Remarque
pas donné en 2018-19

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

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  
Office hours: Yes  
Assistants: No  
Forum: Yes