

EXAMS

- Time – and - Place
- What to prepare
- Evaluation Principles
- Presentation
- Exam Plan

EXAMS

Time:

Wednesday 15 december
Thursday 16 December
Friday 17 December

Complete exams plan on www.entrepreneur.dk

Location: DTU Building 426, North-east entrance

Auxiliaries at hand:

Beamer, PC with Microsoft PowerPoint 2003.
Bring your slides on a USB stick or a PC.



EXAMS:

Check exams manual (get it from www.entrepreneur.dk)

PROJECT PRESENTATION. Everybody present

Duration: 7 minutes. No prescribed agenda.
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
3 minutes questions & answers
1 minute censor/examiner evaluation.

After individual marks have been delivered:

GROUP DE-BRIEFING. Everybody present

Duration: 5 minutes. General feed-back on project



EXAMS:

check **exams manual** (www.entrepreneur.dk)

Each student will then present one out of six themes

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 the context.
Thus, Your presentation is specifically relating to your start-up project

The Business Plan CHECKLIST!

Deadline for submitting:

Friday 10 December, 12:00 noon.

Send via mail to johe@man.dtu.dk

Receipt will be returned

DELIVERABLES:

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

Annexes: unlimited

Bundle what you want us to read in one PDF-file

– or ask johe@man.dtu.dk to do it if you have no Adobe destiller.

You may add spreadsheets (MS Office Excel format)

Medium: strictly digital. No paper, please!

Language: English or Danish at your own choice

Front cover: include [project name](#), [group number](#), [names + study number](#)

Send your stuff to johe@man.dtu.dk. Receipt will be returned to sender.

Evaluation on Learning Objectives

A student who meets the learning objectives of the course can:

- ✓ Identify business opportunities
- ✓ Develop business ideas (Opportunity driven creativity)
- ✓ Develop business models
- ✓ Analyze markets for knowledge based products and services
- ✓ Set up questionnaires and interview customers
- ✓ Analyze customer value proposition
- ✓ Plan the establishment of a company (Business planning)
- ✓ Determine capital requirements
- ✓ Establish cash flow projection
- ✓ Establish budgets on profit/loss, assets/liabilities
- ✓ Calculate an equity investment
- ✓ Specify management competence profiles

EVALUATION – 2

GRADE: 7-step Scale

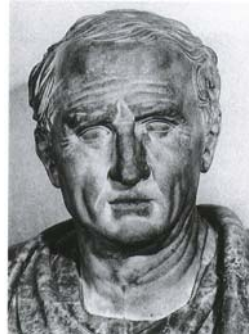
A - 12	Excellent Outstanding performance, only minor errors
B - 10	Very good Above average standard with some errors
C - 7	Good Generally sound, a number of notable errors
D - 4	Satisfactory Fair, but significant shortcomings
E - 02	Sufficient Meets the minimum criteria
Fx - 00	Fail Some more work required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

Presentation: Hints

- **Prepare a manuscript for each theme**
- **Slides are often a very good support**
- **Try to deliver your presentation in 5 minutes**
- **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 3 My Favourite:
CICERO's Directions for Speach

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



Marcus Tullius Cicero
106 – 43 BC

Questions?