

Engineering 145 (ENGR145) - Technology Entrepreneurship, Autumn Quarter 2010
Professor Tom Byers, Stanford University

Website: <http://e145.stanford.edu>
Time: Tuesdays and Thursdays, 1:15-3:05PM
Location: 110 Thornton

Module	Session #	Date	Class Topic	Guests	Case	Email Assignments	Term Projects	Textbook Chapter(s)
I	1	21-Sep	Course Overview					
I	2	23-Sep	Silicon Valley and Key Frameworks					1-4
I	3	28-Sep	Creativity and Improvisation	Tina Seelig & Kirsten Leute			Form Study Teams	5-6
I	4	30-Sep	Accounting and Case Method Workshop	Teaching Assistants				16-17
II	5	5-Oct	From Idea to Opportunity I	David Filo	<i>Yahoo (textbook)</i>	Only A		7, 19
II	6	7-Oct	From Idea to Opportunity II	Oleg Nodelman	<i>Sirtris (textbook)</i>	Only B		9
II	7	12-Oct	Customer Development & Lean Startups	Steve Blank	<i>IMVU (via link)</i>	Only A		11, 15
II	8	14-Oct	Entrepreneurial and Global Marketing	Anand Subramani			OAP Initial Positioning	
II	9	19-Oct	Partnerships and Negotiations	Randy Komisar	<i>WebTV (HBS)</i>	Only B		
II	10	21-Oct	Business Model and Legal Essentials	Dan Dorosin				10
III	11	26-Oct	OAP Presentations and Team Workshop				OAP Prezo and Paper	
III	12	28-Oct	Intro to Venture Resources					18, 20
III	13	2-Nov	Venture Finance Workshop	Chi-Hua Chien				
III	14	4-Nov	Buiding the Startup Team	Dan Dorosin	<i>NanoGene (HBS)</i>	Only A		12-14
III	15	9-Nov	Financings and Teams		<i>SolidWorks (textbook)</i>	Only B		
IV	16	11-Nov	Social Entrepreneurship	Debra Dunn				4.8, 8.2, 12.8
IV	17	16-Nov	OEP Team Presentations I			Only A	OEP Presentation	
IV	18	18-Nov	OEP Team Presentations II			Only B	OEP Presentation	
			<i>Thanksgiving break</i>					
IV	19	30-Nov	Stock Options		<i>Barbara's Options (txtbk)</i>	All Students		
IV	20	2-Dec	Course Summary				OEP Paper	
		7-Dec	Personal Business Plan (due @ 9AM)			All Students		

Module Legend

I - The Entrepreneurial Perspective
 II - Opportunity Recognition and Evaluation
 III - Assembling Resources and Managing Growth
 IV - Entrepreneurship and You

Textbook: Byers, Dorf, and Nelson, *Technology Ventures: From Idea to Enterprise*, 3rd Edition, McGraw-Hill (<http://techventures.stanford.edu>)

Revised: November 6, 2010