**CS-410 Technology ventures in IC**

<table>
<thead>
<tr>
<th>Cursus</th>
<th>Sem.</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cybersecurity</td>
<td>MA2, MA4</td>
<td>Opt.</td>
</tr>
<tr>
<td>Data Science</td>
<td>MA2, MA4</td>
<td>Opt.</td>
</tr>
<tr>
<td>Informatique</td>
<td>MA2, MA4</td>
<td>Opt.</td>
</tr>
<tr>
<td>Mineur STAS Chine</td>
<td>E</td>
<td>Opt.</td>
</tr>
<tr>
<td>SC master EPFL</td>
<td>MA2, MA4</td>
<td>Opt.</td>
</tr>
</tbody>
</table>

**Language**: English  
**Credits**: 4  
**Session**: Summer  
**Semester**: Spring  
**Exam**: During the semester  
**Workload**: 120h  
**Weeks**: 14  
**Hours**: 4 weekly  
**Lecture**: 2 weekly  
**Project**: 2 weekly  

**Remarque**  
pas donné en 2020-21

**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.

**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%)