

# PRINCIPLED ENTREPRENEURIAL DECISIONS (6 ECTS)



**9 days, 9:30 - 4pm, TUM Campus Garching at UnternehmerTUM  
(Lichtenbergstr 6, room ANTON)**

For founders, future entrepreneurs, project teams & startups

**LEARN HOW TO MAKE GAME-CHANGING DECISIONS  
as taught at Stanford University**



**Jack Fuchs**

Adjunct Professor in Entrepreneurship at Stanford University and ESCP Europe.  
Investor, mentor and Board member.



**Oliver Bücken**

Lecturer at TUM, co-founder of buecher.de and investor in 16+ startups

## Content

- Difficult decisions entrepreneurs face when running companies
- How instilling values and principles improves decision making
- The lens through which investors evaluate entrepreneurial companies
- How to use principles to empower company culture & craft strategy

**Debate with entrepreneurs about their principles & learn from their real cases**



**PROGLOVE**



**13.4**



**Marlena Hien**

Co-Founder & CEO  
Bears with Benefits

**Max Oligschläger**

COO & Co-Founder  
ERC System

**7.5**

**16.4**



**Andreas Loy**

Founder & CEO KONUX



**Clemens Techmer**

Founder & Co-CEO  
ParkHere

**12.5**

**20.4 & 21.4**



**Manuel Bönisch**

Co-Founder ProGlove



**Nicola Kolb**

Co-Founder  
Sitegeist-robotic

**13.5**

**29.4 & 30.4**

**Case TBC**

**APPLY NOW!**