

## Engineering 145 (E145) - Technology Entrepreneurship, Winter 2019

Stanford University, School of Engineering

Rev: 1/12/19

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

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 (Eric Volmar)				1
	2Acctg	11-Jan	Optional Startup Accounting Workshop					
	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 prep</i>		
	5	22-Jan	Global Marketing and Sales	Aileen Lee	Rent the Runway (HBS)	Only Group A	List of Ideas	
	6	24-Jan	From Idea to Opportunity II	Lynda Kate Smith			Idea Choice for OAP	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)	All teams		
	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	All teams	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 Axxs:

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.