Recommended Sections by Chapter

Technology Ventures: From Idea to Enterprise
Authors: Thomas Byers, Richard Dorf, and Andrew Nelson
(Note: All end-of-chapter Spotlight and Video Resources sections 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 The Socially Responsible Firm

CHAPTER FIVE
5.1 First Movers Versus Followers
5.4 New Technology Ventures

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PART II. Concept Development and Venture Formation

CHAPTER SIX

6.1 Creating a New Business
6.2 The Concept Summary and Story
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
9.8 Diffusion of Technology and Innovations
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
11.6 Licensing and University Technology Transfer

CHAPTER TWELVE
12.1 The New Enterprise Team
12.3 Leadership
12.4 Management
12.5 Recruiting and Retention
12.6 Organizational Culture and Social Capital

CHAPTER THIRTEEN
13.1 Acquiring Resources and Capabilities
13.2 Influence and Persuasion
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
15.2 Acquisitions as a Growth Strategy
15.3 Global Business
PART IV. Financing and Leading the Venture

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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