



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

LMU ENTREPRENEURSHIP CENTER



13 - 15 MARCH 2008 – FREISING – LMU-EC Entrepreneurship Seminar, Spring 2008 – CeNS, Center for NanoScience – International Doctorate Program

LMU-EC Entrepreneurship Seminar Spring 2008

CeNS, Center for NanoScience – International Doctorate Program

PROGRAM (DRAFT VERSION)

DAY 1 GETTING STARTED Thursday, March 13, 2008

| | |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 – 10:00 | Welcome, Check-In |
| 10:00 – 10:30 | Seminar Kick-Off Speaker: Hortense Tarrade, MBA Teaching Assistant, LMU-EC |
| 10:30 – 12:00 | The Entrepreneurial Mindset Speaker: Andy Goldstein VP Europe, Avanquest Software Executive Director, LMU-EC |
| 12:00 – 13:30 | Lunch |
| 13:30 – 14:15 | The Idea Stage: Recognizing Business Potential Speaker: Dipl.-Biotech. Lars Ullerich Teaching Assistant, LMU-EC |
| 14:15 – 15:30 | Introduction to Intellectual Property And Innovation Management Speaker: Prof. Dietmar Harhoff, PhD Director of the LMU Institute for Innovation Research, Technology Management and Entrepreneurship Academic Director, LMU-EC |
| 15:30 – 15:45 | Coffee Break |
| 15:45 – 16:15 | The Elevator Pitch Speaker: Hortense Tarrade, MBA Teaching Assistant, LMU-EC |
| 16:15 – 18:00 | The Elevator Pitch – Individual Workshop & Presentation Coaches: Hortense Tarrade, MBA Dipl.-Kfm. Robert Redweik Teaching Assistants, LMU-EC |
| 18:00 – 19:30 | Dinner |
| 19:30 – 22:00 | Networking: Informal Exchange (Optional) |

DAY 2 WRITING A BUSINESS PLAN Friday, March 14, 2008

| | |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:00 – 09:00 | Breakfast |
| 09:00 – 10:30 | The Business Plan – Theory and Exercises (1) Speaker: Dipl.-Kfm. Robert Redweik Teaching Assistant, LMU-EC |
| 10:30 – 10:45 | Coffee Break |
| 10:45 – 12:00 | The Business Plan – Theory and Exercises (2) Speaker: Dipl.-Kfm. Robert Redweik Teaching Assistant, LMU-EC |
| 12:00 – 13:30 | Lunch |
| 13:30 – 14:00 | Business Plan Workshop – Introduction Speaker: Hortense Tarrade, MBA Teaching Assistant, LMU-EC |
| 14:00 – 16:00 | Business Plan Workshop – Coached Team Work (1) Coaches: Hortense Tarrade, MBA Dipl.-Kfm. Robert Redweik Teaching Assistants, LMU-EC |
| 16:00 – 16:15 | Coffee Break |
| 16:15 – 18:00 | Business Plan Workshop – Coached Team Work (2) Coaches: Hortense Tarrade, MBA Dipl.-Kfm. Robert Redweik Teaching Assistants, LMU-EC |
| 18:00 – 19:30 | Dinner |
| 19:30 – 20:45 | Business Plan Workshop – Team Presentations to the Class |

DAY 3 FINANCING NANOSCIENCE & BIOTECH START-UPS Saturday, March 15, 2008

| | |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:00 – 09:00 | Breakfast, Check-Out |
| 09:00 – 09:45 | Start-Up Financing: Introduction Speaker: Hortense Tarrade, MBA Teaching Assistant, LMU-EC |
| 09:45 – 10:30 | Case Study WILEX AG – Preparation Coaches: Hortense Tarrade, MBA Dipl.-Kfm. Robert Redweik Teaching Assistants, LMU-EC |
| 10:30 – 10:45 | Coffee Break |
| 10:45 – 12:00 | Case Study WILEX AG – Discussion Moderators: Hortense Tarrade, MBA Dipl.-Kfm. Robert Redweik Teaching Assistants, LMU-EC |
| 12:00 – 13:30 | Lunch |
| 13:30 – 14:30 | Early Financing in the NanoScience Industry: Experience of a CeNS Founder Speaker: Dr. Dirk Haft (TO BE CONFIRMED) Founder & CEO, attocube systems AG |
| 14:30 – 15:30 | Corporate Entrepreneurship Speaker: Dr. Dirk Goldbeck Venture Manager, Siemens Technology Accelerator |
| 15:30 – 15:45 | Coffee Break |
| 15:45 – 16:45 | The Insider View on Early VC Financing in the NanoScience Industry Speaker: Rolf Dienst (TO BE CONFIRMED) Founder, Wellington Partners Chairman of the German Private Equity and Venture Capital Association |
| 16:45 – 17:15 | Seminar Wrap-Up Speaker: Hortense Tarrade, MBA Teaching Assistant, LMU-EC |