



EXECUTIVE PROGRAM IN INNOVATION & BUSINESS CREATION

Dear Reader,

Time to celebrate: the first class of EMBA participants have received their certificates and degrees. While the first EMBA class is partying, the next class is still a few steps away from graduation - there is one Learning Module and the Master's Thesis yet to be completed. Parallel to the Learning Modules the participants are working on their projects - with success: one of them won the enable2start competition organized by the Financial Times Deutschland!

It is great to see that the alumni network is alive. The Alumni Club had its first creative event - the "Beer coaster Night". The guests presented their ideas on a beer coaster and discussed them with the others.

Read more about these topics in this newsletter; we hope you enjoy reading it - and maybe you can get some inspiration for your New Year's resolutions regarding your entrepreneurial ambitions. We wish you a Merry Christmas and a Happy New Year!

Your suggestions regarding this newsletter are welcome. Please send them to info@innovationprogram.de

Best regards,

Prof. Dr. Christoph Kaserer
Academic Director

Dr. Martin Zißler
Executive Director

Susanne Traugott
Project Manager

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Graduation of first EMBA Class 2008/2009



In a ceremony hosted by the TUM School of Management and held in the Audimax lecture hall at the Technische Universität München, the eleven graduates of the EMBA Class 2008/2009 were presented with their MBA certificates on November 20. Professor Christoph Kaserer, Dean of the Department and Academic Director of the Executive Program, congratulated the graduates on their successful completion of the course. He praised the excellent training and, in particular, the professional skills acquired in the field of innovation management and entrepreneurship that would give them the qualifications they need to assert themselves successfully in a dynamic job market and competitive environment.

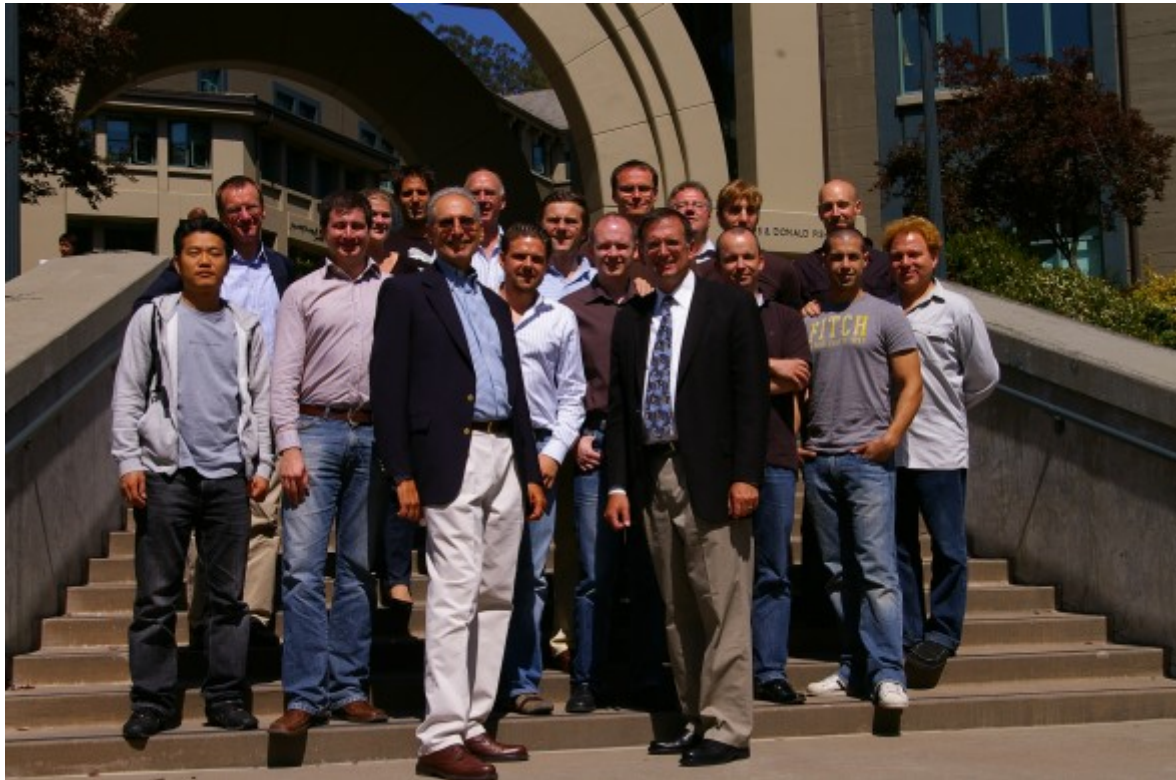
For instance, Michael Brachvogel, one of the first graduates and a senior employee of a car manufacturer, drew up a new concept for the efficient use of prototypes and test vehicles. In the project, in which he brought together colleagues from all the relevant departments, he used the latest techniques to identify potential savings and to restructure processes. As he said: "Through the Program I have become much more aware of how to respect the motives and needs of my colleagues and to consequently reach better, swifter results. Not least, the use of creative tools, such as the visualization of complex processes with Lego was invaluable for the success of the project. In the Program I got to know a number of these innovative techniques and learnt to use them. I am sure that this experience will help me face future challenges - and my colleagues and I also had a lot of fun during the project."

Jan Philipps, also a student in the academic year 2008/09 is just as enthusiastic about the Program and the results. As co-founder and manager of an IT service provider the Program enabled him to analyse extensively the business model for his own corporate enterprise. The focus was on the question of how to orientate long-term corporate strategy to growth and the scalability of offers - a considerable challenge in a highly specialized environment. "Particularly the in-depth discussions with fellow students gave me inspiration and motivation and paved the way for new expertise and insights. The Program not only prevented me from becoming completely immersed in daily business routine, but also inspired me to maintain a policy of facing up to awkward issues that must be solved if a company is to develop successfully with a proactive approach."

The last year has presented the graduates of the Executive Program with a multitude of new impressions, insights and experiences. And, last but not least, these "pioneer students" have established vital, new contacts. In the future, the alumni association will enable them to maintain close contact with the network and benefit from regular get-togethers.

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Inside the EMBA course: EMBA Class 2009/2010 on experience tour in the Silicon Valley



One of the highlights of the summer for the students of the EMBA Class 2009/2010 was the 10-day visit to Lester Center for Entrepreneurship at the University of California in Berkeley. In one of the most internationally dynamic regions in the fields of economics and technology they were able to experience close-up the entrepreneurial spirit of Silicon Valley.

The students had a tightly-packed course schedule with lectures and workshops on "Innovation" and "Business creation". The two directors of the Lester Center for Entrepreneurship, Professor Jerry Engel and David Charron were on hand all week to give support and advice, and their lively, energetic manner guaranteed lectures that were a great experience. After lectures, the EMBA students visited some of the approximate 300 start-up teams from UC Berkeley, such as the team from Carsala who negotiate the terms of purchase with car dealers on behalf of their clients.

Getting away from the university, the students visited successful companies in Silicon Valley, such as, among others, World of Good, IDEO, Nanosolar, Cisco Systems, Xerox Parc and the Stanford d.school. At IDEO the students were introduced to the unbelievably creative atmosphere of such an innovative hub - every wall of the building serves as a "pinboard" for messages, pictures, diagrams and ideas. Meetings can also be held in an old VW van.

The EMBA course participants were full of praise for the openness of the people they met and the creative atmosphere in which people with an entrepreneurial spirit in California are able to operate. But of course there was also opportunity to go to clubs and pubs, to go on a tour of San Francisco or take a dip in the ice-cold Pacific.

The EMBA students returned to Germany full of ideas for their own projects. During discussions with venture capitalists, company founders, entrepreneurship experts and representatives of well-known businesses they were given valuable advice for the development of their own projects.

More information about the Lester Center for Entrepreneurship and Innovation: <http://entrepreneurship.berkeley.edu/>

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Inside the EMBA group: EMBA student Catharina van Delden presents herself



Catharina van Delden holds a Bachelor degree in technical and management oriented business administration from the Technische Universität München. There she focused on technology and service marketing as well as on food production. She is co-founder of the start-ups innosabi and flaschenfotos.de. innosabi enables companies to integrate users and stakeholders in their innovation processes and flaschenfotos.de takes professional pictures of bottles at low standard prices.

Before her EMBA studies, Catharina could gain professional experience in marketing with OSRAM, Franziskaner Weissbier and the i-sense Software GmbH, not only in Germany but also in India and the USA.

"I joined the Executive MBA after my bachelor in business administration and a period of company foundation: The venture innosabi was just started when I found out about the EMBA program at TU Munich, in cooperation with UnternehmerTUM and HHL. The prospect of completing my management studies with an MBA degree and at the same time being able to work fulltime on the success of our new company appealed me most. More so the specialization on innovation and business creation fitted exactly to my personal interests.

Now, that the program is almost over I can already say that it took me forward in both my personal and professional life. Our class earned a professional management education with some of the most renowned professors in the field of innovation as well as practice experts from McKinsey. At the same time our start-up was supported by UnternehmerTUM with personal feedback and workshops. The cherry on the cake though is the entrepreneurial network that was opened via the EMBA: We met several successful company founders, venture capitalists, business angels and fellow entrepreneurs - not only in Munich and Leipzig but even in Silicon Valley, one of the most active and famous entrepreneurial ecosystems. Not to forget the support by my classmates - regular and constant discussions about ideas, strategies or actions have helped us through many difficult questions in our start-up. But also personally I have been able to grow with the EMBA: I feel that I have made a quantum leap due to the interaction in the course and the tasks I was and am working on. Last but not least: This course is highly inspiring and thus has led me to the creation of flaschenfotos.de - a fun hobby!

Altogether I can say the decision for the EMBA was the right one for me at the right time in my life: I am happy and proud to be part of this class and I can only recommend everybody with entrepreneurial ambitions to take the same step!!"

www.innosabi.com
www.flaschenfoto.de

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EMBA participant succeeded in "enable2start" and at IBTEC competition



The start-up initiative "enable2start" offered by Financial Times Deutschland in cooperation with UnternehmerTUM has picked its winners. 1089 teams applied for the initiative, twelve reached the finals and only five were awarded prizes. A great success for the Executive Program in Innovation & Business Creation: amongst the twelve finalists were Jan Philipp Hinrichs, a current participant with his start-up CaptchaAd and Helmut Drewes, alumnus with his start-up Agrista. Finally Jan Philipp Hinrichs (on the very right side in the picture) succeeded in convincing the top-class jury on November 17 in Hamburg!

The winners' prize is an amount of 50.000 Euro of seed capital. Furthermore, the start-ups will be followed editorially by ftd.de and the entrepreneurial journal "enable" within the next year.

Furthermore, two EMBA participants had the possibility to take part in the Intel@+UC Berkeley Technology Entrepreneurship Challenge (IBTEC). It is an internationally renowned business plan competition with a focus on technology. Matthias Rosenberger participated with Treems - Treems gives individuals the opportunity to fight global deforestation by buying protected trees in a proactive effort to counteract climate change. He was eighth in the list of winners, and Jan Philipp Hinrichs was successful again too with CaptchaAd - he was awarded the second prize.

For further information visit www.enable2start.de and www.entrepreneurshipchallenge.org

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Alumni Club: "Business Idea on a Beer coaster Night"



On November 7, 2009, The Alumni Club of the EMBA in Innovation & Business Creation held its first Alumni Event. At Henrik von Wehrs' (EMBA Alumnus) flat, the 'Giselbar', more than 40 entrepreneurial thinking people from several start-ups and entrepreneurial institutions came together and pitched their ideas. The rules were clear: sketch your idea on a beer coaster and interact with a great audience.

Henrik von Wehrs for instance presented his new business, the "Dreigürteltiere", an online shop for mass customized belts, with the beer coasters you can see above.

After the pitch session participants networked and enjoyed inspiring conversations with representatives from start-up incubators, entrepreneurs and friends. Guests were entertained with pretzels, beer, a delicious soup and some great brownies. Thanks to the Giselbar!

The EMBA Alumni keep on learning from each other in order to push their innovations and start-ups. A next big Alumni event is planned for July 7, 2010. If you would like to be updated about the Alumni Club and the next events please write an email to Lorenz Hartung: hartung@unternehmertum.de

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Upcoming events and links

Apply now for the next EMBA class, which will start in May 2010. Benefit from our Early Bird Discount! If you send in your application before January 15, 2010 you can save 4,000 €. More information at <http://www.innovationprogram.de/emba/admission.html>

Join us for our next "Entrepreneurs Night": On Thursday, January 28, 2010 the Entrepreneurs Night will take place at TUM. Under the motto "Ideas meet people" you have the chance to catch entrepreneurial spirit, to meet new people, to get new ideas. If you are interested you can fill out your profile beforehand - click here (site in German): www.unternehmertum.de/headlines/headline.html?ITEMID=5047
Please send your profile to Mark Möbius: moebius@unternehmertum.de

Visit our next EMBA Information Session on March 1, 2009. It will take place before the "Forum UnternehmerTUM", one of the biggest events of UnternehmerTUM. More information and registration at: info@innovationprogram.de

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Imprint

If you think this newsletter might be interesting to friends or colleagues, feel free to recommend it or forward it.

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