

Engr 145 (E145) - Technology Entrepreneurship, Autumn 2015

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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 Axxess:

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).