

## 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.

### **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 in time would be around early - mid May, 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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### **Competence**

**12 years experience as business developer and entrepreneur within:**

- IT and Telecommunication
- Photonics, optics and lasers
- Green tech
  
- Strategic and business planning - and execution
- Investor relations, fund raising
- Establishment of alliances and joint venture

### **Education**

1995  
1992-1993  
1985

Business Manager; Insead - France  
Dieu, Business Management  
MSc. Engineering; Denmark Technical University –  
Denmark. Focus: Applied and theoretical physics

### **Professional experience**

1998 -2010  
2007 - 2008  
2004 - 2006  
2001- 2004

Investor CEO, Wise Venture  
CEO, Vytran New Jersey, USA.  
CEO, Lumiscence, Denmark  
CEO, Micro Managed Photons, Denmark

### **Other Assignments**

Chairman of the board Wise Holding  
Chairman of the board E-bit  
Chairman of the board BridgeIT  
Chairman of the board EnergyWise

## 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 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 lecturer 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 startups and corporate
- M.Sc. electronics and computer science from DTU + HD1 from CBS + Ba.Psy. Minor from KU
- Mentor/contributor in the Danish entrepreneur community.



### Contact info:

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Name: Nicolaj H. Nielsen

Experience:

- Serial entrepreneur (co-founder of four start-up companies)
- Investor in multiple start-ups (mainly within IT and biotech)
- Experience from management positions in multinational tech-based companies (FOSS Analytical, ALK Abello)
- Associate Professor (part-time) at Copenhagen Business School
- Education: M.Sc. in marketing + MBA in general management

Key competences:

- Financing of start-up companies (pre-seed, business angels, seed capital, venture capital)
- Strategies for high-growth companies (market research, competitive strategies, strategic marketing)
- Business development (licensing agreements, collaborations etc.)
- Experience from the following industries: IT (b2b and b2c), telecommunications (mobile), online business/media (b2c), analytical instruments (near-infrared), industrial biotech, pharmaceutical compounds, medical devices/diagnostics, consumer electronics, ERP systems

Contact information:

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- E-mail: [nhn@biostrat.dk](mailto:nhn@biostrat.dk)
- Phone: (+45) 25 46 25 80



### Curriculum Vitae

**Name:** Mogens Nielsen

**E-mail:** mogens@hafstroem.dk

**Education:** M.Sc. Electrical Engineering, 1985, Technical University of Denmark,  
Ph. D. Software Engineering, 1988, Technical University of Denmark,  
B. Comm., Organisation & Management, Copenhagen Business School.

#### Summary:

Following 14 years as entrepreneur, business developer and CEO in a number of different Internet and software companies like

- Analyzer A/S 2006 - 2008
- Ascio Technologies Holding A/S 2000-2006
- Speednames Inc. 2000-2006
- Catalog International A/S 1996-1999

and 8 years in the management of a European Solutions Provider for the Space Business (Terma) I am now running my own business development operation, called Hafstrøm Nielsen.

Competences/Interests include management, strategy, fund raising, business development, go to market strategy, product strategy, sales leadership and business development.

#### Other Professional Assignments:

- Chairman of the board for World Ticket 2010 –
- Chairman of the board for Global Top Level 2010 –
- Member of the board for Encode 2009 -
- Member of the board for Tractrac 2009 -

Max Damgaard



B.Sc. and M.Sc. Jur.

Consultant to +500 start-ups and growth companies over the past 5 years within fundraising, business development and establishment of management and board.

Disciplines

Have worked with companies in ITC, energy, Cleantech and Medtech.

Business development, fundraising and the establishment of boards in SMEs from pre-seed to venture capital.

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Jakob has 10+ years experience in investing developing hi-tech companies. His fields of expertise include all elements of the due diligence processes (with respect to technical, commercial, IPR, and organizational matters) needed in order 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.



## Frank Knudsen

### Investment Director, SEED Capital

Frank specializes in patenting, licensing of research results, as well as start-up knowledge-based companies. He has experience in transnational technology transfer, entrepreneurship, and early-stage financing. Throughout his career, Frank has been involved in more than 30 start-up companies

#### Career

- Investment Manager, DTU Innovation
- Project Executive, Danish Technological Institute
- Project Executive, European Association for Technology Transfer under the European Commission
- Cand.scient.pol., Copenhagen University

#### Portfolio

- [Adject](#)
- [Alkalon](#)
- [Bess-test](#)
- [BKG Pharma](#)
- [Concit Pharma](#)
- [Fluxome](#)
- [Glycom](#)
- [Medical Prognosis Institute](#)
- Mycoteq



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