

ENG-632

Entrepreneurial Opportunity Identification and Exploitation

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| Cursus | Sem. | Type |
|-----------------------------------|-------------|-------------|
| EDOC General and external courses | | Obl. |

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|----------------------------|-------------------|
| Language of teaching | English |
| Credits | 2 |
| Session | |
| Exam | Oral presentation |
| Workload | 60h |
| Hours | 30 |
| Courses | 30 |
| Number of positions | 30 |

Frequency

Every year

Remark

The course will be given in 2 blocks: Block 1 - Nov 11-13, 14:00-19:00 Block 2 - Dec 9-11, 14:00-19:00 Registration via IS-Academia Portal

Summary

This course focuses on the process of linking technology to market opportunities. Students will gain theoretical and practical knowhow on the process of market opportunity identification and evaluation in the context of new technologies, and on the development of a sound market opportunity strategy.

Content

The choice of market opportunities for a new technology is one of the most challenging tasks for innovators and entrepreneurs, yet one of the most profound decisions in the commercialization effort. Therefore, if it is done right it can be a highly rewarding task – not only for the individual inventor and her or his team, but also for stakeholders such as future employees, the school, the region and the country.

This course will focus on the process of linking technology to market opportunities.

The goal of this course is threefold:

- (1) to develop a theoretical understanding of the process of market opportunity identification and evaluation in the context of new technologies,
- (2) to acquire practical tools for identifying, evaluating and choosing market opportunities for a core technology, and to apply this know-how to support EPFL inventors in their early stage commercialization efforts,
- (3) to channel back the practically acquired knowledge into theoretical conceptualizations of the underlying opportunity identification and evaluation process at the end of the class.

The course will combine several learning methods:

- Individual reading- to get acquainted with the core theoretical concepts and practical know-how underlying the market opportunity identification and evaluation processes
- Class lectures - will present applicable business tools with detailed explanations on how to apply them, along with numerous examples and cases
- Group work- to develop a promising strategy for a specific technology, and experience the early stages of new venture creation at first hand. Students will work on developing a startagy for teachnologies invented in EPFL.
- Peer learning: to observe and learn from the other projects
- Team coaching- to learn from experts and establish industry networks

Note

- reading list will be published in due time
- course will be managed on Moodle

Keywords

entrepreneurship, bringing technology to market, market opportunities for technologies, fungibility of technology

Assessment methods

Midterm presentation, final presentation, final class report