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:

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<tr>
<th>Component</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>20%</td>
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<tr>
<td>Midterm</td>
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<td>- individual assignment</td>
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<td>- team assignment</td>
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<td>Final</td>
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<td>Attendance &amp; Class Participation</td>
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