

EXECUTIVE PROGRAM IN INNOVATION & BUSINESS CREATION

Dear reader,

the Executive Program in Innovation and Business Creation goes into the second round - this year's class started its studies at the beginning of May. We are proud to welcome seventeen highly motivated students!

The participants of the class 2008 / 2009 handed in their Master Theses after three months of intense work and will have graduated in a couple of months - and they are already about to found an Alumni Club - the spirit of the program is alive!

Read this newsletter to get to know more about the new class and their first weeks in the program - and about the plans of the Alumni Club!

We hope you enjoy reading this newsletter - your suggestions are welcome.
Please send them to emba@unternehmertum.de

Best regards,
Prof. Dr. Christoph Kaserer
Academic Director

Martin Zißler
Executive Director

Susanne Beeck
Project Manager

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Second round of the Executive Program kicks off



The EMBA Class 2009 / 2010

The academic year 2009/10 gets off to a good start with 17 students!

The students set out at the beginning of May to experience an excellent academic management training (MBA) in combination with a platform to develop innovations and start-ups. Prof. Dr. Christoph Kaserer, Dean of the TUM Business School and Academic Director of the Program says: "The fact that there is a strong interest for our program makes it clear that its focus and practice-oriented design is exactly what a lot of MBA-candidates and future entrepreneurs are looking for. Our students know that in the current crisis it is vital to learn how to take advantage of opportunities, therefore skills in the field of innovation and the development of new business models are essential for anyone who wants or needs to develop and lead a business - either as a manager or an entrepreneur."

All students are university graduates. They hold degrees in engineering, natural science, law, media design and business administration. They have on average nine years of professional experience and are on average 35 years old.

The Program started off with a two-week full-time course at HHL - Leipzig Graduate School of Management. This included an introduction to financial management, financial and managerial accounting and corporate strategy. The students had the chance to meet Lukasz Gadowski, the founder of spreadshirt, one of Germany's most famous founders of the last decade.

The students continued their studies at Munich. In Learning Module 2 they took courses in innovation management, market screening and business planning. Since the middle of June the students are in Learning Module 3 - every second weekend on Fridays, Saturdays and Sundays - on topics like Supply Chain Management, Purchasing, Establishing Productions, Marketing and the After Sales Process.

One of the highlights of the program will follow in August with a trip to Silicon Valley in California with a stay at the Haas School of Business at UC Berkeley.

The official press release about the start of the second round of the EMBA program can be found here:

<http://www.innovationprogram.de/emba/media.html>

Inside the EMBA group: EMBA student Jan Philipp Hinrichs presents himself



Jan Philipp Hinrichs

Jan Philipp Hinrichs is 29 years old and joined the EMBA program in 2009. He is co-founder of CaptchaAd and responsible for Sales and Business Development. CaptchaAd combines spam security technology with interactive online advertising.

After completing a bank apprenticeship and residences in Spain and the United States he studied business administration with a focus on corporate management in Cologne. In different internships, he could also gain more practical experience and worked on the design and development of some start-up projects. Prior to the establishment of CaptchaAd he worked at the event service "invyte" in the field of marketing and sales in Hamburg.

"I developed my own start-up one and a half years ago. I had already thought about my personal development in the future and what I could do to push the success of my company. When I heard about the EMBA program of the TUM, I thought immediately: this is exactly what I was looking for and always wanted to do! A perfect combination: I get an excellent, academic management education with an MBA degree in the end. Additionally the program provides a great platform to bring forward my start-up. It is perfect to train myself, to learn new systematic approaches and techniques. I get the opportunity to discuss the development of my growth-oriented start-up with experts and classmates.

The team of the UnternehmerTUM helps us in a fantastic way to develop personal skills and to realize our projects. The focus and format of the EMBA course is highly innovative, very different and focused exclusively on Innovation, Entrepreneurship and Business Development.

Another important point why I decided to become a part of this special EMBA program is the exchange with the other program participants, all of different background and every single person wants to move and change something. There is so much potential, passion and power in the group that I am sure that everybody will create success in the future.

We already had a great time in Leipzig and in Munich during the last three months, also between and outside the courses. It is very interesting to see how the team grows together. There have been many, many highlights for me personally and I think for all of us as well. I am really looking forward to the trip to Berkeley and to Silicon Valley - it will certainly stand out and will be a great experience for us.

The EMBA program is the best choice for anyone who wants to be an entrepreneur and who wants to bring a project to life or to make his own start-up more successful. I am proud to be a part of the EMBA program of 2009!"

www.captchaad.com

Inside the EMBA course: Innovation workshop at Munich Airport - how could the airport become more child-friendly?



The aim of a four-day innovation workshop in cooperation with Munich airport was to demonstrate to the Executive Program students how to go about developing new business models. They got the opportunity to apply in practice what they had learnt in theory.

During the workshop Thomas Fischer and Christoph Krois, both participating in the EMBA program, developed improvements that were aimed at making the airport more family-friendly - because they themselves had had first-hand experience of a typical situation:

Summer holidays are just around the corner - but for a lot of families that means that before they land in Mallorca, Tunisia or any other holiday resort the parents will be faced at least with some challenges like: getting to the airport, checking in, passing security, finding the right departure gate and boarding - all that without losing sight of the children who get bored and difficult - any parent is just completely stressed out in such a situation.

Thomas Fischer and Christoph Krois' team examined the entire process thoroughly, from booking the journey, to getting to the airport and checking in, right through to take-off. And they came up with a number of solutions to help make air travel more enjoyable for families: a "Family Angel Service" that supplies important information connected with the flight, including for example a list of the different ways of getting to the airport. A "Family-Lane" - a check-in desk just for families that would cut waiting time, and a child-friendly transfer area with plenty of room to play until the next flight is ready for boarding.

A total of five teams had three days at the airport to identify customer problems, to find solutions and design prototypes, as well as to test them on potential customers. For Stefan Häberlein, who is responsible for corporate strategy, project and process management, as well as strategic innovation management, the project was a great success: "The students' approach to topics such as family, orientation and routing, as well as recreational activity, underlines our own observations, but at the same time they gave a lot of fresh ideas to encourage Munich airport to become more customer friendly." And the students appreciate the feedback - Thomas Fischer was particularly motivated by the feeling "that he was working on a project that represented real added value for the airport".

Kick-off weekend for Project Modules



Presentation of ideas & "High experiences" at the "Hochseilgarten" more than fourteen meters over the ground

The kick-off weekend mid June was the start of the Project Modules of the EMBA program - they run parallel to the Learning Modules and within thirty weeks the students get support and assistance during the realization of their ventures. The EMBA students presented their ideas to each other and to their project advisors from UnternehmerTUM. They discussed the ideas and analyzed possibilities of how to work on the ideas during the next months. "I closely connected with my project advisor and feel that we will be able to forward a lot in the next year!" as one student put it.

In the Project Modules students will learn - with the help of their project advisors - to develop new products, to use prototypes and to prepare the market launch. In this process infrastructure with e.g. workshop, offices, conference rooms can be used and knowledge is expanded and used directly in their individual projects.

If the students wish to pick up an innovative idea from the scientific world, UnternehmerTUM provides them with ideas and technologies. UnternehmerTUM is gathering new technologies with spin-off potential from the Technische Universität München and presents them to the EMBA students. Within the Project Modules the EMBA students also work closely together with design students from the TUM to maybe build up a team or to complement each other.

Additionally the students experienced an exciting outdoor event at the "Hochseilgarten" that deepened the team spirit. Despite the rainy weather the atmosphere at the barbecue afterwards was relaxed and happy. "I learnt a lot about myself", as one student stated.

Foundation of "Alumni Club of the EMBA in Innovation and Business Creation"

"Our aim is to stay in contact, to continue learning from each other and to establish a growing networking community", says Lorenz Hartung, student of the EMBA class 2008 / 2009. The students of the first year's class just finalized their Master Theses and already plan the next step in their EMBA lives: founding an Alumni Club. The "Alumni Club of the EMBA in Innovation and Business Creation" will kick off with a barbecue event and then will regularly organize events during the whole year. The first event after the kick off will be a "bridging event" to get to know the new EMBA class.

"Most of us are working on our own businesses - the Alumni Club can be a good platform to share experiences and discuss problems." says Lorenz Hartung, one of the new board members of the Alumni club.

All EMBA students are more than welcome to become members. Non-EMBA students can ask Lorenz Hartung for membership. Or if you have any other questions regarding the Alumni club please contact Lorenz Hartung, email: hartung_lorenz@web.de

Apply now for the start-up initiative "enable2start"

The start-up initiative "enable2start" offered by FINANCIAL TIMES DEUTSCHLAND in cooperation with UnternehmerTUM starts for the third time. The aim of the competition is to boost the entrepreneurial spirit in Germany. Until August 15 entrepreneurs who founded a company not longer than two years ago, or plan to found one in the near future, can apply under www.enable2start.de

Twelve participants can reach the final and present their business ideas to the prominent jury members such as Pro7-founder Dr. Georg Kofler and Scout24-founder Joachim Schoss. The prize money amounts to a total of 250,000 euros, and for one year the FINANCIAL TIMES DEUTSCHLAND will also report on the five winners.

Links

If you wish to know more about ideas with spin-off potential, UnternehmerTUM collects in the realm of the TUM, please contact Andreas Unseld at unseld@unternehmertum.de

If you wish to know more about the admission process and download the application form for the EMBA program please visit <http://www.innovationprogram.de/emba/admission.html>

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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