



Certificate of Achievement

Noel Leon Kronenberg

has completed the following course:

TECHNOLOGY ENTREPRENEURSHIP: HOW TO START A NEW VENTURE
UNIVERSITY OF TWENTE

This online course addressed three crucial topics along the path towards a financially sustainable venture: 1. how to recognize opportunities; 2. how to evaluate opportunities, and 3. how to exploit opportunities.

3 weeks, 3 hours per week



PD Dr. Rainer Harms
Associate Professor for Entrepreneurship
University of Twente

UNIVERSITY OF TWENTE.



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.

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STUDY REQUIREMENT

3 weeks, 3 hours per week

LEARNING OUTCOMES

- Develop a technology-based business model from a basic idea towards a financially sustainable business
- Apply the principles of Lean Startup as a tool for new venture development
- Recognise the importance of being marketing-oriented and the effects of networks on new venture development
- Use tools for revenue analysis of a new venture

SYLLABUS

- Entrepreneurship
- Opportunity recognition and evaluation
- Lean startup
- Opportunity development: Market segmentation, Customer research, Targeting and positioning
- Opportunity exploitation: Network identification and management, Earning models and financing