

GASC 2014

October 12- 15, 2014

Hotel Reuterhof Darmstadt, Mainzerstraße 168, 64293 Darmstadt

Sunday, 12 October 2014

8:45- 09:00 Opening (Prof. Dr. Bernd Freisleben and Dr. Anis Charfi)

9:00-10:30 Introduction to Entrepreneurship (Prof. Dr. Michael Stephan)

10:30-11:00 Coffee Break

11:00-12:30 Challenge of Managing Innovation (Prof. Dr. Michael Stephan)

12:30-14:00 Lunch

14:00-16:00 Challenge of Protecting Innovation (Prof. Dr. Michael Stephan)

Monday, 13 October 2014

9:00-10:30 Business Model Components (Prof. Dr. Paul Alpar)

10:30-11:00 Coffee Break

11:00-12:30 Financial Evaluation and Cases (Prof. Dr. Paul Alpar)

12:30-14:00 Lunch

14:00-16:00 Business Model Visualization (Prof. Dr. Paul Alpar)

Tuesday, 14 October 2014

9:00-10:30 Management of Technological Innovation (Dr. Sherwat Elwan)

10:30-11:00 Coffee Break

11:00-12:30 Technology S-curves and Timing of Entry (Dr. Sherwat Elwan)

12:30-14:00 Lunch

14:00-16:00 Product Design Principals (Dr. Sherwat Elwan)

Wednesday, 15 October 2014

9:00-10:30 Presentations of the Startup Teams

10:30-11:00 Coffee Break

11:00-12:00 Presentations of the Startup Teams

12:00-12:30 Announcement of the Winners

13:00-14:30 Workshop Banquet Lunch