

COURSE PLAN

42705 Knowledgebased Entrepreneurship, F12

Updated: Thursday 19 January 2012/version 1.02

Lectures from 13:00 to 17:00 at the latest. Lecture room TBD.

1. Tuesday, 10 April 2012

Finalizing Team Formation

- Present yourself – prepare a 1 minute personal presentation
- Find your team during the first break.

Introduction:

- knowledge-based entrepreneurship
- the 42705 e'ship course incl.
 - Teaching materials
 - Web-site

The Basics of Entrepreneurship

- The entrepreneur: traits and working life
- Success and non-success in high-tec venturing

Visiting lecturers: Venture Cup. Michael Bak

2. Tuesday, 17 April

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 model: start-up strategies in high-tec venturing

Visiting lecturer: CONNECT Denmark. Henrik Brorsen

3. Tuesday, 24 April

From Vision to Action

- From business model to business plan: the basics in business planning.

Financing

- Basics in high tec venture financing
- Presenting the pre-seed and early-stage investors

Visiting lecturer: Seed Capital Denmark, Rasmus Bjerngaard 16:00 – 16:45

4. Tuesday, 8 May

Business Economics

- From action plan to cash flow projection to capital requirements + the rest of the budgets.

- Calculating a venture capital investment in a high-tec start-up.

Business Law

- Select the right type of corporation/enterprise
- Pro's and con's of holding companies
- Salaried Employees' Act
- Product Liability
- Agreements in trade and between shareholders

5. Tuesday, 15 May

IPR strategies for start-ups

- The IPR Protection Shield
- The basics of a patent
- Economy - IPR relationships for start-ups

Market Research and - Analysis

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

Case: TBD

6. Tuesday, 22 May

Sales and marketing

- Sales strategies in high tech venturing
- What makes you a successful sales person?

Business management

- The art of business management
- The basics of running a board

7. Tuesday 29 May

Visiting lecturer: Vækstfonden (The Growthfund):

Exams

- Formalities
- How to present your business plan
- The six questions

Exit

- The course in retrospective
- Entrepreneurship in the history of the European Ideas

Deadline, business plan:

Wednesday 30 May 2012, 12:00 pm.

Exams:

Friday 01 June 2012

Saturday 02 June 2012 (optional)

Details to follow