

E145 | FALL 2015

Session 20: Course Summary

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Exercise:
WHAT ARE YOUR TEAM'S
LESSONS LEARNED IN E145?

E145: A CLOSER LOOK AT INNOVATION-BASED, HIGH-GROWTH ENTREPRENEURSHIP

- Key driver of global economic growth
- Different type of process than starting a small business
- Advancements can be either:

REVOLUTIONARY

"BRAVE NEW WORLD"



EVOLUTIONARY

"FASTER, BETTER, CHEAPER"



BIG GLOBAL CHALLENGES = HUGE MARKET OPPORTUNITIES (THE "PULL")

ENVIRONMENT & SUSTAINABILITY



SECURITY & ECONOMIC STABILITY



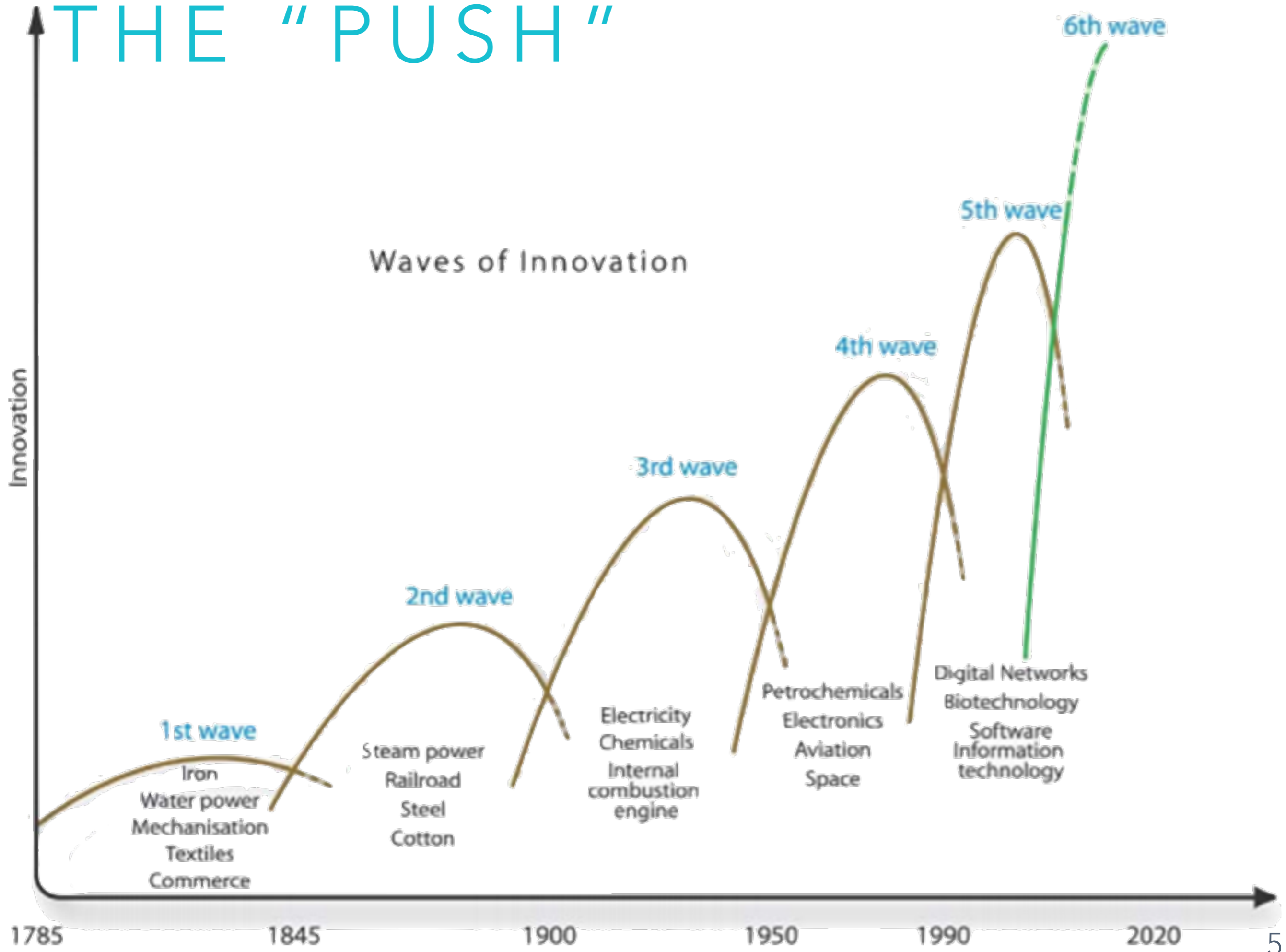
DIGITAL AND PHYSICAL INFRASTRUCTURE



HUMAN HEALTH & EDUCATION



THE "PUSH"



COURSE OBJECTIVES: WHAT WILL YOU LEARN?

1. Understand **entrepreneurial leadership** as a vital process in technology-intensive enterprises; discover why and how Silicon Valley is a state of mind and a philosophy; dispel common myths and misconceptions
2. For students of all majors, teach **skills important for 21st-century technology leaders**
3. Stimulate **continuous learning and personal reflection** regarding entrepreneurial leadership and your future

Official Website: <http://e145.stanford.edu>
Time: Wednesdays and Fridays at 9:30AM-11:20AM Pacific (Note: one special workshop on Monday, 9/28/15)
Location: Room 107 in Littlefield at Stanford University
Textbook: Byers, Dorf, and Nelson. Technology Ventures: From Idea to Enterprise. 4th Ed. McGraw-Hill, 2015. <http://techventures.stanford.edu>
Harvard Business School (HBS) Cases: <https://cb.hbsp.harvard.edu/cbmp/access/38359963>

Module	Session #	Date	Class Topic	Guests	Case	Assignments **	Term Project (OAP)	Textbook Chapters
I	1	23-Sep	Course Overview and Silicon Valley					1
I	2	25-Sep	Key Frameworks and Models				Form Study Teams	2-4
I	2A	28-Sep	Workshop on Accounting Basics	Dimitre Dimitrov				16 & 17
I	3	30-Sep	From Idea to Opportunity I	Srinija Srinivasan	Yahoo (txtbook)	All teams		5-7
I	4	2-Oct	Creativity and Innovation	Tina Seelig			List of Ideas	8
I	5	7-Oct	From Idea to Opportunity II	Kirk Lacob	GS Warriors (link)	Only Group A		
I	6	9-Oct	Legal Matters + Venture Lab #1*	Dan Dorosin			Idea Choice for OAP	10 & 11
I	7	14-Oct	Global Marketing and Sales					9
I	8	16-Oct	From Idea to Opportunity III	Steve Blank	IMVU (link)	Only Group B	Positioning Stmt (PS1)	
II	9	21-Oct	Venture Finance I: Sources					15, 18, 19
II	10	23-Oct	Venture Finance II: Staged Financings		Dropbox (HBS)	All teams		
II	11	28-Oct	"Special Topics" Midterm Debates			All students		
II	12	30-Oct	Team Dynamics + Venture Lab #2*				PS2	12-14
II	13	4-Nov	Founder's Dilemma I: Equity Splits	Josh Reeves	NanoGene (HBS)	Only Group A		
II	14	6-Nov	Founder's Dilemma II: CEO Succession	Peter Fenton	Wily (HBS)	Only Group B	PS3	
II	15	11-Nov	Venture Finance III: Stock Options		Barbara's Options	All students (txtbk)		
III	16	13-Nov	OAP Preparations and Dress Rehearsals				Dress Rehearsals	
III	17	18-Nov	OAP Team Presentations I				Only Group A	
III	18	20-Nov	OAP Team Presentations II				Only Group B	
III	19	2-Dec	Personal Business Plans			Personal Biz Plan		20
II	20	4-Dec	Course Summary			Team Takeaways	Written Reports	

Module Legend:

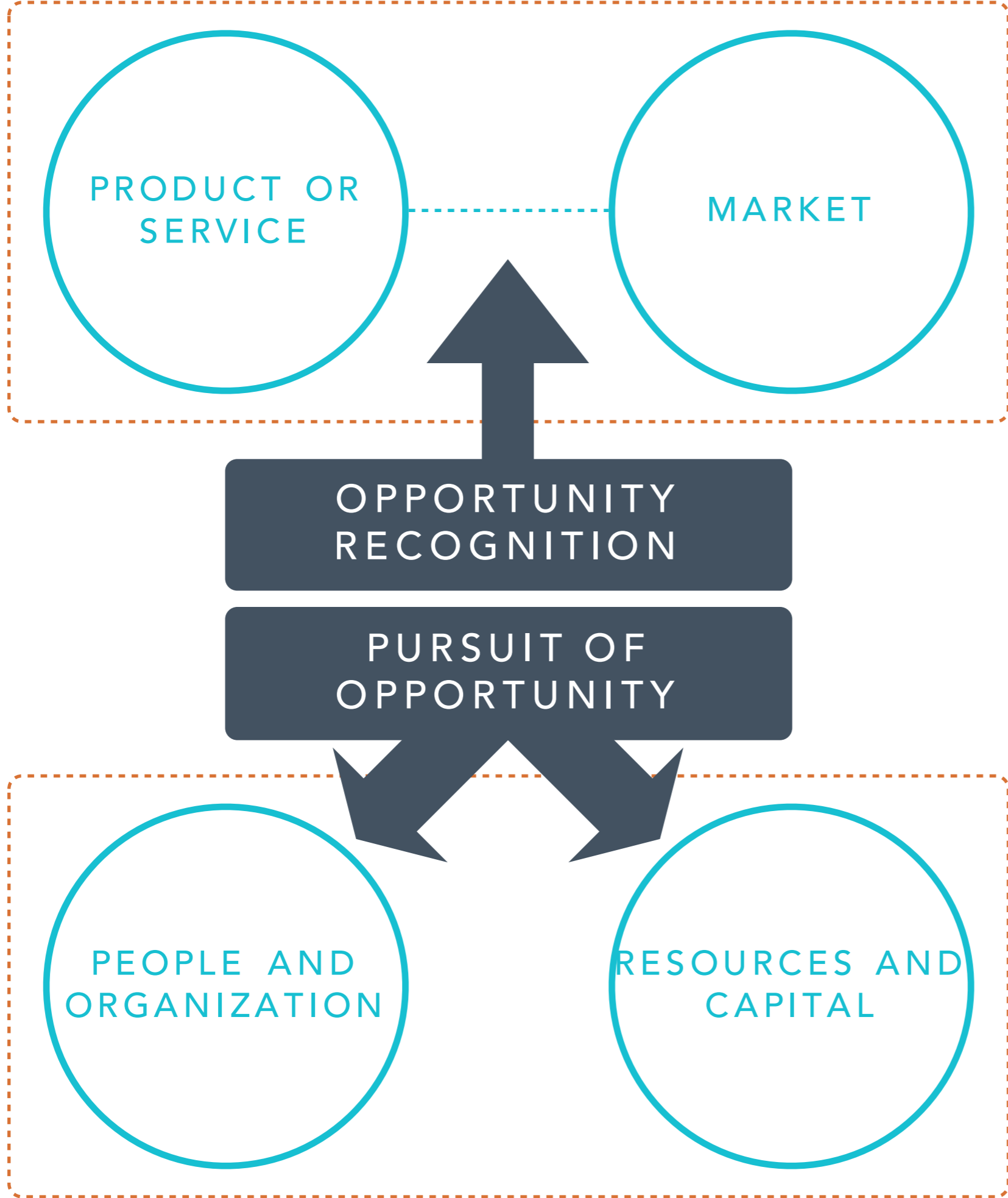
I - The Entrepreneurial Mindset and Opportunity
 II - Assembling Resources and Managing Growth
 III - Entrepreneurship and You

* Venture Labs: special event or project preparation time with teammates during remainder of regular class session.

** Eight teams of five students will be formed for case assignments and OAP. Four of the teams will be placed in Group A and the other four will be in Group B. (Individual assignments are shown in italics).

Course Description on Axes:

How do you create a successful start-up? What is entrepreneurial leadership in a large firm? What are the differences between an idea and true opportunity? How does an entrepreneur form a team and gather the resources necessary to create a great enterprise? Mentor-guided project focused on developing students' startup ideas, immersion in nuances of innovation and early stage entrepreneurship, case studies, research on the entrepreneurial process, and the opportunity to network with Silicon Valley's top entrepreneurs and venture capitalists. For undergraduates of all majors who seek to understand the formation and growth of high-impact start-ups in areas such as information, energy, medical and consumer technologies. No prerequisites. Limited enrollment (see common application link from MS&E).



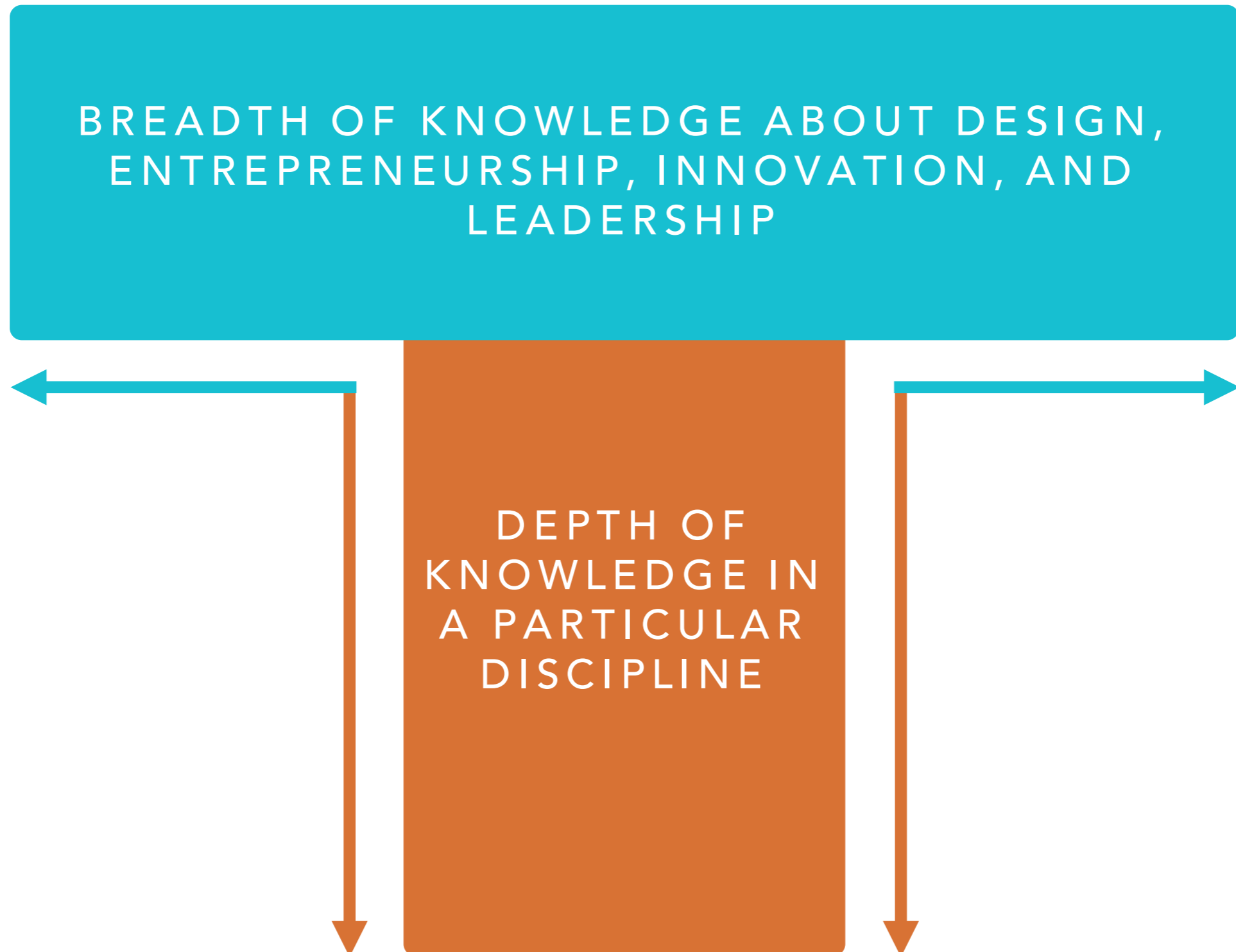
First Half:
Idea versus
opportunity
IMVU, GSW, Yahoo

Second Half:
Realities of
Business
Operations
*Dropbox, NanoGene,
Wily, Barbara's Options*

FRAMEWORKS FROM SESSION 2

- A. Two Perspectives: Opportunity Recognition and Pursuit of Opportunity (where to start)
- B. Vision → Strategy → Execution
- C. Big 3 Questions for Idea vs. Opportunity: Market Size, Revolutionary Product, and Excellent Team?
- D. Business Plans: People, Resources, Opportunity, and Deal
- E. Lean Startup Methodology
- F. The Most Important Risk Right Now: Team, Product, Technology, Market, or Capital/Financial?
- G. Moore's Crossing the Chasm and Gears Models
- H. Scaling and Growing the Enterprise

CREATING "T-SHAPED" PEOPLE



CHANGE AND
GLOBALIZATION

TEAMWORK

DECISION
MAKING

PERSUASION
AND INFLUENCE

OPPORTUNITY
EVALUATION

ETHICS

CREATIVITY

COMMUNICATION

BASICS OF
FINANCE

OUR TEACHING STRATEGIES

1. Teaching of basic terminology and concepts through the **readings/viewings and lectures/discussions**
2. Critical thinking through **case studies, midterm paper and special exercises**
3. Teamwork through the **Opportunity Analysis Project (OAP) and case studies**
4. Career planning through the **personal business plan**

IMPORTANCE OF COURSE EVALUATIONS

"The traveler sees what he sees,
the tourist sees what he has come
to see."

G.K Chesterton

"If you don't like the news, then go
make some of your own."

Scoop Nisker

Thank you to Vikram and Alexis!

Thank you to all 40 students!

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