

# PRINCIPLED ENTREPRENEURIAL DECISIONS (6 ECTS)



7 days, 9:30 - 4pm, TUM Campus Garching at UnternehmerTUM  
(TUM ERI room 3 or 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

NAVVIS



10X FOUNDERS

luminovo

Secfix

RYVER AI

18.10



**Sebastian Schaal**  
Founder Luminovo



**Fabiola Munguia**  
Co-Founder Secfix

11.10

21.10



**Andreas Loy**  
Founder & CEO KONUX



**Thomas Kirchner**  
Founder ProGlove

13.11

22.10



**Nico Schoenenberger**  
Investor with 10X FOUNDERS



**Georg Schroth**  
CTO & Co-Founder NavVis

25.11

31.10



**Kathrin Khadra**  
Co-Founder & Tech RYVER.AI

**APPLY NOW!**