# **Recommended Sections by Chapter**

## Technology Ventures: From Idea to Enterprise

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(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

# **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**

## **CHAPTER SIXTEEN**

- 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