – *no Open File Format.*

Language: English

Front cover: include **project name, group number, names of students+ student number**

All file names contain group number!

Compression – if needed, but rather not: ZIP – only.

EVALUATION – 1

Evaluation on 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**

EVALUATION – 2

GRADE: 7-step Scale

A - 12	Excellent Outstanding performance, only minor errors
B - 10	Very good Above average standard with some errors
C - 7	Good Generally sound, a number of notable errors
D - 4	Satisfactory Fair, but significant shortcomings
E - 02	Sufficient Meets the minimum criteria
F_x - 00	Fail Some more work required
F - -3	Fail Considerably more work required

Presentation 1: Hints

- **Prepare a manuscript for each theme. OK as a team effort**
- **PP-slides are often a very good support**
- **Try to deliver your presentation in 3 minutes, sharp**
- **Say what you want to say – say it – say what you said**
- **Make a rehearsal**
- **Think tactically during the session**
- **There is room for a smile**

Presentation 2.

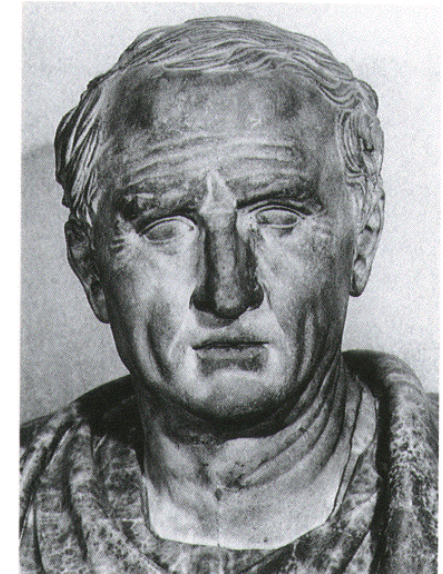
CICERO's Directions for Speech

A speech must be conquering, instructing and rousing the audience to act.

Time for change!

REGISTER and VOTE!

YES we CAN!



Marcus Tullius Cicero
106 – 43 BC

