Recommended Sections by Chapter

Technology Ventures: From Idea to Enterprise

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(All 20 end-of-chapter Spotlight Sections and Video Resources are recommended.)

PART I. Venture Opportunity and Strategy

CHAPTER ONE
1.1 Entrepreneurship in Context
1.5 The Technology Entrepreneur

CHAPTER TWO
2.1 Types of Opportunities
2.2 Market Engagement and Design Thinking
2.5 Opportunity Evaluation

CHAPTER THREE
3.3 The Value Proposition
3.4 The Business Model

CHAPTER FOUR
4.1 Venture Strategy
4.3 The Industry and Context for a Firm
4.4 SWOT Analysis
4.5 Barriers to Entry
4.9 Socially Responsible Firm

CHAPTER FIVE
5.1 First Movers Versus Followers
5.4 New Technology Ventures
PART II. Concept Development and Venture Formation

CHAPTER SIX
6.1 Creating a New Business
6.4 The Elevator Pitch
6.5 An Annotated Table of Contents

CHAPTER SEVEN
7.1 Risk and Uncertainty
7.3 Network Effects and Increasing Returns

CHAPTER EIGHT
8.1 Creativity and Invention
8.2 Product Design and Development
8.3 Product Prototypes

CHAPTER NINE
9.2 Marketing Objectives and Customer Target Segments
9.3 Product and Offering Description
9.5 Marketing Mix
9.6 Social Media and Marketing Analytics
9.9 Crossing the Chasm

CHAPTER TEN
10.1 Legal Form of the Firm
10.3 Nonprofit and Social Ventures
10.5 The Innovator’s Dilemma
PART III. Intellectual Property, Organizations, and Operations

CHAPTER ELEVEN

11.1 Protecting Intellectual Property

11.3 Patents

CHAPTER TWELVE

12.1 The New Enterprise Team

12.3 Leadership

12.4 Management

12.6 Organizational Culture and Social Capital

CHAPTER THIRTEEN

13.1 Acquiring Resources and Capabilities

13.6 Acquiring Technology and Knowledge

CHAPTER FOURTEEN

14.1 The Value Chain

14.5 Strategic Control and Operations

CHAPTER FIFTEEN

15.1 Acquisitions and the Quest for Synergy

15.3 Global Business
PART IV. Financing and Leading the Venture

CHAPTER SIXTEEN
16.1 The Revenue Model
16.2 The Cost Model
16.3 The Profit Model

CHAPTER SEVENTEEN
17.1 Building a Financial Plan
17.4 Income Statement
17.9 Measures of Profitability

CHAPTER EIGHTEEN
18.1 Financing the New Venture
18.3 Sources and Types of Capital
18.9 Valuation

CHAPTER NINETEEN
19.1 The Presentation
19.2 Critical Issues
19.3 Negotiations and Relationships

CHAPTER TWENTY
20.1 Execution
20.2 Stages of an Enterprise
20.4 Ethics