

Week 7: Growth and Exit

Before Wednesday 6th January

Preparatory activities before session on Wednesday 6th of January

- Watching web lectures
 - Growing your business
 - Entrepreneurial exit
 - Exit and the phases of the entrepreneurial process
 - Exit: Trade sales
- Read Terracycle case and prepare the following question.
 - In your view, why did Tom choose to go for growth and look less at profit, and was it justified?
 - Use the Oncourse forum to communicate your decision and provide at least one sound argument for your decision. All students are required to contribute to this discussion before Tuesday 5th of January, 18:00
- Read book chapter / papers
 - Chapter 8 of the course handbook by Paul Burns
 - DeTienne, 2010
 - DeTienne, 2015

Wednesday 6th of January

Discussion of second part of the Terracycle case;
Information about the exam and the final assignment (2 minutes video pitch & final report);
Closure of the course.

Before Friday 8th of January

Preparatory activities before session on Friday 8th of January:

- Read the assignment of week 7
- On Friday we organize a feedback session in which you get the opportunity to discuss the overall state of your business model. For this purpose, we ask you to prepare a pitch containing the following items:
 - The opportunity (the problem)
 - The offering (the solution)
 - What do you have in terms of capital and resources (financial, human and social)
 - The market & marketing strategy
 - Competition
 - What investment are you looking for
 - Worth of company in the next 5 years
- The maximum duration of the pitch on Friday cannot exceed 7 minutes, preferably around 5 minutes.

Follow-up: Deadline is 15th of January

Follow-up activities relating to week 7

- Assignment related to week 7: submission deadline is 15th of January 2016