

# Lecture Series (Ringvorlesung) on **Entrepreneurship**

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assisted by Dr. Natascha Hoebel and Dr. Nikos Korfiatis.

These lecture series are part of the **Goethe Unibator** ([www.goetheunibator.de](http://www.goetheunibator.de)).

The talks are open to all.

## Why this Lecture Series?

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"Starting and operating a new business involve considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new venture, the entrepreneur assume the responsibility and risks for its development and survival and enjoys the corresponding rewards"

[Hisrich,Peters,Shepherd 2005]

"Working in a corporation, or even a smaller business, does not prepare you for the challenges, long hours, social sacrifices, and financial commitment involved in being an entrepreneur" [Kaplan, Warren 2007] These lecture series is a unique opportunity to learn from experienced professionals some of the aspects of starting a new business and how to conduct a business.

# Why this Lecture Series?

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The main topics of the lecture series are:

- From Idea to Opportunity
- The Entrepreneurial Perspective
- Creating and Starting the Venture
- Financing the New Venture
- Managing, Growing and Ending the New Venture
- Social Entrepreneurship
- Case Studies

## For Whom is the course?

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- For those interested to learn more about the subject Entrepreneurship
- For those willing to accept all the risks and put forth the effort necessary to create a new venture

# How we can help you?

## **Mission Statement – What does Goethe-Unibator offer you?**

**Goethe Unibator :** [www.goetheunibator.de](http://www.goetheunibator.de)

For students, researchers, professors, professionals of the Goethe University interested in creating a new venture we offer support.

Goethe University sees it as its priority to support the establishment of a contemporary entrepreneurial education. In addition it is conscious of its mission to run a modern enterprise for knowledge. For this reason the Goethe University, through Unibator, offers active support for students and entrepreneurs, who, in theory and practice, wish to establish their own business venture.

Within the bounds of Unibator all students are offered an active interaction with organizations. Furthermore there is a possibility for students to use office infrastructure including rooms, 100Mbit-Network connection of the university, and usage of workstations, to help develop and test business ideas. These facilities are without any charges. It is required to subsequently fulfill the presented standards.

**The objective of Unibator is to materialize business ideas, by developing phase wise a solid business plan.**

## Selection Procedure

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Your team will be selected for the Goethe-Unibator as soon as a Professor agrees in writing to support you as your Mentor.

There is a possibility to discuss along with your team the progress of the planned business venture regularly with your Mentor.

Please fill out the [application form](#) and send it to our contact address. The will help us in identifying the appropriate advisor. In addition you can also speak directly to your Mentor.

## Selection Procedure (cont.)

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### **I: Entrance screening**

Process to entry is to fill the following draft sheet. On its basis the Mentor makes a decision on the person's acceptance.

The mentor from the uni (Professor or Habilitand) accepts the applicant if he or she considers the business model presented worthwhile, and agree to the following supervisory steps II till III.

The guidelines for the assessment are largely in accordance with the contact form of the former Technologieholding.

The appraisal in this phase is decisive on the eligibility of the project which is why the business idea is rated higher than for example the market analysis. The appraised sheet correlates to the step by step improvement of the founding concept right up to a solid business plan.

## Selection Procedure (cont.)

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### II: Working in the Unibator

The paper which is meant to render the Product-/DL-Idea visible and appraisable is developed further. The Mentor supervises the progress of the draft and is responsible for its consistency. The basis for it is the Checklist already in use. The founding concept must particularly give information about:

- Products
- Target group
- Revenue plan
- Analysis of business competition
- Costs
- Operating schedule
- Competencies and requirements (e.g. HR, Technology, etc.)

Alongside the compilation of a presentation for future contacts with companies and financiers should be aspired.



## Selection Procedure (cont.)

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### III: Exit Unibator

The duration of the assistance by Unibator is normally 18 months and is divided into 3 phases of 6 months each. The end of each phase is accompanied by an assessment by the mentor. This assessment includes an appraisal of the hitherto existing business plan as well as the basic idea and a recommendation concerning further assistance.

### Contact person:

Dr. Natascha Hoebel, DBIS

Robert-Mayer-Str. 10

60325 Frankfurt am Main

Tel: +49 0(69) 798 28087

# Content

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The lecture series will cover a variety of topics related to ENTREPRENEURSHIP.  
The course will offer a set of lectures by distinguished speakers covering the following areas:

1. The Entrepreneurial Perspective
  - 1.1 The Entrepreneurial Process
  - 1.2. The art of Innovation
  
2. Creating and Starting the Venture
  - 2.1 Creativity and the Business Idea
  - 2.2 Starting the Venture
  - 2.3 Legal Issues for the Entrepreneur
  - 2.4 The Business Plan: Creating and Starting the Venture
  - 2.5 The Marketing Plan
  - 2.6 The Organizational Plan
  - 2.7 The Financial Plan

# Content (cont.)

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## 3. Financing the New Venture

### 3.1. Sources of Capital

### 3.2 Informal Risk Capital and Venture Capital

## 4. Managing, Growing and Ending the New Venture

## 5. Case Studies

# Suggested Literature

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Robert D. Hirsch, et al  
Entrepreneurship  
6th Edition  
McGrawHill, 2005

J Kaplan et al  
Patterns of Entrepreneurship  
2nd edition  
John Wiley

# Schedule

Datum	Name		Thema (Sprache)
28.10.11	<b>Prof. Roberto V. Zicari</b>	DBIS, Goethe University Frankfurt and Director of the Goethe Unibator	A Framework to help Creating a New Business (in English)
04.11.11	<b>Wiebke Langhans</b>	Triangle Venture Capital Group, Senior Investment Manager	Die Dos and Don'ts bei der Interaktion mit VCs (German)
	<b>Dr. Nikolai Dördrechter</b>	Policen Direkt GmbH, Geschäftsführer, CFO	
11.11.11	<b>Prof. Wolfgang König</b>	Institut für Wirtschaftsinformatik Goethe University Director House of Finance	Start-up aus der Universität: The Dos and Don'ts beim Entrepreneurship
	<b>Stephan Wolf</b>	Interactive Data Managed Solutions, Vorstand	
18.11.11	<b>Prof. Christoph von der Malsburg</b>	Frankfurt Institute for Advanced Studies Goethe-Universität Frankfurt	
25.11.11	<b>Dr. Christian Garbe</b>	FIZ Frankfurter Innovationszentrum Biotechnologie GmbH Geschäftsführer	
02.12.11	<b>Dr. Pierre Dominique Prümm</b>	Bereichsleiter Unternehmensentwicklung Unternehmensentwicklung, UEW Fraport AG.	Entrepreneurship / Innovationen am Flughafen: Unmöglichkeit oder Notwendigkeit? (German)
09.12.11	<b>Dr. Michael Schramm</b>	Roland Berger Strategy Consultants GmbH Operations Strategy Senior Consultant	

# Schedule

Datum	Name		Thema (Sprache)
16.12.11	<b>Dr. Patrik Gisel</b>	Raiffeisen Gruppe Schweiz Stellv. Vorsitzender der Geschäftsleitung Leiter Departement Markt	
13.01.12	<b>Prof. Bernd Skiera</b>	Lehrstuhl für Electronic Commerce Goethe University	Sollen Startups auf Coupon-Anbieter wie Groupon zurückgreifen?
20.01.12		IBM Global Entrepreneur Initiative	Entrepreneurship and Innovation
27.01.12	<b>Adam Azani</b>	ESYMIX Packaging, Goethe Unibator Start Up	Different Examples of Young Start Ups: Experiences of Founders
	<b>Dr. Björn M. Braun</b>	SellYourRights GmbH, Goethe Unibator Start Up	
	<b>Michael Loehr</b>	Tiramizoo.com, Start up, IBM Global Entrepreneur Initiative	
	<b>Timur Peters</b>	Debitos GmbH, Goethe Unibator Start Up, IBM Global Entrepreneur Initiative	
03.02.12	<b>Klara Kletzka</b>	DialogMuseum GmbH, Frankfurt Geschäftsführende Gesellschafterin	Social Entrepreneurship
	<b>Renate Meyer</b> <b>Dr. Rudolph Gerlach</b>	Leiter der Umwelt- und Solar AG	Licht für Tansania - ein auf Nachhaltigkeit angelegtes Entwicklungshilfeprojekt

## Course Website

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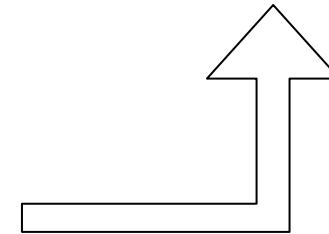
- DBIS Webseite:

Teaching -> Current -> Entrepreneurship

- <http://www.dbis.cs.uni-frankfurt.de/index.php/de/aktuelle-lehrveranstaltungen-lehre-17/312-wise1112entrepreneurship>

- **Videos** of selected lectures

will be provided on this site !



## General Information

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- These series of lectures are held  
**Fridays 13:15-14.45 Uhr.**  
**Building:** Jügelhaus EG  
**Room:** H A (Hörsaal A)
- **Abbr.:** M-SSK, B-SOS,  
**CPs:** 3 credits  
**SWS:** 2.0  
**Language:** English and German
- Diese Ring-Vorlesung findet  
**Freitags 13:15-14.45 Uhr** statt.  
**Gebäude:** Jügelhaus EG  
**Raum:** H A (Hörsaal A)
- **Kürzel:** M-SSK, B-SOS,  
**CPs:** 3 credits  
**SWS:** 2.0  
**Sprache:** Englisch und Deutsch



# Contact

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■ For any questions:

[ring@dbis.cs.uni-frankfurt.de](mailto:ring@dbis.cs.uni-frankfurt.de)

## For Students: (Softskills, Ergänzungsmodul)

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- One „**Ergänzungsmodul**“ is mandatory for the Bachelor and for the Master students of Computer Science.
- To get the 3 credit points, a student **has to**:
  - **Attend all lectures (minus one) of the series**
  - **Write a short report (max. 5 pages) about one lecture of your choice.**
- Report Delivery Date: **10th of February, 2012, at 3 p.m.** to Dr. Hoebel via Email as PDF.

## Für Studenten: (German Slide Version)

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- Ein **Ergänzungsmodul** ist Pflicht für den Bachelor bzw. Master der Informatik.
- Um die Studienleistung mit 3 CPs zu erhalten, muss man zu allen **Vorträgen anwesend sein** (1 mal Fehlen erlaubt sonst bei Krankheit eine Krankmeldung vorlegen), und einen kurzen Bericht (max. 5 Seiten) über einen Vortrag (freie Wahl) schreiben.
- **Abgabe-Datum: 10. Februar 2012**, 15 Uhr, per Email an Frau Hoebel als PDF.

# Report Structure

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1. **Short Summary** of the main content of the lesson  
(2 pages)
2. **Related Work:** Do research in the literature and find related work and briefly explain the differences/similarities with what you have heard in the lecture  
(min 1 page -max 2 pages)
3. **Usage/Applicability:** How would you use what you heard in the lecture in practice? Write a draft business idea related to what you have heard in the lesson (min 1 page)

## Next Presentation

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- **Friday, 4th November, 2011**

- **Speaker 1: Wiebke Langhans**

Triangle Venture Capital Group,  
Senior Investment Manager

**Title:** Die Dos and Don'ts bei der Interaktion mit VCs

**Language:** German

- **Speaker 2: Dr. Nikolai Dördrechter**

Policen Direkt GmbH,  
Geschäftsführer, CFO