



Copenhagen School of Entrepreneurship (CSE)

- Entrepreneurship in practice

The Entrepreneurship center?

1. **Student Incubator:** The goal is to support the students in their startup process and help them develop a sustainable business.
2. **Teaching Center:** CSE supports CBS teachers within entrepreneurship education. The goal is to apply the entrepreneurial processes and methods in the innovation & entrepreneurship courses.
3. **Research Center:** CSE collaborates with CBS research staff; Phd-researchers, the BIS-platform in Entrepreneurship by Prof. Toke Reichstein and the Mærsk-Fond by chairman Mirjam Van Praag. The goal is to test and experiment with applied research on live startups, and facilitate and host relevant entrepreneurship events for students, teachers and society.

The CSE Incubator

- Founded 2007
- Space 1000 m²
- Ideas per year 500+
- Capacity 120 teams/yearly
- Success rate 57%
- Incubation time 3-15 months
- Total Revenue \$55 mio USD
- Total Funding \$25 mio USD
- Jobs Generated 1100
- Interns on team 600
- Nationalities 70
- The biggest university incubator and student start-up environment in Denmark



CSE IS FOR FREE for the student entrepreneurs

OTHER INCUBATORS IN THE WORLD COST MINIMUM € 400 EUR / \$500 USD A MONTH

What does the CSE Incubator have to offer?

- **Office Space and Facilities**
- **CSE Proof Program**
- **Mentors**
 - CSE Supervisor
 - Peer-to-Peer Mentor(s)
 - Industry Mentor(s)
- **Network**
 - CSE Intranet
 - 'Coffee Wednesday' Announcement and Pitch
 - Alumnia Network
- **Events**
 - Guest Speaker
 - Workshops
 - Seminar
- **Internship**
 - KEA and CPH Business Academy
- **Counselling with Business Experts:**
 - Lawyers, Accounts, Web Designers, Social Media
- **Funding events**
 - Competitions
 - Venture Capital
 - Business Angels

How do you join the CSE Incubator?

- **Proof of Idea – Enrolment (Answer 25 questions online)**
 - POI meeting CSE supervisor
 - Access to CSE offers
 - 3 months incubation period
- **Proof of Concept**
 - POC meeting CSE supervisor
 - Access to CSE offers
 - 6 months incubation period
- **Proof of Business**
 - POB meeting
 - CSE Alumnia Club or GO GROW recommendation
- **GO GROW Accelerator**
 - 6 months Accelerator Program



How do you join Go Grow Accelerator Program?

- **3 days Bootcamp**
- **5 x Workshops**
- **4 x Firetalks**
- **Pitch Workshop**
- **3 x Pitch Training 'Dragons Den':**
 - Body language, language, general presentation
 - Cluster specific panel
 - Investor panel
- **Demo Day & Investor Pitch at Industriens Hus**
- **Graduation**
- **3 x Founders Night**
- **Cluster Supervisors**
- **Industry Mentors**
- **CSE Support:**
 - Every Wednesday, companies can **book a session** with a Go Grow staff members (Dorthea Haldrup & Camilla Bartholdy) with the aim to discuss topics related to the business development.
 - The companies will be supported with **methods & tools on the resource page of Go-Grow.dk**, which is in development with a focus on tools, links and articles on topics related to growth.
 - **PR** for the companies is supported by the Go Grow team.
- **4 x Evaluation Survey from teams**
- **Learning Rapport**

TALENT PROGRAM

(TEST PILOT)



CBS COURSES

Bill Gartner
Context and
Process of
Entrepreneurship

Karin Tollin
Creativity,
Innovation and
marketing

Kai Hockerts
Social
Entrepreneurship

**Leif Bloch
Rasmussen**
Digital
Entrepreneurship

PERIOD: 10 weeks

PROGRAM:

- **Proof of Idea, Proof of Concept and Proof of Business**
- **Office facilities and Intranet (PODIO)**
- **Peer-to-Peer Network**
- **CSE Supervisors**
- **CSE Business Expert Collaboration:**
 - Industry mentors, Lawyers, Accountants, Investors (KPMG, Deloitte, PWC, Bech-Bruun etc.)
- **1 x Pitch Workshop:**
 - How to pitch your idea & business model (3 hours)
- **3 x BMC Pitch & Feed-Back Training:**
 - Wednesdays from 4:30-6:30 PM
- **Trade Fair Event (CBS Studios)**
- **Dragons Den Pitch**
 - Panel of 3 Alumnia Startup, they will give the teams final pitch feedback

CSE EXECUTION

Incubator
Proof Program
Startup Process
Mentors
Startup Network
Alumnia Network
Guest Speaker
Events
Business Experts
Internship
Business Angels
Venture Capital
Venture Cup
Office Space &
Facilities

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Approval of Talent Program 'Passed or Not Passed' by CBS course professor/lecturer.

A student has ***passed***, if he/she has followed the talent program, and if they can present the following documentation (evidence):

DOCUMENTATION (EVIDENCE):

- Test concept on the customer target group(s) and document learnings & feedback
- Clarify and pitch the concept
- Create a list of relevant venture helpers, they have held meetings with and document learnings & feedback (40 contacts)
- Make a description on how the group plans to implement and execute the project (feasibility process)

LEARNING OBJECTIVE:

- How to move an idea to customer validation to sustainable business startup

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Digital
Entrepreneurship

Bill Gartner

- OIE master students 50 enrolments out of 60 students

Karin Tollin

- SMC master students 12 enrolments, 20 applied out of 60 students

Kai Hockerts

- Social Entrepreneurship students 8 enrolments, 8 applied out of 20 students

Leif Bloch Rasmussen

- Ebuss master students 5 enrolments, 5 applied out of 40 students

RESULTS

- 3 Ebuss students have continued the startup process through the CSE Proof Program and 1 student has Pivot his idea
- 3 OIE students have joined existing CSE startups and 1 has continued his startup but not joined CSE but is still considering it
- 4 SMC students have joined startups in the community
- 2 SMC students are using their new applied skills in their student jobs

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NEXT STEP

Bill Gartner

- OIE master students 80 enrolments to the CSE Proof Program as part of their course activities
- Mandatory Curricular Activities

TALENT PROGRAM FALL 2015

Karin Tollin

- SMC master students max 10 enrolments

Kai Hockerts

- Social Entrepreneurship students max 10 enrolments

Leif Bloch Rasmussen

- Ebuss master students max 10 enrolments

Extra curricular activities for 2 semesters. It requires an academic staff to approve the students talent program activities. We have asked for one academic director to CSE.

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What if I don't have an idea to work on?

CSE events throughout the year:

- Open Wednesdays
- Startup Fridays
- Guest Speakers Events

Coming up:

- Entrepreneurship Professor JOHN MULLINS from Londons Business School
- Entrepreneurship Professor WILLIAM GARTNER from CBS

- Stay updated on our facebook page!



Join CSE or apply for Go Grow

- Drop by CSE any Wednesday between 2-5 PM “Open Wednesdays” and have a talk with us about your idea
- Apply for GO GROW at <http://go-grow.dk>
- Like us on facebook! ☺ ‘Copenhagen School of Entrepreneurship’, [Facebook.com/CSEnews](https://www.facebook.com/CSEnews)
- You’re more than welcome to contact us if you have any questions! Cba.itm@cbs.dk

