

Engineering 145 (E145) - Technology Entrepreneurship, Winter 2019
Stanford University, School of Engineering

Rev: 1/4/19

Official Website:	http://e145.stanford.edu
Teaching Team:	Tom, Chi-Hua, Eric, and Tyler
Time:	Tuesdays and Thursdays, 8:30AM-10:20AM
Location:	Lathrop Room 299
Textbook:	Byers/Dorf/Nelson, Technology Ventures
HBS CoursePack:	https://hbsp.harvard.edu/import/575691

Module	Session #	Date	Class Topic	Guests	Case**	Assignments***	Term Project (OAP)	Textbook Chapters
I	1	8-Jan	Course Overview and Silicon Valley					
	2	10-Jan	Creativity and Innovation	Tina Seelig				1
	2Acctg	11-Jan	Optional Startup Accounting Workshop	(Eric Volmar - CA)				
	3	15-Jan	Key Frameworks and Models				Form Study Teams	2 to 5
	4	17-Jan	From Idea to Opportunity I	S. Blank + P. Newell	Rapid Equipping Force	<i>All students</i>	List of Ideas	
	5	22-Jan	Global Marketing and Sales	Aileen Lee	Rent the Runway (HBS)	Only Group A	Idea Choice for OAP	
	6	24-Jan	From Idea to Opportunity II	Lynda Kate Smith				6 to 9
	7	29-Jan	Legal Matters + Venture Lab*	Dan Dorosin			Positioning Stmt (PS1)	10, 11
I	8	31-Jan	From Idea to Opportunity III		SF Soldiers	Only Group B		
II	9	5-Feb	Venture Finance I: Sources					15 to 20
	10	7-Feb	Venture Finance II: Staged Financings		Dropbox (HBS)	<i>All teams</i>		
	11	12-Feb	"Special Topics" Midterm Debates			<i>All students</i>		
	12	14-Feb	Team Dynamics + Venture Lab*				Positioning Stmt (PS2)	12 to 14
	13	19-Feb	Founder's Dilemma I: Equity Splits	G. Yep + M. Thomas	NanoGene (HBS)	Only Group A		
	14	21-Feb	Founder's Dilemma II: Culture	Josh Reeves	Gusto	Only Group B	Positioning Stmt (PS3)	
II	15	26-Feb	Venture Finance III: Compensation	Steph Hannon	Barbara's Options	<i>All students</i>		
III	16	28-Feb	Founder's Dilemma III: Values & Principles				Dress Rehearsals	
	17	5-Mar	OAP Team Presentations I				Only Group A	
	18	7-Mar	OAP Team Presentations II				Only Group B	
	19	12-Mar	Personal Business Plans		Personal Biz Plan	<i>All students</i>		
II	20	14-Mar	Course Summary		Lessons Learned	<i>All teams</i>	Written Reports	

Module Legend:

I - The Entrepreneurial Mindset and Opportunity
II - Assembling Resources and Managing Growth
III - Entrepreneurship and You

- * Venture Labs: OAP milestone preparation time with teammates during remainder of regular class session.
- ** Cases: All cases posted in Canvas except ones designated with HBS to be purchased from Harvard site listed above.
- *** Assignments: Teams of five students will be formed for case assignments and OAP. Some of the teams will be placed in Group A and the rest will be in Group B. (*Individual assignments are shown in italics*).

Course Description on Axes:

How does the entrepreneurship process enable the creation and growth of high-impact enterprises? Why does entrepreneurial leadership matter even in a large organization or a non-profit venture? What are the differences between just an idea and true opportunity? How do entrepreneurs form teams and gather the resources necessary to create a successful startup? Mentor-guided projects focus on analyzing students' ideas, case studies allow for examining the nuances of innovation, research examines the entrepreneurial process, and expert guests allow for networking with Silicon Valley's world-class entrepreneurs and venture capitalists. For undergraduates of all majors with interest in startups the leverage breakthrough information, energy, medical and consumer technologies. No prerequisites. Limited enrollment.