

094815 Project Course: Business Plan for the commercialization of technology based idea

3 credit points. Monday 9:30-12:30

Prerequisite courses: 096814, 094816, elective entrepreneurship course.

Teachers: Mrs. Keren Rubin. Office hours by appointment. Bronica Entrepreneurship Center. Bloomfield 6th floor. keren@yazamut.technion.ac.il

About the course:

Course description:

The course is the capstone course of the Technion "minor" in entrepreneurship. Prerequisite for this course are: 096814-Legal and Financial aspects of new ventures, 094816-High-tech Marketing and one of the entrepreneurship elective courses given by faculties.

Students will learn and experience the process entrepreneurs and innovators go through when starting new ventures (either startups or corporate ventures). It involves systematically searching for opportunities and assessing their potential to become a high growth, innovative business. This process includes gathering resources such as talent and capital, figuring out aspects such as partnerships, distribution channels, revenue streams and more.

Target audience

This course is designed for all Technion undergraduate students who seek to understand what the entrepreneurial mindset and its key processes are about.

It may appeal to individuals who want to launch their own business, or join a corporate and lead corporate innovation processes. Students who intend to work in the venture capital industry or in professional businesses supporting entrepreneurial firms will also benefit from the course.

Course objectives:

“What all the successful entrepreneurs I have met have in common is not a certain kind of personality but a commitment to the systematic practice of innovation”. Peter Drucker

The course aims to impart an entrepreneurial and innovative mindset, by providing students with a methodology and tools he/she can use for the rest of their careers.

Specifically:

1. Understand and experience the process of systematic opportunity identification.
2. Gain hands on experience by searching for and validating a high growth, innovative business opportunity
3. Learn and exercise soft skills (communication and presentation skills, small team management dilemmas, negotiation etc.).

Teaching method

The course is divided up into 2 main sections: The first section is Opportunity identification and evaluation, in which students submit personal blogs (400 words) which describe ideas for opportunities, and assess their potential.

The second section is choosing a technology based idea and finding a high-potential commercial opportunity. Students will work in teams according to the lean canvas methodology, and will test their assumptions regarding the problem, the customer segments, the value proposition and more. Ideas may be chosen from the ones submitted in the 1st section of the course, and from pivoting or mashing various ideas which had been presented earlier in class.

The weekly three hours class sessions are a combination of lectures by course lecturer, industry and academic experts, and inspirational meetings with entrepreneurs.

Reading material

"Finding fertile ground; identifying extraordinary opportunities for new ventures". Scott Shane, 2005, Wharton School Publishing, ISBN 0-13-142398-3

"The Innovator's DNA". J.H. Dyer, H.B. Gregersen and C.M. Christensen, Harvard Business Review 87, no. 12 (December 2009): 60-67; see [link](#)

"The discipline of innovation". Peter F. Drucker. *Harvard business review*, 80, 95-104. See [link](#)

"Good Ideas and How to Generate Them" from B. Nalebuff and I. Ayres, Why Not? *Harvard Business School Press*, 2003, pp. 13-42.

"Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers". Alexander Osterwalder, Yves Pigneur, 2010.

"The Startup Owner's Manual, The Step-by-Step Guide for Building a Great Company". Steve Blank and Bob Dorf, 2012.

Course grading

Personal blogs Assignments are due by Sunday noon. Late submissions will not be accepted	25% (5% each)
Customer development summary report Assignment is due by Sunday noon. Late submissions will not be accepted	10%
Final presentation to class and feedback panel (team grade)	25%
Full business model plan and executive summary submitted two weeks after the semester, with back up annexes (team grade)	35%
Participation in class (quality counts, not quantity)	5%

Schedule

		Main topic	Guest speaker	Assignments
23.3	1	Overview, expectation setting. The innovator's DNA	---	Dyer's survey
30.3	2	Skills for startups: creativity, opportunity identification & evaluation	Lotem Alon, BCG	Personal blog #1
13.4	3	Testing ideas #1 SIT	Eyal Kaplan, Walden capital	Personal blog #2
20.4	4	Testing ideas #2 Business model Canvas. Value chain disruption	Gal Shaul, co- founder, Augury systems	Personal blog #3
27.4	5	Testing ideas #3 Drucker's 7 methods	Elad Komissar VP BizDev Strauss (former Amdocs)	Personal blog #4
4.5	6	Testing ideas #4 Christensen's Model	Boaz Peer, Qualcomm business development	Personal blog #5

11.5	7	Testing ideas #5 Team building and Organizational culture	Prof. Ella Miron Spektor	Select top ideas to be presented in next class
25.5	8	Idea presentation and selection Synergetic opportunity choices	Dr. Sharon Tal Itskovitz	Form groups
1.6	9	Lean canvas + hypotheses	TBD	Speak with potential customers
8.6	10	Customer development	Lena Levine, co- founder Polytouch, Viasurgical	Speak with potential customers.
15.6	11	Design thinking	TBD	Speak with potential customers. Prepare Customer development summary report Prepare presentation draft
22.6	12	Pitching WS and practice	---	Fine tune presentation
28.6	13	Teams' presentation and course summary	Feedback panel	