**Summary**

This hands-on class gives graduate students in IC interested in startups the opportunity to learn and put in practice the fundamental skills required to assess a technology concept in the context of a business opportunity. This class is focused only on business opportunities where high-technology is involved.

**Content**

*Working in teams, students will learn the fundamentals of:*

- Opportunity assessment
- Customer development and validation
- Business model alternatives
- Intellectual Property
- Strategy and Financial planning
- Go-to-market, launch, and growth

*This is a hands-on class where students start the class with their own technology venture concept (e.g. the work done as part of their PhD, or some well-formed idea, maybe with a prototype). During the class, they convert their concept into an integrated business plan.*

**Keywords**

*Entrepreneurship, startups, technology transfer, intellectual property*

**Learning Prerequisites**

*Required courses*
- *None – but available to MS and Ph.D. students only*

**Learning Outcomes**

*By the end of the course, the student must be able to:*
• Analyze a business plan
• Create a business plan

Teaching methods
• Short ex-cathedra presentations of each topic
• Hands-on seminar with many short student presentations
• Presentations from invited guests, in particular industry executives and entrepreneurs
• Discussion and case studies

Assessment methods
• In-class participation (30%)
• In-class presentations (30%)
• Final pitch (40%)

Supervision
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<tr>
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