

Engineering 145 (E145) - Technology Entrepreneurship, Autumn 2017

Tom Byers and Chi-Hua Chien, Stanford University

Revised: 7/31/17

Official Website:	http://e145.stanford.edu
Time:	Tuesdays and Thursdays, 8:30AM-10:20AM
Location:	Room 110 Thornton Hall
Textbook:	Byers, Dorf, and Nelson. Technology Ventures. 4th Edition. McGraw-Hill. 2015.
HBS CoursePack:	http://cb.hbsp.harvard.edu/cbmp/access/65892111

Module	Session #	Date	Class Topic	Guests	Case	Assignments **	Term Project (OAP)	Textbook Chapters
I	1	26-Sep	Course Overview and Silicon Valley	Steve Blank	IMVU	<i>All students</i>	Form Study Teams List of Ideas Idea Choice for OAP Positioning Stmt (PS1)	1
	2	28-Sep	From Idea to Opportunity I					
	2Acctg	29-Sep	Optional Startup Accounting Workshop	Leticia Britos Cavagnaro Anand Subramani Dan Dorosin Joe and Kirk Lacob Jenn Hyman	GS Warriors Rent the Runway (HBS)	Only Group A Only Group B		
	3	3-Oct	Key Frameworks and Models					
	4	5-Oct	Creativity and Innovation					
	5	10-Oct	Global Marketing and Sales					
	6	12-Oct	Legal Matters + Venture Lab*					
	7	17-Oct	From Idea to Opportunity II					
8	19-Oct	From Idea to Opportunity III						
II	9	24-Oct	Venture Finance I: Sources	Somesh Dash	Dropbox (HBS)	All teams <i>All students</i>	PS2 PS3	15 to 18 19 & 20
	10	26-Oct	Venture Finance II: Staged Financings					
	11	31-Oct	"Special Topics" Midterm Debates	Aileen Lee Josh Reeves Steph Hannon	NanoGene (HBS) Gusto Barbara's Options	Only Group A Only Group B <i>All students</i>		
	12	2-Nov	Team Dynamics + Venture Lab*					
	13	7-Nov	Founder's Dilemma I: Equity Splits					
	14	9-Nov	Founder's Dilemma II: Culture					
15	14-Nov	Venture Finance III: Stock Options						
III	16	16-Nov	The Ethical Entrepreneur + Venture Lab*			<i>All students</i> <i>All teams</i>	Dress Rehearsals Only Group A Only Group B Written Reports	
	17	28-Nov	OAP Team Presentations I					
	18	30-Nov	OAP Team Presentations II					
	19	5-Dec	Personal Business Plans					
	20	7-Dec	Course Summary					

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.

** 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 Axess:

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 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. Must sign up on Axess and attend first session. 4 Units.