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## COACHING in 42435 Knowledge based entrepreneurship, S2011

Friday, 28 January 2011

We have a team of voluntary coaches on this course. See coordinates below and check [www.entrepreneur.dk](http://www.entrepreneur.dk).

### **Get yourself a coach -**

The impact on the quality of your business plan is unquestionable, and it's fun and inspiring to work with someone with a completely different background – according to former evaluations.

All you need is to mail or phone your preferred coach to set up a relation. Each coach will take up to 2 – 4 groups. If your favourite coach is overbooked, she or he will tell you, and then you have to contact the next on your list. Remember to write in the subject field of your mail: "Coaching in Knowledgebased Entrepreneurship".

### **Set up a meeting, but -**

it is the privilege of the coach to set the time and the place – and you may have to go to CBS or elsewhere to meet.

A good time to set up a meeting is when you have a portfolio of ideas, and you need to pick and choose. Typically end February. Your coach can help you discussing start-up strategies and identify the kind of information you should look for to verify your assumptions on customers, value creation, competitors, saleability etc.

You may set up a second meeting – and a good point is just before you finalise your business plan. The first meeting is the most important, though.

### **Communicate as you go, but -**

- it is up to your coach to say "enough is enough". Surely you will get feedback on executive summaries and stuff like interpretation of market data. But don't expect the coach to do the work for you – and be kind enough to do your homework before meetings.

### **Further questions?**

Contact me if anything runs askew.

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## Dorte Wiene

With a background mainly within ICT and general business development, Dorte has over 12 years of experience in working with start-ups in her role as founder and CEO of CONNECT Denmark and most recently in her role as CEO for Aditus Networks [www.aditusbiz.com](http://www.aditusbiz.com) and as Regional Director for Europe Unlimited [www.e-unlimited.com](http://www.e-unlimited.com) – where her work includes creating activities for entrepreneurs and Venture Capital local as well as international.



In addition, Dorte holds board positions in small/medium sized growth companies. Dorte has acted as lecture and coach for the past 5 courses for Knowledge based entrepreneurship.



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## Rasmus Bjerngaard



- Investment Manager. Pre-seed/seed technology venture investments. In particular HW/SW/mobile (and medtech)
- Management, commercial and tech background from international start-ups and corporations.
- M.Sc. electronics and computer science from DTU + HD1 from CBS + Ba.Psy. Minor from KU
- Mentor/contributor in the Danish entrepreneur community

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Jakob has 10+ years experience in investing developing hi-tech companies. His field of expertise include all elements of the due diligence process (with respect to technical, commercial, IPR, and organizational matters) needed in order to identify, qualify, and materialize investment opportunities. Further, Jakob has extensive experience as board member, where he assists companies in a constant pursuit of value creation. He is presently focusing on new business ideas within cleantech and advanced materials.

## Tine Thygesen



I build companies and brands. I love the-sky-is-the-limit tech startups.

I do commercialization, branding, sales structures, scaling of operations, strategic connections and nurture talent.

I travel. Born in Denmark, lived in Italy, Switzerland, UK, New Zealand & Australia.

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## Rasmus Schmidt Davidsen



Winner of Venture Cup 2011 with Black Silicon Solar Cells & London Business School business plan competition. Rasmus is alumni of Knowledgebased Entrepreneurship – he knows which criteria you'll be judged upon and has obviously done well with writing business plans. He's looking forward to help you and share his experiences.

He is currently exploring the technical aspects of Black silicon Solar Cells in his thesis from Nanotech.

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<http://www.venturecup.dk/betalab/wp-content/uploads/2011/06/Dansk-virksomhed-knaekker-koden-til-solenergi.pdf>

### Jacob Torpe Winter

Jacob is a Venture Cup alumni, working full time in his own startup Youngacademics which links companies on a no cure no pay basis with their next student assistant (so if you need a student job...:-)

Jacob holds a master from CBS. He can help you in particular with commercialisation and marketing of service and tech ideas.



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