




Brains versus Capital

Prof. Dr. Guenter Faltn
The Entrepreneurship Foundation Berlin
June 16th, 2013



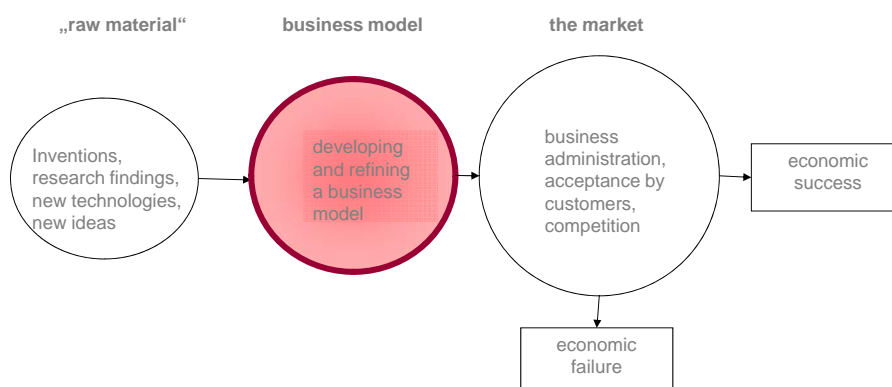
The real act of discovery
consists not in finding new lands
but in seeing with new eyes.

Marcel Proust

Three new paradigms

1. **idea-based business models**
2. focusing on entrepreneurship, not business administration
3. entrepreneurship by components

Success Factors for Start-Ups





The Golden Opportunity

Emphasize on Entrepreneurial Design

Stiftung Entrepreneurship
The Art and Science of Entrepreneurship

Source: Faltn 2013

From an initial idea
to a well developed concept



TEEKAMPAGNE

Function, not convention

Entrepreneurial Design Basics

1. Secure a competitive edge
2. Have a concept how to deal with imitators
("me-too" business models)
3. Prepare for technological obsolescence
4. Prepare for economic obsolescence

Criteria for High Potential Entrepreneurial Design

- Scalability
 - Simplicity
 - Minimize risk
- fast prototyping
"proof of concept" at an early stage



Concept-creative approaches (an innovative concept as the key to success)

- IKEA, Aldi, Body Shop
- Teekampagne, Ebuero, RatioDrink
- Skype, Xing, YouTube, Facebook, Twitter



Three new paradigms

1. idea-based business models
2. **focus on entrepreneurship,
not business administration**
3. entrepreneurship by components



The art and science of being a modern entrepreneur

- Awareness for new trends
- Recognizing new developments
 - in technology
 - in competition and market environment
- Creating new innovative concepts
- Managing their implementation
- Creating enthusiasm, curiosity, humor, a sense of joy, optimism in his or her company

Stiftung Entrepreneurship
The Art and Science of Entrepreneurship
Source: Falitin 2013

Three new paradigms

1. idea-based business models
2. focus on entrepreneurship,
not business administration
3. entrepreneurship by components

The Entrepreneur as a composer

the example: RatioDrink



 **ebuero** AG

Use components!



The old economy



The new, modular-based economy



Entrepreneurship by components

Almost no investment



Almost no fixed costs



There are costs only when sales occur



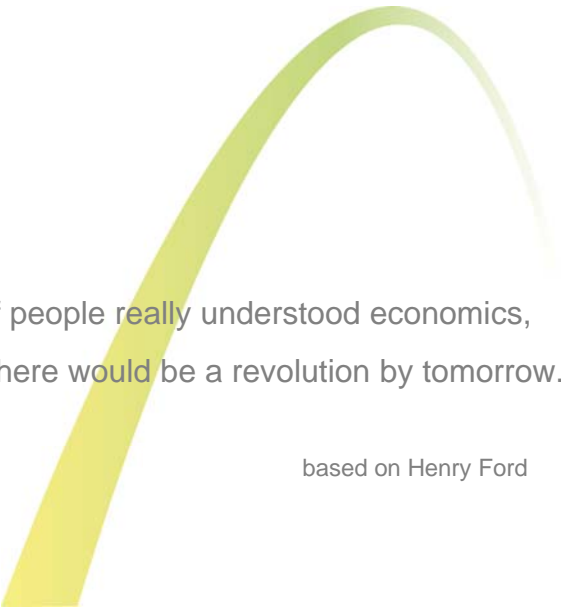
You are professional from the beginning and highly efficient,
virtual and global



Can you build
an industrial complex?

Stiftung Entrepreneurship
The Art and Science of Entrepreneurship

Source: Faltn 2013




If people really understood economics,
there would be a revolution by tomorrow.

based on Henry Ford

Stiftung Entrepreneurship
The Art and Science of Entrepreneurship

Source: Faltn 2013



It's only by entrepreneurship
that you can create an ideal
job description for yourself.



Do good for society.
Get recognition and reputation.

Emphasize on your strengths.
Delegate what you don't like to do.
Balance business and pleasure.
Work and life.

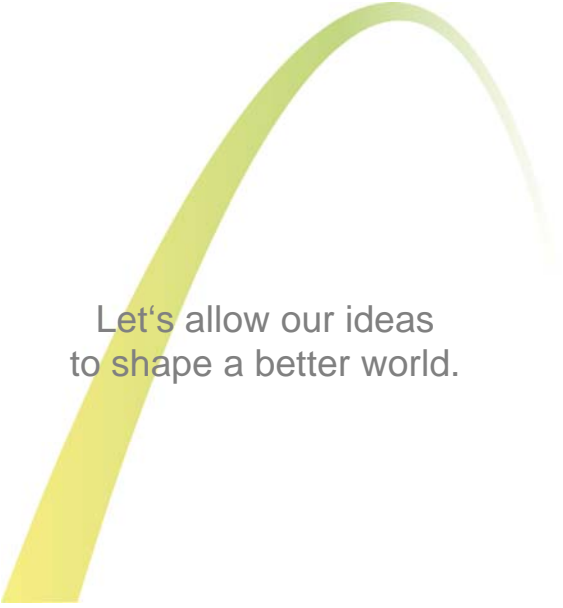
And that's the way to become
economically successful.



The trick is creativity, simplicity and vision.

Take a different view of the world.

Be curious, learn and free yourself
of conventional rules.

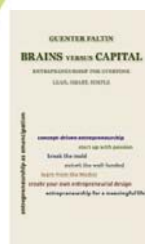


Let's allow our ideas
to shape a better world.



Thank you for your attention

Prof. Dr. Guenter Faltn
The Entrepreneurship Foundation, Berlin
www.entrepreneurship.de



Brains versus Capital