CS-410 Technology ventures in IC

<table>
<thead>
<tr>
<th>Cursus</th>
<th>Sem.</th>
<th>Type</th>
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<tbody>
<tr>
<td>Data Science</td>
<td>MA2</td>
<td>Opt.</td>
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<tr>
<td>Informatique</td>
<td>MA2</td>
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<td>Mineur STAS Chine</td>
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<tr>
<td>SC master EPFL</td>
<td>MA2, MA4</td>
<td>Opt.</td>
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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 2017-18

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

<table>
<thead>
<tr>
<th>Office hours</th>
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<td>Assistants</td>
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<td>Forum</td>
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