

DTU STARTUP 2025: Confidently to Finals after Expert-Led Training Series

These days, the teams participating in the DTU Startup 2025 competition are busily preparing for the finals, which will officially take place at the end of November 2025.

All the teams are feeling confident after joining a series of training workshops led by experts and experienced lecturers throughout their DTU Startup 2025 journey. Each of the three sessions offered a comprehensive perspective that fueled a spirit of breakthrough innovation.



The teams attended a series of training sessions with experts and experienced lecturers

SESSION 1: BUILDING COMMUNICATION STRATEGY & PRODUCT POSITIONING



*Expert Van Le Viet Duy, CCO and Co-Founder of Hilab Technology,
listens to team members' questions and concerns*

Working with expert Van Le Viet Duy, the teams began to understand that: *“Communication isn’t just about telling a good story - it’s about saying what your customers truly need to hear.”*

Drawing from real-world examples like the Workio campaign, Mr. Viet Duy pointed out that:

“There’s no such thing as a perfect go-to-market strategy from the start - only one that moves faster than the competition.”

This session opened a new way of thinking about strategy: Clear positioning - Right action - Measurable by real users!

SESSION 2: MARKET RESEARCH – IDENTIFYING TARGET CUSTOMERS - BUSINESS MODEL CANVAS (BMC) & FINANCIAL PLANNING



MSc. Dang Thanh Dung, Dean of the Marketing Department at the DTU School

of Business & Economics, shares new perspectives to help teams move closer to perfecting their startup projects

In the second session, MSc. Dang Thanh Dung, Dean of the Marketing Faculty at the DTU School of Business & Economics, guided participants in laying a solid foundation for their projects using practical business tools and real-world perspectives.

From the STP model (Segmentation - Targeting - Positioning) and the Business Model Canvas to financial planning methods, students were guided to develop a holistic view of their startups.

“A great idea isn’t enough - entrepreneurs must understand who their customers are and how to bring real value to them,” Mr. Dung emphasized.

WORKSHOP 3: TEAM MANAGEMENT - PROJECT PROGRESS & PITCHING SKILLS - CRITICAL THINKING



Ms. Le Ngoc Huyen, CEO & Master Trainer of the LEAD-UP Practical Management Academy, delivers an inspiring training session that helps teams upgrade their mindset, master teamwork, and confidently win over investors

In this final session of the training series, Ms. Le Ngoc Huyen, CEO & Master Trainer of the LEAD-UP Practical Management Academy, inspired the teams with her enthusiasm and energy.

They enhanced their leadership skills, learned to manage teams effectively through the SMART framework and agile thinking, and most importantly, gained the confidence to shine through persuasive pitching.

“A great leader isn’t someone who does everything themselves, but someone who brings out the best in their team,” she emphasized.

3 sessions - 3 perfect pieces of the puzzle helped the teams in DTU Startup 2025 realize that entrepreneurship is not just about passion; it’s a journey of strategy, mindset, and adaptability.

Pitching is not just about presenting; it’s the moment you make others believe in your dream.

The training journey has concluded, but the path to breakthrough is just beginning!

Stay tuned for the Final Round of DTU STARTUP 2025, where innovative ideas are presented, teams showcase their talent, and knowledge meets passion.

(Media Center)