



Course 42705 Knowledgebased entrepreneurship
DTU Master 2010

BUSINESS PLAN : _____

- Student _____ . no. _____
- Student _____ . no. _____
- Student _____ . no. _____
- Student _____ . no. _____
- Student _____ . no. _____
- Student _____ . no. _____

LEARNING OBJECTIVES

- 1. Identify business opportunities
- 2. Develop business ideas (Opportunity driven creativity)
- 3. Develop business models
- 4. Analyze markets for technological products and services
- 5. Set up questionnaires and interview customers
- 6. Analyze customer value proposition
- 7. Business planning of a start-up
- 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

Exams Questions:

- 1. Demand and value creation
- 2. Market research & analysis
- 3. Budgeting and financing
- 4. Business law and IP issues
- 5. Start-up strategy & business model
- 6. Action plan: from now to a fully established company

Particularly good: _____

Problems/below average _____

Comments _____

Evaluated by: _____ Date: _____

Individual evaluation

Student _____ . no. _____ Mark _____
Theme : _____

Remarks: _____

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Theme : _____

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Remarks: _____
