Executive Master in Digital Innovation and Entrepreneurial Leadership

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ESCP Europe
quick facts

6 urban campuses

3 international accreditations AACSB, EQUIS and AMBA

150 research-active professors representing 20 nationalities

130 academic alliances worldwide

5,000 students representing 100 nationalities

5,000 managers and executives in executive training each year

55,000 alumni in 150 countries worldwide

The World’s 1ST Business School (est. 1819)

A full portfolio Bachelor, Masters, MBAs, PhDs and Executive Education

Worldwide Financial Times

#2 Master in Finance

#5 Master in Management

#11 Executive MBA

#13 European Business Schools

Accreditations

ESCP Europe is among the 1% of business schools worldwide to be triple-accredited.

ESCP Europe rankings & accreditations

Executive Master in Digital Innovation and Entrepreneurial Leadership

DESIGNING TOMORROW
Welcome to the Executive Master in Digital Innovation and Entrepreneurial Leadership (EMDIEL).

The influence of digital technologies and the way they are changing business, society and our personal lives are omnipresent. The digital economy is at the top of everyone’s agenda, be it at international summits, in government, in research and development, think tanks and corporations.

Digital innovation or Industry 4.0 have become synonymous with the transformation of industry structures and the way we interact. We observe that boundaries between industries are changing and innovation opportunities may come from unforeseen sectors or technological breakthroughs. Big data analytics, cloud technologies and digital platforms allow constant innovative ways and opportunities and confront everyone with fundamental change and a democratisation of competition.

Even if the term “digitisation” will likely change, the realities behind it are very real and will stay. This transformation requires a mindset and skill set to shape and leverage this change. We at ESCP Europe believe that the world needs entrepreneurial leaders at every level of any kind of organisation in our society. It is our target to prepare them for this fundamental change and equip them with the tools and an open mindset to confront the challenges and to leverage new opportunities. The Jean-Baptiste Say Institute for Entrepreneurship developed the Executive Master of Digital Innovation and Entrepreneurial Leadership (EMDIEL). Together with a network of experts, we created an agile and inspiring learning environment that allows participants to develop entrepreneurial leadership capabilities and to shape digital innovation opportunities.

Are you ready to be part of this learning experience and to develop your entrepreneurial leadership skills? Join us and our extensive Jean-Baptiste Say Institute network and experience new, sometimes even subversive forms of innovation and entrepreneurship.

Sincerely

Sylvain Bureau
Scientific Director,
Jean-Baptiste Say Institute,
ESCP Europe Paris

Jacqueline Fendt
Founder Chair of Entrepreneurship,
Jean-Baptiste Say Institute,
ESCP Europe Paris

René Mauer
Academic Director EMDIEL
& Scientific Director
Jean-Baptiste Say Institute,
ESCP Europe Berlin

Sylvain Bureau
Scientific Director,
Jean-Baptiste Say Institute,
ESCP Europe Paris

Jacqueline Fendt
Founder Chair of Entrepreneurship,
Jean-Baptiste Say Institute,
ESCP Europe Paris

The Jean-Baptiste Say Institute
Institute for entrepreneurship

The Jean-Baptiste Say Institute was named in honor of the “entrepreneurship” concept promoter who, in 1819, co-founded the first business school in the world: ESCP Europe.

The Jean-Baptiste Say Institute relies on a unique European network. The institute replaces the Entrepreneurship Chair, which was created 11 years ago by ESCP Europe, to accelerate its action plans on the 6 European campuses, and to prepare tomorrow’s managers for profound changes in the world of work. The Institute is backed by the momentum of ESCP’s European platform and other significant resources devoted to its European expansion.

Research and expertise: an international team of 50 researchers and teachers & more than 50 international publications per year

Training: the most innovative European school for training in entrepreneurial methods

The Blue Factory: a global European incubator (from emergence to acceleration) with more than 150 innovative projects accompanied each year

The alumni club has already created hundreds of innovative projects, and more than 20 companies (>1M € turnover)
programme

In the digital era, we are witnessing a democratisation of competition and a constant need for change. With infinitely scalable computing, talent can be acquired on-demand, manufacturing and distribution are only a click away.

Companies — be it a corporation or a start-up — have to constantly ask themselves, “What business am I in?” and “How can we create on-demand high quality experiences?” To identify, create and deploy opportunities that have an impact and to reinvent business, we need entrepreneurs and that respective mindset at any level in any kind of organisation.

ESCP Europe’s Executive Master in Digital Innovation and Entrepreneurial Leadership (EMDIEL) sets out to unleash this awareness and to develop the necessary skills for conceptualisation and entrepreneurial leadership. The capability to shape and steer a course is equally important to a corporate intrapreneur, as it is to entrepreneurs seeking to launch or grow businesses, to family business successors, internal venture project managers or specialists such as engineers or professionals seeking to re-orient their careers.

To achieve these goals, we created a part-time global Executive Master Programme, based in Berlin. The programme takes 15 months to complete, followed by a period of three months to write the thesis. The programme is divided into five modules of one to two weeks, including sessions at three European ESCP Europe locations and two global immersions in China and the USA. At the end of the programme you will receive the degree “Master in Digital Innovation and Entrepreneurial Leadership”.

In each module, state-of-the-art Business and Entrepreneurial Open Learning is iterated by leading academics and top professionals acting in teams (Tandem Learning & Teaching). Real-life hands-on projects, events and the management of a community around your project combine conceptual and experiential learning through discovery and practical application of the digital innovation and entrepreneurial leadership tool box.
take-home values

In an inspiring and agile learning environment, take-home values are:

• An opportunity-centred mindset for capitalising on and executing ideas
• Mastery of key entrepreneurial methods and digital toolbox as well as social media savvy
• Tangible advancement of a venture project through discovery, practical application of innovation and entrepreneurship toolbox (conceptual and experiential learning)
• Experience a maximum diversity of tutors, mentors and participants with backgrounds in global business, science, art and design
• Experience and become a part of the Jean-Baptiste Say Institute for Entrepreneurship
• A solid network between leading corporations and the start-up scene in Germany, Europe and beyond
• Easy access to media and financing partners for deal flow acceleration
• A personal network for life: coaching, mentoring, business opportunities, access to events, homecomings
• Radical personal and leadership growth

target group

Our Executive Master Programme welcomes participants from diverse educational backgrounds with a minimum of three years of professional experience.

This could be:

INTRANPRENEURS
Internal venture project managers and talents within a company having an interest in/responsibility for innovation and new business creation.

SPECIALISTS
Specialists seeking to re-orientate their career — engineers, scientists, physicians, professionals, designers, media specialists.

ENTREPRENEURS
Entrepreneurs, family business successors and venture project managers seeking to launch or grow businesses.

We foster a diversity of backgrounds in our programmes. It allows the participants to learn from each other, build a lifelong network and understand the power of open innovation and knowledge, co-construction in teams and organisations.
MODULE 01
ESSENTIALS AND ADVANCES IN DIGITAL INNOVATION & ENTREPRENEURSHIP

Courses:
- Introduction to digital entrepreneurship and innovation
- Technological fundamentals of digital innovation
- Entry forms to innovation and entrepreneurship

Additional Features:
- Meet your mentor
- Project incubation in ESCP Europe’s Blue Factory
- Pitch-training and event
- Introduction to 3D-printing & prototyping

Berlin: 01.04.19 – 14.04.19

MODULE 02
INTERNATIONAL ENTREPRENEURSHIP

Courses:
- Business model validation & beta testing in China
- International entrepreneurship strategies – doing business in China

Additional Features:
- Meet Shanghai-based start-ups and successful entrepreneurs
- Introduction to Chinese business culture

Shanghai: 26.05.19 – 31.05.19

MODULE 03
THE BUSINESS OF SOCIETY — IMPLICATIONS OF DIGITAL TRANSFORMATION

Courses:
- Business for society: Prototyping for entrepreneurs
- Business modelling: Novel opportunities and challenges through digital transformation
- Soft skills for entrepreneurs: Stakeholder management and event creation

Additional Features:
- Introduction to coding and design
- Incubation in the Paris Blue Factory infrastructure
- Active immersion in and contribution to the ESCP Europe Entrepreneurship Festival
- Become part of ESCP Europe’s entrepreneurs network in Paris

Paris/London: 14.10.19 – 22.10.19

MODULE 04
THE WORLD’S MOST POWERFUL VENTURE COMMUNITY

Courses:
- Entrepreneurial ecosystems
- Entrepreneurial finance & execution

Additional Features:
- Silicon Valley @ work: catch a glance of the world’s most powerful venture community
- Visit of innovation leading companies

Silicon Valley: 09.02.20 – 14.02.20

MODULE 05
VENTURE GROWTH, EXECUTION AND LEADERSHIP

Courses:
- Scale up of entrepreneurial ventures
- Driving & managing growth and value creation
- Trends and challenges in digital innovation and entrepreneurial leadership

Additional Features:
- Project incubation in ESCP Europe’s Blue Factory
- Final project pitch

Berlin: 15.06.20 – 26.06.20
One of Europe’s youngest and fastest-growing cities, Berlin is on many tech-watchers’ short-lists today. Low space costs, high quality of life, and a broad multinational talent pool have drawn entrepreneurs from all over Europe and beyond. With the second-highest percentage of immigrant founders (43%) after Silicon Valley, Berlin’s start-up scene is also one of the world’s most globally focused. With Berlin being home to a few global hits, including Angry Birds and Babble, the 1+ million subscriber language-learning platform, many observers believe it’s a market worth watching.

Valérie-Esther Penda
Ethics and Compliance Manager, SoLocal Group (France)

Create and dare like a child but produce and present yourself like a pro! This is something very helpful I learned during the first module in Berlin and it is on my mind every day. The Improbable art thinking workshop with Sylvain Bureau got me quickly into the game, the real game of the entrepreneurial world where everything is about thinking out of the box, changing paradigms and transforming reality — this is what makes you a successful entrepreneur!

And Berlin wouldn’t be Berlin without all the brilliant participants from different countries and the great teachers. We talked, argued, worked hard, laughed, shared and most of all we elevated each other.
London

DESIGNING TOMORROW

Each of the world’s technology hubs has something special to offer, and London is no exception. Although the city has a range of start-ups on offer, it’s the City with a capital C that dominates the London start-up scene. When it comes to financial technology, London is in a class by itself. In 2016, London’s FinTech start-ups attracted $3.49 billion in venture capital, more than all other European cities combined. From TransferWise, the successful peer-to-peer money transfer service to Zopa, a peer-to-peer lender, to Revolut, an online banking platform that has attracted 900,000 users and raised $90 million, the promise of disruption in financial technology seems likely to be filled here first.

When it comes to financial technology, London is in a class by itself.

Luis Schliesske
Venture Building & Consulting, Konfid.io (Germany)

In London, we got incredibly valuable insights into business models around scale-ups. Knowing everything about how well your start-up’s business model fits to scale, and how to scale up, is the pinnacle that separates successful start-ups from the graveyard of great ideas with business models that were not fit for scaling.
From the early 1800s, when ESCP’s co-founder, the economist Jean-Baptiste Say, invented the word and the concept of the entrepreneur, until today, Paris has often been at the forefront of innovation. In retail, in entertainment technology, and in medicine, a lot of the modern world wouldn’t exist without French inventors. Now, with the recent opening of Station F, the world’s largest start-up campus, and the pro-business attitude of the new government, Paris may be on track to regain its traditional status as one of the world’s most important centre of original thinking and innovation. Can the city succeed? Our entrepreneurship programme will let you judge for yourself.

Jan-Malte Vogelsmeier
Head of Global Project Management Office, arvato, Bertelsmann (Germany)

Nolan Bushnell describes Entrepreneurship by saying "the true entrepreneur is a 'doer' not a dreamer." Throughout our module in Paris we learned what that means in practice: Each of us started with nothing but an idea on a blank sheet of paper and just a few days later we exposed, pitched and defended our ideas in public. The ESCP Europe network of entrepreneurs and professionals co-facilitated our "doing" with tools while insights into start-ups from Paris framed our entrepreneurial mindsets.
Already one of the world’s most vibrant cities, Shanghai is now focused on becoming an epicenter of start-up development. This is saying a lot for a country that is in any case a leader in many of the most innovative technologies that, according to experts, will matter the most over the next 30 years: for example artificial intelligence, genetic engineering, and solar energy. Explore facets like supportive government agencies prepared to support promising concepts with a variety of subsidies and other incentives. Experience the proximity to one of the world’s largest and most advanced online audiences, and a deep and diversified talent pool that includes Shanghai’s 20+ million people as well as 200,000+ expats from 27 countries. Come and see first hand!

Shanghai is becoming an epicenter of start-up development.

Yahya Warrak
Director Digital Payments & Labs (Middle East & Africa), Mastercard (United Arab Emirates)

I had read a lot about China before the EMDIEL, but when I traveled there during the Shanghai module, I had a completely different experience — I was able to see things that I wasn’t able to read about. Traveling to Shanghai gave me access to the fastest-growing areas in the world and made me understand Asia better. I was able to test out ideas with both professors and classmates and get feedback. This advanced my decision-making skills which I am able to apply in my current job.
If you want to make a movie, go to Hollywood. If you want to change the world, move to San Francisco or Silicon Valley. Currently home to over 90 unicorns (start-ups that are now worth more than $1 billion), the legendary tech corridor remains the epicenter of technology talent and capital. Competition is stiff — over 50 new companies start chasing the dream every month — but the opportunities are still vast: nearly half of all US venture capital, $30 billion, lands within a few kilometers of Highway 101. The future’s address isn’t necessarily on Infinite Loop, Sand Hill Road, or Market Street. Then again, it might be. This module will let you see for yourself.

San Francisco

Silicon Valley is currently the home to over 90 unicorns.

Lennart Paul
Founder, warenausgang.com
Partner, eTribes Corinect GmbH (Germany)

It is an amazing opportunity to meet with so many high-profile VCs and Entrepreneurs. Those people have already pushed some boundaries and to learn from them first hand is a unique chance to enhance yourself.
The Blue Factory stands at the heart of ESCP Europe’s entrepreneurial community. Students, professors, alumni and the Jean-Baptiste Say Institute’s network and partners are mobilized to make your project a success.

Whilst the majority of our participants return between modules to their respective corporate settings, some of our participants enjoy the opportunity to pursue their business and innovation idea from the Blue Factory facilities.

Benefit from the Blue Factory infrastructure and immerse in the entrepreneurial community:
- Get access to financing and support for your venture.
- Get access to coaching and mentoring.
- Be able to think, design, validate, launch and implement your venture.

As an ESCP Europe student, you are immediately part of our entrepreneurial ecosystem. Even better: you will never lose this status. Whenever you want to take an entrepreneurial turn in your career, you may return on ESCP Europe’s campuses as alumnus for incubation and support.
As part of our tandem approach, a pedagogical team composed of academics, professionals and specialists construct learnings together. Some of our team members are:

**ACADEMIC FACULTY**

**René Mauer**
Academic Director EMDIEL, ESCP Europe Bélin

René Mauer is Professor for Entrepreneurship and Innovation at ESCP Europe Bélin Campus. He is the Academic Head of the EMDIEL programme, as well as for other programmes such as U-SCHOOL and OPTION E. His area of expertise is entrepreneurial decision-making in venture and corporate contexts. Recent papers appeared in the field’s leading journals such as the Strategic Entrepreneurship Journal and the Journal of Business Venturing. In practice projects he has been working together with SMEs and larger companies such as BASF, BMW, Deutsche Post DHL or P & G. René has worked for 3M, in SMEs and larger companies such as BASF, ThyssenKrupp, Siemens, MAN, Coca-Cola, Deutsche Bank and Bertelsmann. Recent publications have appeared in magazines such as California Management Review, Journal of Business Strategy and The Economist. He frequently speaks at industry conferences and events.

**Jacqueline Fendt**
Founder Chair of Entrepreneurship, Jean-Baptiste Say Institute, ESCP Europe Paris

Jacqueline joined ESCP Europe in 2006. She set up the Chair of Entrepreneurship (ChairEEE Europe, now Jean-Baptiste Say Institute) in 2007. Jacqueline Fendt founded, accelerated and sold her first company between age 23 and 27 in Malta. Back in Switzerland, she embarked on a corporate career with executive positions at Ciba-Geigy Basel (now Novartis), Digital Equipment Corporation (now HP) in Zurich and Siber Hegner Group in Tokyo. In 1994 she was appointed CEO of Swiss Shipping and Neptune Corp. Ltd (now Rhenus) which she radically restructured. In 1997 she was appointed Head of Expo 01 by the Swiss Government (over EUR 200 million raised) and in 1999 she founded and chaired Business Angels Suisse. Since 2010, Jacqueline is an expert in innovation and entrepreneurship at the European Commission. She also serves on the Boards of international companies and is a long-standing trustee of the International Center for Economic Growth (www.iceg.org) in California.

**Sylvain Bureau**
Scientific Director Jean-Baptiste Say Institute, ESCP Europe Paris

Sylvain is an Associate Professor at ESCP Europe and Ecole Polytechnique. His research and classes focus on an entrepreneurial and collaborative economy. For several years, he has been developing innovative experiments to teach entrepreneurship both to students and executives. Two of his main projects are improbable (e.g. creation of a piece of art, awarded by EFMD at Babson College) and the EntrepreneurShip Festival (e.g. creation of an innovative event). These experiences assist in learning entrepreneurial practices by practicing adversive thinking and community building. Sylvain also has a keen interest in new technologies and their impact on societies. He heads diverse digital innovation labs, such as the RFID Lab (Europe).

**Davide Sola**
Associate Professor of Strategy, ESCP Europe London

Davide is Associate Professor of Strategy and former Director of ESCP Europe London Campus. His teaching is in the organisational and strategy area — in particular he teaches business strategy, change management and organisational design. Following his graduation at ESCP Europe he became involved in several technology start-ups. Subsequently he moved to join the Hartley Investment Trust, and later to McKinsey & Co. where he was in charge of several projects ranging from post-merger integration to turnaround of state-owned companies. He was also part of a team responsible for setting up the fifth ESCP Europe campus in Torino, Italy. His research interests are in corporate transformation, strategic renewal, entrepreneurship and applied enterprise economics.

**Yi Jiang**
Assistant Professor of Entrepreneurship, ESCP Europe Paris

Yi is an Assistant Professor of Entrepreneurship at ESCP Europe. Before joining ESCP Europe, Yi earned her Ph.D. degree at Grenoble Ecole de Management. Yi’s research and teaching interests revolve around challenges founding teams meet during the new venture creation processes — with particular emphasis on the effectuation and attentional allocation mechanism. She is specialised in process study and has worked closely with Chinese entrepreneurs over three years on her research projects. She regularly presents her research at leading international conferences, such as the Academy of Management (AOM), Babson, etc. During her Ph.D. years, her research was published in the International Journal of Technology Management.

**Martin Kupp**
Associate Professor of Entrepreneurship and Strategy, ESCP Europe Paris

Martin Kupp is Associate Professor for Entrepreneurship at ESCP Europe Paris Campus, and a visiting professor at EGP Business School in Portugal and the European School of Management and Technology in Berlin. Martin’s areas of expertise are strategic innovation, competitive strategy and organisational creativity. He has worked for Bosch, ThyssenKrupp, Siemens, MAN, Coca-Cola. Deutsche Bank and Bertelsmann. Recent publications have appeared in magazines such as California Management Review, Journal of Business Strategy and The Economist. He frequently speaks at industry conferences and events.

**Laure Helfgott**
Affiliate Professor of Leadership, Soft Skills and Change Management, ESCP Europe Paris

Laure Helfgott is an Affiliate Professor at ESCP Europe and an Executive Coach, who has lived and worked in Paris, Brussels, Milan and Madrid. She teaches ‘Soft Skills’, Leadership, and Change Management in Executive Programmes and at the Chair of Entrepreneurship. As an Executive Coach, she conducts team coaching programmes, individual coaching sessions, and music workshops aiming at developing agility, listening and cooperation skills and improvisation. A recent publication has appeared in Start Les Echos focusing on Entrepreneurship and Burnout.

**Yi**
Assistant Professor of Entrepreneurship, ESCP Europe Paris
Marc Sasserath
Founder of Sasserath Munzinger Plus & Affiliate Professor ESCP Europe Berlin

Marc Sasserath is co-founder of Sasserath Munzinger Plus, a brand consultancy that works out of Berlin and Milan for some of the world’s best and most ambitious brands. He was born into an entrepreneurial family which started its first business in 1871. However, instead of joining the family business he decided to become a globally-oriented brand strategist working with groups such as Saatchi and BBDO before starting Publicis Sasserath and later Supermarque and Sasserath Munzinger Plus.

Peter Borchers
Founder of hub:raum & Advisor to Alliag SE and the Group Chief Digital Officer

Peter Borchers is advisor to Alliag SE and the Group Chief Digital Officer. Before that, Peter founded hub:raum, Deutsche Telekom’s global incubator, and T-Innovations, an internal innovation accelerator for Deutsche Telekom. In his earlier life, Peter was one of the founders of everseven, one of the first online marketplaces for freelance jobs. He is also an active angel investor, start-up mentor, author and keynote speaker. As a member of the Digital Advisory Board at the Federal Ministry for Economic Affairs (BMWi), Peter serves the German Government and advises on issues of the digital economy.

Gunnar Groef
Co-Founder of Deutsche Ventures & Affiliate Professor ESCP Europe

Gunnar Groef is co-founder and CEO of Deutsche Ventures and Affiliate Professor at ESCP Europe Paris Campus. He studied industrial engineering in Berlin and Shanghai and graduated at the Technical University Berlin (Diplom-Ingenieur), ESCP Europe (MIM Paris-Oxford-Berlin) and at Ecole Nationale d’Administration in France (ENA). He has founded several companies — Artiga, Index Europe, which he sold to Index Corp. in Japan, and DHL Globalmail, which grew significantly under his leadership, after integration in Deutsche Post Group.

Margaux Derhy
Founder of La Petite Etoile

Margaux Derhy is founder of La Petite Etoile, a business development agency that supports entrepreneurs in preparing their business plan, the financial forecast and a pitch before meeting investors. Until now, she has supported more than 250 entrepreneurs, mainly in online business. Margaux is co-author of ‘Backpack’, a guide for entrepreneurial adventures, and ‘Mutation’, a book focusing on social entrepreneurship. In addition, Margaux shares her knowledge as coach and teacher at business schools like ESSEC, EPITECH and Ecole Polytechnique.

Meike Müller
Founder of One to Smile

Meike’s passion is to unleash potential with innovative approaches that challenge the status quo — applied to people, organisations, business models, and products & services. She has been an entrepreneur all her working life. After selling the shares of her first company mc-quadrat — which combined think tank, strategy and brand consultancy — she built a start-up offering digital personalisation add-ons called One to Smile. Finally she turned this venture into a distributed organisation that gave her more (head)space to work on new ventures and as a hands-on digital transformation strategist. She helps companies to innovate and get ideas off the ground and into practice. Meike studied Economics at the University of Bonn, ESADE/Barcelona and holds her degree from the private University of Witten/Herdecke. She is a trained mediator and holds an Entrepreneurial Master Degree from MIT, Boston. She lectures at U-SCHOOL & EMDI and supports start-ups and students as a mentor.

Uli Schmitz
Managing Director of Axel Springer Digital Ventures GmbH

Uli Schmitz is Managing Director of Axel Springer Digital Ventures GmbH and responsible for investments in companies with new or disruptive business models. After studying Electrical Engineering and graduating with a doctorate at the Technical University of Darmstadt he held several leading positions in R&D at Siemens and Vodafone. 2001 he joined Axel Springer where he was involved in the digital offensive of the company, i.a. as CTO of the Electronic Media Division. Uli belongs to the founders of the Axel Springer Plug and Play Accelerator as well as the U-SCHOOL.

Meike Müller

Executive Master in Digital Innovation and Entrepreneurial Leadership
selection of mentors

We work with mentors from many different industries, amongst others:

Max von der Ahé  
Co-Founder  
betahaus

Wolf von Bernuth  
Managing Partner  
VON BERNUTH Rechtsgesellschaft mbH

Peter Borchers  
Advisor  
Allianz SE / Group Chief Digital Officer, founder of hub:raum

Stephan Breidenbach  
University Lecturer, Mediator and Legal Tech Entrepreneur

Nicola Breyer  
Head of Commercial Growth Strategy  
PayPal

Lothar Eckstein  
Co-Founder  
Tchop.io

Hartmut Engler  
Board Member  
Gegenbauer Holding SE & Co. KG

Manuel Funk  
Managing Partner  
Honeypump GmbH

Gunnar Graef  
Co-Founder  
Deutsche Ventures GmbH

Julie Guth  
Freelance Advisor & Lecturer

Robert Henker  
Research Associate  
Hasso Plattner Institute for Digital Engineering

Frank Henrich  
Partner  
BearingPoint GmbH

Christopher Kabakias  
Communications Consultant, Speaker & Business Coach

Toni Kappes  
CEO  
Commandante Berlin GmbH

Robert Klanten  
CEO & Founder  
Die Gestalten Verlag GmbH

Ulrich Kleipaß  
Head of Innovation Berlin  
ERGO Group AG

Stefan Kniess  
Managing Director  
iq media marketing GmbH

Andreas Knorr  
Director Marketing  
Wall AG

Rahmy Kress  
Chief Digital Officer  
Henkel

Oliver Kretzgler  
Senior Project Leader  
SBB CFF FFS

Simon Loebel  
Co-Founder & Managing Partner  
Sasserath Kienbaum Plus Limited

Oliver Mackprang  
Manager Strategy and M&A  
MOIA - Tochter der Volkswagen AG

Meike Müller  
Owner  
One to Smile GmbH

Tim Nixdorff  
Founding Partner  
legend: Creators & Innovators

Jörg Rheinboldt  
CEO  
Axel Springer Plug & Play Accelerator

Marc Sassereth  
CEO & Founder  
Sasserath Munzinger Plus GmbH

Marc Schmitt  
CEO & Co-Founder  

Ulrich Schmitz  
Managing Director  
Axel Springer Digital Ventures

Ogan Tamer  
CEO & Founder  
Moema Espresso Republic GmbH

Marcel Vandieken  
Partner  
SMP AG Strategy Consulting

Sascha Wolff  
Freelance Design Thinking Consultant

Georg von Waldenfels  
Executive Vice President Consumer Solutions  
Wirecard Technologies GmbH
Executive Master in Digital Innovation and Entrepreneurial Leadership

DESIGNING TOMORROW

13

how participants benefit

Laura Weritz
Brand Consultant, Sasserath Munginger Plus GmbH

Innovation and change management are key issues for many of our clients – from young start-ups to traditional corporates. To foster innovation and at the same time maintain a consistent and strong brand identity is one of the big challenges. Acquiring a profound knowledge in this field within the scope of the master programme is really helpful for my everyday work as a brand consultant.

Victor Thoma
Project Manager Innovation Lab, ERGO Digital Ventures GmbH

The programme helps innovation managers like me to work more as an entrepreneur in their company and to become faster in their projects. Getting to know the latest tools and methods, the EMDIEL prepares oneself systematically for being an entrepreneur. The modules abroad enable me to explore innovation beyond my regional borders.

Manuel Diekmann
Director Operations, Arvato Financial Solutions

The EMDIEL plays a significant role in my personal and professional development. It not only provides me with valuable tools, but especially changes my way of thinking. Sometimes it is simply not about planning everything, but about being flexible and open for other, new perspectives. The EMDIEL helps me to become the opposite of a rigid manager.

Florian Mock
Project Manager, Porsche Consulting GmbH

The EMDIEL is truly hands-on. We are really getting things done. I think the output we deliver every day is amazing. Even after six years consulting experience, focusing on digitalisation, I am amazed by the amount of insights and learnings that I am taking with me each day in this Master.

Oliver Neumann
Co-Founder, OptioPay GmbH / Cargo One GmbH

The EMDIEL connects business leaders and specialists around the globe in a single executive programme. It offers an enriching first-hand insight into the daily challenges of founders in various settings. The programme provides a forum for exchange and puts my hands-on experience as a founder in a context with the academic framework. All in all, the EMDIEL makes me more resourceful and creates a strong relationship across continents.

Matthias Trummer
Attorney-at-Law, PwC Legal Austria

For me, one of the greatest aspects of the programme is the interaction with my mentor Toni. Due to his broad range of experience, Toni has been supporting me in my project since we first met in Berlin. I am really fortunate as he is not only providing me with goal-oriented advice to push the progress of my project, but in particular he is always presenting loopholes, should I have reached the very end of a blind alley. As if that was not enough, a great friendship between us has developed.

Hilary Klassen
Founder & CEO, Quahog

After working several years internationally with large companies and start-ups, a classical MBA seemed outdated. This is an innovative, future-oriented programme where co-creation and international experiences are paramount, coupled with some of the best professors in entrepreneurship who push us to think differently and creatively to constantly produce and learn. It is the trailblazer for how Master’s programmes should be both grounded in academics and reality, customized to the participant’s interests.

Luís Viegas Cardoso
Policy Adviser to the Head of the Political Strategy Centre, European Commission

The programme directly contributed to improve my academic and business knowledge on technology, innovation and entrepreneurship, something that I was looking for in order to improve my digital skills. The combination of lectures with business visits and meeting start-up projects is highly valuable to understand how the economy and the society are rapidly changing. Personally, the immersions into Shanghai and Silicon Valley were extremely important to realise how global economies are evolving in the tech scene and the way Europe should react to assume digital leadership.

Matthias Trummer
Attorney-at-Law, PwC Legal Austria

For me, one of the greatest aspects of the programme is the interaction with my mentor Toni. Due to his broad range of experience, Toni has been supporting me in my project since we first met in Berlin. I am really fortunate as he is not only providing me with goal-oriented advice to push the progress of my project, but in particular he is always presenting loopholes, should I have reached the very end of a blind alley. As if that was not enough, a great friendship between us has developed.

Tobias Krauß
Co-Founder, flexperto GmbH

The EMDIEL gives me the opportunity to develop new creativity and ways of thinking in order to approach challenges in my everyday life as a founder. I also profit from the exchange with my outstanding, experienced and motivated fellow students as well as the numerous company visits in the worldwide innovation hubs.

Samy Ben Jega
Brand and Communication Manager South Europe, Essity PH

Hard thinking and hard practicing in an inspiring global approach reflect the essence of EMDIEL. This innovative programme makes you experience the process and the ups and downs of what entrepreneurship is made of. It is a journey that will troubleshoot ideas and challenge the beliefs to be stronger in the intrapreneurship and entrepreneurship approaches. A joyful moment!
alumni association & alumni network

ESCP Europe Alumni is an international and rich network of 50,000 members. Worldwide, ESCP Europe Alumni supports its members by boosting their career, developing their network and promoting the ESCP Europe brand. We offer you professional services in several languages, as well as physical and digital links to stay connected and share your experience and expertise.

Our entrepreneurship community, which includes all alumni, mentors and professors, meets regularly. For example at our yearly community event at ESCP Europe Berlin in April.

Stay updated: www.escpeurope-entrepreneurship.de

admission requirements & application

The Executive Master Programme welcomes participants from diverse educational backgrounds. Your profile should fit the following criteria:

- Graduate degree (Bachelor or higher)
- Business administration knowledge recommended (can be acquired through e.g. pre-Master courses)
- 3 years professional work experience
- Proficiency in English

ADMISSION PROCEDURE

Our admission procedure has three steps.

1\textsuperscript{st} Online Submission
Step one is the online submission of the following documents:
- Completed online application form (please contact Sven Scheid: sscheid@escpeurope.eu)
- A one-page letter of motivation, including a short description of a project, idea or questions you would like to work on or develop during the Executive Master Programme
- A recent CV
- Copies of all diplomas and degree awards; with full grade transcripts
- Two reference letters by selected persons with a professional/academic background

2\textsuperscript{nd} Interview
Candidates whose application has been successful will be invited to attend the second stage of the process, a personal interview with members of the Admission Committee made up of ESCP Europe academics and selected experts in the field of digital innovation and entrepreneurship.

3\textsuperscript{rd} Final Decision
In step three, the Admission Committee conducts a full review of your application and reaches a final decision. All eligible candidates will receive a letter of acceptance.

fees & scholarships

TUITION FEE
Tuition fees are set at € 29,300 for the 2019/2020 academic year. This includes breaks and evening activities. Travel and accommodation expenses are the participant’s responsibility.

SCHOLARSHIPS
We provide selective scholarships for e.g. women, entrepreneurs, NGO/Not-for-Profit organisations taking part in the programme and committing time, knowledge and resources to build an active and inspiring community around our Master Programme.

For more information please contact:
Sven Scheid
Head of MBA / Executive Degree & Entrepreneurship Programmes
sscheid@escpeurope.eu
+49 30 32 007 127

get in touch with us

• Online
• On-campus
• At our events

Get updates on our website: www.escpeurope-entrepreneurship.de
Executive Master in Digital Innovation and Entrepreneurial Leadership

DESIGNING TOMORROW

ESCP Europe is among the 1% of business schools worldwide to be triple-accredited.

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