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# Entrehubs

## 2.4 Financial and economic literacy

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# Afternoon workshops in groups

## | Agenda

- 1. Meet the lecturer of the day: Dr. Olaf M. Rottke** **1 pm**
- 2. Short introduction to the assignment by the lecturer**
- 3. Split into work groups and join your group in one of the breakout rooms**
- 4. Short ice-breaker to get to know each other**
- 5. Work in your group, preparing the business case** **(1,5 hours)**
- 6. Come back and present your project in the work group** **3 pm**
- 7. Feedback round**

## 2.4 Financial and economic literacy

### Learning goals

Develop financial and economic know how

- | Estimate the cost of turning an idea into a valuecreating activity
- | Plan, put in place and evaluate financial decisions over time
- | Manage financing to make sure your value-creating activity can last over the long term
- | Develop your practical business case and present it to investors (role play)
- | Be a potential investor and understand how they evaluate business ideas

## Introduction

### My involvement in finance and sustainability

10/1991 – 02/1997	Studies of Economics and Business Administration at <b>Universität Hamburg</b> , Focus: Business Strategy and Management / Controlling
04/1997 – 12/2002	Senior Consultant in <b>KPMG Consulting</b> , Berlin European projects in financials / treasury, restructuring, digitalization (B2B)
01/2003 – 08/2019	Managing Director / CFO in <b>VRR Capital GmbH</b> , Berlin (Single Family Office)
01/2009 – 09/2013	Doctoral studies at the Chair for Corporate Finance (Prof. Dr. José Martí Pellón), <b>Universidad Complutense, Madrid</b> Topic: Financing of family firms with Private Equity / Venture Capital
09/2014 – 11/2015	Project lead “Private Wealth Management within the S-Group” / Post-doctoral Research Fellow at the Chair of Corporate Finance, <b>Zeppelin University</b> , Friedrichshafen
12/2016 – 12/2020	Different research projects, topics: family firms, PE/VC-investors, CSR
Since 09/2019	Managing Director <b>Single Family Office</b> (FamO / PE / Startup-Advisory)
Since 01/2022	Investitionsbank Berlin, Corporate investments (Holding, Startups and ESG)

## Assignment for the afternoon

| Create your own business case –  
Given cases / startup ideas

**Now it is time for action: Please prepare a business case for presentation to investors.**

**You will find 4 startup cases to be prepared for investors presentation (file 22 Cases for the groups.pdf)**

**If you want to chose an own idea as a case just use the case description to structure your own presentation.**

**Please as well take into consideration the different investor types:**

- Family office
- Foundation
- VC funds

**Split responsibilities within your group for financials, non-financials (sustainability), market research a.o.**