

EXAMS

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

EXAMS

Time:

Wednesday through Friday, 25 – 27 May 2011

Complete exams plan on CampusNet and www.entrepreneur.dk

Place: Building 427 room 119. [Map](#) – and - [picture](#)

Auxiliaries at hand:

Beamer, PC with Microsoft PowerPoint.

Bring your slides on a USB stick or a PC.

Beware of H/W compatibility – and handshake problems



EXAMS 1:

Check exams manual on CampusNet and www.entrepreneur.dk
Check latest version EXAMS PLAN same locations. <sample>

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 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 this context.

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

The Business Plan CHECKLIST!

Deadline for submitting business plan:

Thursday 19 May 2011 bf. 12.00 noon.

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. **MS WORD or Adobe readable files!**

Sorry – no Open File Format, please

Language: English or Danish at your own choice

Front cover: include project name, group number, names + birthday

EVALUATION – 1

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

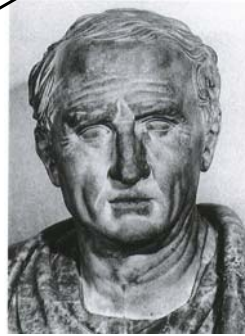
Presentation 1: Hints

- **Prepare a manuscript for each theme**
- **Slides are often a very good support**
- **Try to deliver your presentation in 4 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. My Favourite
CICERO's Directions for Speech

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

Time for change!
YES we CAN!
REGISTER and VOTE!



Marcus Tullius Cicero
106 – 43 BC

Questions?