

## High Tech Entrepreneurship Managing Innovation Variety And Uncertainty

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High-Tech Entrepreneurship | Managing Innovation, Variety ...

High-tech businesses form a crucial part of entrepreneurial activity - in some ways representing very typical examples of entrepreneurship, yet in some ways representing quite different challenges. The uncertainty in innovation and advanced technology makes it difficult to use conventional economic planning models, and also means that the management skills used in this area must be more responsive to issues of risk, uncertainty and evaluation than in conventional business opportunities.

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From researcher to entrepreneur. Scientific knowledge gained in research is an excellent basis for founding innovative startups. What has had a long tradition in Georgia Tech, MIT and Stanford is gradually being established at German universities. Combining scientific knowledge gained during a doctorate and sufficient venture capital can lead to rapidly growing technology companies that offer young academics exciting prospects in life.

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The Master of High Tech Entrepreneurship methodology combines the fundamentals of technology entrepreneurship, pioneered in Silicon Valley, with the processes developed by leading technology entrepreneurs and accelerators, such as Y Combinator and company builders such as Rocket Internet to quickly start and accelerate technology companies. To gain practical experience alongside the theory, students form teams and work on real-world startup companies within those teams.

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Most high-tech entrepreneurs acknowledge that an overload of managerial tasks keeps them from advancing innovation in their startups. However, they are often times reluctant to introduce middle management because of a fear that the resulting bureaucratization will stifle innovation. Our study shows that these fears are not justified.

## Organizational design choices of high-tech startups: How ...

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Managing Technology Entrepreneurship and Innovation is the first textbook for non-business based entrepreneurship courses, focussed on students with a background in science and technology. Its comprehensive, rigorous and yet accessible approach originates from the authors' considerable experience mentoring students as they turn their technological ideas into real-life business ventures. .