

Rounding up KU 2010 Knowledge based entrepreneurship

Objectives

- Develop your sense of business opportunity
- Entrepreneurial career as a reflected choice
- Encouraging enterprising behaviour
- Give you a portable toolbox

In short: Develop your mindset and skillset

Did you like what you got?

Central Slides and Statements

Success factors

- **QUALIFIED TEAM** including all experiences and competences needed to complete the task
- **COMPREHENSIVE UNDERSTANDING** of the **CUSTOMER** – reflected in products and services
- **Start in markets in rapid change and transition**
 - Market pull versus technology push
 - Methodical preparations before launch
 - A readily understood and logic business rationale
 - Enough CASH to produce commercial results
 - Product development plans on strategic level
- **GOOD MANAGEMENT** in all aspects



From the Bankruptcy Statistics

- | | |
|--|-----|
| • Sales failed | 39% |
| • Beaten by competitors | 21% |
| • Operating costs too high | 11% |
| • Overhead costs too high | 4% |
| • Bad debts: customer bankrupt | 9% |
| • Production or technology fails to comply | 4% |
| • Any other reason: | 12% |
| • Mess and disorder | |
| • Inappropriate localization | |
| • Fraud | |
| • Health problems, natural disasters etc. | |

The entrepreneur's most important Capital Sources

- **Your own bloody money**
- **FFF** Family, Friends & Fools
- **In Kind** Other people's resources
- **Your first customer:** The more pain, the better
- **Investors' money** If your business potential
and -opportunities depend on speed and volume.
Exit is an inherent part of venture capital investments
Venture capital requires hands-on participation in management



Massachusetts Institute of Technology *The MIT Recipy*



- **Where is the Pain?** (No Pain = No Gain = No Company)
- **What is your value proposition (VP)**
- **Quantify your value proposition**
- **Who is your customer** (who is your jury)
- **Why would he or she buy** (The Pain)
- **How much is he or she willing to pay?** (VP)
- **Practice your Elevator Pitch** before meeting your customer/investor

Management is ---
--- the Noble Art of ---
---- achieving Results
--- by Means of other People



Who – first of all –
decides if Your venture
becomes a success or a failure?

