

**GNAM GLOBAL NETWORK WEEK  
FOR EXECUTIVE MBA STUDENTS**

**ESMT European School of Management and  
Technology, Berlin**

**Monday, June 13 – Friday, June 17, 2022**

**Syllabus**

***An Innovation Sprint from Idea to Business***

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## OVERVIEW

### Aims

This course is a hands-on experience in which you have to generate your business idea in an accelerated environment. Entrepreneurship primarily addresses the challenges of going from generating an idea, testing it in the market, and iteratively developing the idea to improve it. The course uses a hands-on approach. You will receive guidance on how to structure and implement an entrepreneurial business, ranging from the inception of a product/service design to raising capital. Throughout the course, the cross-functional and interdisciplinary nature of going from idea to company will be emphasized.

### Learning outcomes

During the course, students will gain the capabilities to identify entrepreneurial opportunities and to develop business ideas from these opportunities. These skills are not only of high value for new entrepreneurial companies but also relevant in a broader business context. In fact, what we do is a central tool for planning and controlling new business activities/ventures within established organizations.

This course aims to develop:

- Your ability to apply knowledge, frameworks and techniques from many disciplines, such as marketing and finance, in the context of going from idea to company.
- Your ability to modify existing tools to offer new solutions to complex problems or to create new opportunities.
- Your ability to deliver effective written and oral presentations.
- Your ability to identify all relevant stakeholders and propose solutions that take into account multiple interests when setting up new ventures.
- Your ability to be innovative in the development of business solutions/ideas.

## Module format

The module will consist of five intense days organized online. You will generate one idea individually **before** the module, and then apply different tools and techniques to develop the idea further. You will also interact with other fellow students as well as the instructors. In the mornings you will work on selected online material, and in the afternoon, you will interact with other students to apply the lessons learned.

## Project Work (*preliminary schedule – to be confirmed*)

### **Pre-module work**

Generating Entrepreneurial Ideas

Session from Linus' Online Class – Available to enrolled students through ESMT's Hub.

### **Monday, June 13, morning**

Creating an Entrepreneurial Business Model

Session from Linus' Online Class – Available to enrolled students through ESMT's Hub.

### **Monday, June 13, afternoon**

Creating an Entrepreneurial Business Model

Live class from the professor 1 hour

Guest speaker from the Berlin entrepreneurial scene – 1 hour

### **Tuesday, June 14, morning**

Articulating and Testing the Assumptions of Your Idea

Session from Linus' Online Class – Available to enrolled students through ESMT's Hub.

*One open office hour with available from the professor for students ahead of Berlin time*

### **Tuesday, June 14, afternoon**

Live class from the professor 1 hour

Guest speaker from the Berlin entrepreneurial scene – 1 hour

*One open office hour with available from the professor for students behind Berlin time*

### **Wednesday, June 15, morning**

Analyzing Competition and Placing Your Idea in the World

Session from Linus' Online Class – Available to enrolled students through ESMT's Hub.

**Wednesday, June 15, afternoon**

Live class from the professor 1 hour

Guest speaker from the Berlin entrepreneurial scene – 1 hour

**Thursday, June 16, morning**

Pitching

Session from Linus' Online Class – Available to enrolled students through ESMT's Hub.

*One open office hour with available from the professor for students ahead of Berlin time*

**Thursday, June 16, afternoon**

Live class from the professor 1 hour

Guest speaker from the Berlin entrepreneurial scene – 1 hour

*One open office hour with available from the professor for students behind Berlin time*

**Friday, June 17, morning**

Pitching for investors and the professor

30 minutes live summary and farewell with the professor

## Schedule

Pre-Work	Monday, June 13	Tuesday, June 14	Wednesday, June 15	Thursday, June 16	Friday, June 17
<b>3 hours individual work on the Hub</b>  <i>complete before first live session</i>	<b>3 hours individual work on the Hub</b>  <i>complete before first live session</i>	<b>3 hours individual work on the Hub</b>  <i>complete before today's live session</i>	<b>3 hours individual work on the Hub</b>  <i>complete before today's live session</i>	<b>3.5 hours individual work on the Hub</b>  <i>complete before today's live session</i>	<b>3 hours of group work:</b> <b>Kickstarter videos and pitch slide decks due 11:59AM (Berlin time, GMT +2)</b>
<b>3 hours of group work</b>  <i>complete before first live session</i>	<b>3 hours of group work</b>  <i>complete before first live session</i>	<b>3 hours of group work</b>  <i>complete before today's live session</i>	<b>3 hours of group work</b>  <i>complete before today's live session</i>	<b>3.5 hours of group work</b>  <i>complete before today's live session</i>	
	<b>2:50-5 PM</b> (Berlin time, GMT +2)  <b>2 hour Live Class, incl. official "Welcome"</b>	<b>2-4 PM</b> (Berlin time, GMT +2)  <b>2 hour Live Class</b>	<b>3-5 PM</b> (Berlin time, GMT +2)  <b>2 hour Live Class</b>	<b>3-4 PM</b> (Berlin time, GMT +2)  <b>1 hour Live Class</b>	<b>2-5 PM</b> (Berlin time, GMT +2)  <b>3 hour Live Class</b>
			<b>5-5:30 PM</b>  <b>GNW get together</b>  <b>Optional networking social</b>		

## Assessment

You will produce two deliverables that will be used as a final examination of the competencies achieved during the course. It is assessed entirely in groups:

- First, you will produce a video of about 2 minutes for the target market. Please look through a few Kickstarter videos for inspiration. I expect you to pitch your idea in a similar fashion. You have to describe what potential investors would be looking for. This will be worth 50%.
- You will submit a short slide deck and an extended slide deck where all your analyses are reported. The extended slide deck will include the slides in the second deliverable PLUS additional slides that explain the details of your ideas. This task is worth 50%.

We will look for four aspects when evaluating your work:

1. Potential: What potential does the idea have? Is it realistic? Could it be achieved with realistic milestones? If I were a millionaire investor, would I invest in this?
2. Validation: What external validation of key assumptions do you have that you use to make decisions?
3. Logic: Is the logic in the pitch, pitch deck and video and your decision process convincing? Is it appealing for key constituents?
4. Presentation: Is the pitch, pitch deck and video clear and persuasive? Is it done in a way that a potential investor would understand?

**Please note:** Upon successful completion, students will be awarded the credit of 4 ECTS on a Pass/Fail basis. This course will not receive a percentage or letter grade. Other universities may award different numbers of credits based on their own system.

## PROGRAM DIRECTOR

Linus Dahlander

### **Professional experience**

Prior to being a professor, director of research and the Lufthansa Group Chair in Innovation at ESMT, Linus has been at Chalmers University of Technology, Stanford University and Imperial College London. He has been recognized as one of the best young business school professors in the world by Poets & Quants and his research has won multiple prizes, such as a prize for the best young researcher in Europe on innovation and leadership. He is very active in the European startup scene.

### **Focus in research and teaching**

Ongoing research projects with several companies on innovation, entrepreneurship, strategy and digitalization in close collaboration with several startups and multinationals.

### **Publications**

He has published among others in the Academy of Management Journal, Administrative Science Quarterly, Organization Science, Strategic Management Journal and practitioner articles in California Management Review, Harvard Business Review, and MIT Sloan Management Review.

## THE EXECUTIVE MBA TEAM

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