



# Entrepreneurship workshop

September 18 and 19 2017 at Pakhuset, Kolding

The entrepreneurship workshop brings together people with creative business ideas for a two day workshop and presentation. The goal is to nurture and develop your business idea and give you inspiration to continue.

The workshop is largely dialogue-based and you work with your own ideas, but you also hear about other people's experiences. Whether you have a running business, or you are an entrepreneur in the making there is something to be gained. So you can start looking forward. We sure do!

**PROGRAM – Monday 18 of September 2017, 9.00 am to 4.30 pm**  
Pakhuset, Havnegade 7, 6000 Kolding

- 09.00 Welcome, introduction and ice breaker
- 09.45 Workshop - My outset: Who am I, how far am I, what are my competences, what is my idea and who do I know?
- 10.30 Workshop - Understanding your market and your customers
- 11.30 Lunch
- 12.30 Start up story – Nataalka Hansen owner of Naledi Copenhagen - "This is what I did"
- 13.30 Workshop - Your business vision: "I want to... by... for..."
- 14.30 Walk and talk - Challenges being an entrepreneur in Denmark.
- 15.00 Introduction to pitching: How to pitch your idea
- 15.30 Envision and visualise your business idea
- 16.30 End of day one

**PROGRAM – Tuesday the 19 of September 2017, 9.00 am to 3.30 pm**  
Pakhuset, Havnegade 7, 6000 Kolding

- 09.00 Welcome and catch up
- 09.30 Gameplan: How do I get started and what to prioritise?
- 10.30 Start up story – Janne Høgshøj owner of Danish Connection - "This is what I did"
- 11.30 Lunch
- 12.00 Pitch preparation
- 13.30 Pitching session
- 14.45 What now? Possibilities in Medstrøm
- 15.00 End of camp

*Changes may occur.*



**Teacher:**  
Ivan Tyrsted  
Tyrsted Management



**Project Coordinator:**  
Lærke S. H. Hansen  
IER Development, SDU



**Coordinator/Project Manager**  
Tina Nikolajsen  
Business Kolding



**Entrepreneur Monday:**  
Nataalka Hansen  
Naledi Copenhagen  
[www.naledicopenhagen.com](http://www.naledicopenhagen.com)



**Entrepreneur Tuesday:**  
Janne Høgshøj  
Danish Connection  
[www.danishconnection.dk](http://www.danishconnection.dk)

There is a limited number of places, so first come first served.  
Deadline for applications is Monday the 11 of September.  
Registration do the link [www.businesskolding.dk/entrepreneurship](http://www.businesskolding.dk/entrepreneurship) or use the QR code. If any questions contact Tina Nikolajsen at [tn@businesskolding.dk](mailto:tn@businesskolding.dk).

