PRINCIPLED ENTREPRENEURIAL DECISIONS

Learn how to make game-changing decisions as taught at Stanford University

- Difficult decisions entrepreneurs face when running companies
- How instilling values and principles improves decision making
- The lens through which investors evaluate entrepreneurial companies

**By Jack Fuchs,** Stanford Professor
Lecturer and Adjunct Professor in Entrepreneurship at Stanford University, TUM and ESCP Europe. After a career as an entrepreneur, Jack is now an investor, mentor, Board member and lecturer.

**Oliver Bücken,** Lecturer
Lecturer at TUM, Founder, Investor and Board Member

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

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