

TE 250 High Tech Ventures: From Idea to Enterprise

Credit: 2 credit hours, 2 hours lecture-discussion per week
Schedule: Wednesdays 1:00-2:50pm, 2101 Everitt Laboratory
Instructor: Harlee Sorkin, sorkin2@illinois.edu

Resources:

Technology Ventures: From Idea to Enterprise: Byers, Dorf, and Nelson; McGraw-Hill, 3rd Ed.
How to Build a Startup: <https://www.udacity.com/course/ep245>

Course Description:

This class examines the fundamentals of technology entrepreneurship and addresses critical areas of the entrepreneurship process such as: Creating a successful startup and transforming it into a sustainable business; Validating an idea and taking it to market; Evaluation of new ideas; Forming high performance teams; Financing a technology-based startup. This class combines lecture, discussion and case studies, and is built around a hands-on group project. The class is intended for undergraduates and graduate students of all majors interested in technology entrepreneurship.

Student Outcomes/Educational Objectives:

- Students will be introduced to core technology business topics. Students will be expected to cover detailed theoretical components via assigned reading and videos. [H]
- Students will apply principals learned by analyzing business scenarios, making decisions and defending their judgments in both written and oral presentations. [B,G]
- Students will be introduced to real startups via discussion with entrepreneurs actively commercializing technology that originated at the University. [H,J]
- Students will form teams and collaborate on idea generation. Projects will last the majority of the course and will constitute a significant portion of the final grade. [D]
- Students will be expected to engage with potential customers to validate their business ideas. [B]
- Students must give consideration to and defend the economic & social impact of their project. [F]
- Teams will present final written and oral deliverables during the last week of class. [G]
- Students will be expected to scrutinize and provide constructive feedback of peer presentations. [H]

Topical Outline:

- Venture Opportunity, Concept & Strategy
 - Introduction to Technology Entrepreneurship & Key Frameworks
 - Creativity & Innovation
 - From Idea to Opportunity
- Venture Formation & Planning
 - Market Sizing & Validation
 - Customer Development
 - Lean Startups
 - Business Models
- Detailed Functional Planning for the Venture
 - Team Building & Compensation
 - Entity Formation
 - Social Entrepreneurship
 - Intellectual Property
- Financing & Building the Venture
 - Accounting
 - Venture Finance
 - Marketing & Sales

Grading Policy:

Assignments	20%	
Midterm	25%	
-individual assignment		12.5%
-team assignment		12.5%
Final	35%	
-individual assignment		17.5%
-team assignment		17.5%
Attendance & Class Participation	20%	