

# PRINCIPLED ENTREPRENEURIAL DECISIONS (6 ECTS)



8 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



16.10



**Vladimir Keil**  
Founder & CEO  
AskLio



**Nico Schoenenberger**  
Investor with 10X  
FOUNDERS

29.10

17.10



**Moritz Knoblauch**  
Co-Founder iuv  
medical GmbH



**Manuel Bönisch**  
Co-Founder ProGlove

30.10 & 12.11

20.10



**Marlena Hien**  
Co-Founder & CEO  
Bears with Benefits



**Clemens Techmer**  
Founder & Co-CEO  
ParkHere

17.11

27.10



**Andreas Loy**  
Founder & CEO KONUX

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