

Welcome to Engineering 145 Technology Entrepreneurship Session 1: Course Overview



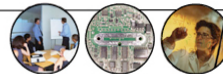
Professors Byers, Komisar, and Kosnik

Special thanks to the law firm of Fenwick and West for supporting entrepreneurship courses such as Engineering 145.

Fenwick
FENWICK & WEST LLP

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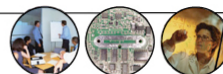


Slide #1

"Is This the Right Course for Me ... Right Now?"

1. Introductions and Course Objectives
2. A Word about STVP (Entrepreneurship Center)
3. Technology Entrepreneurship Defined
4. Calendar, Key Deliverables, Methods, & Materials
5. *Break: Stay Only If You Wish to Continue in 2008*
6. Our "Culture" and Next Steps for Admission

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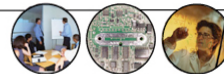
Slide #2

Introduction and Backgrounds



- Assistants
- Your Turn
- Your Professors ...

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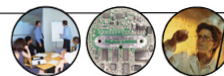
Teaching Assistants

Anand
Ann
Austin
Emily

Special Assistant

Chi-Hua

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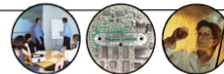


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Your Turn ... Show of Hands

1. What is your declared (primary) major of study?
2. What year are you currently in at Stanford?
3. What geographical area do you call home (time zone)?
4. Have you been involved somehow in a start-up?

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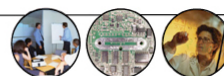
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Instructors

Tom Byers, Randy Komisar, and Tom Kosnik



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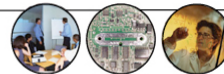


Slide #6

Our Course Objectives

1. Understand entrepreneurial leadership and its **process** in technology-intensive enterprises (dispel common myths and misconceptions).
2. For students of all majors, teach **skills** important for 21st century technology leaders.
3. Stimulate **continuous learning** and personal reflection regarding entrepreneurship and your future.

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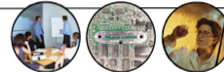
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Seven Important Skills for Tomorrow's Entrepreneurial Leaders

- Creativity and Opportunity Evaluation
- Real-time Strategy and Decision Making
- Comfort with Change and Chaos
- Teamwork
- Evangelism, Selling, Negotiation, and Motivation through Influence and Persuasion
- Oral and Written Communication
- Basics of Start-Up Finance and Accounting

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STVP

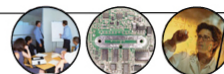
The Stanford Technology Ventures Program (STVP) is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms that, in turn, provides new insights for students, academics, and business leaders.

STVP provides students with the entrepreneurial skills needed to use technology innovations to solve major world problems, with an emphasis on the environment, human health, and other global issues. Our goal is to inspire and prepare students for leadership roles within existing organizations, new ventures, and academia.



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<http://stvp.stanford.edu>



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Educators Corner is a free collection of entrepreneurship education resources.

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Editor's Picks

VIDEO

Definition of Entrepreneurship
 Kavita Ramdas
 GFW
 1 min. 10 sec.

VIDEO

Make Meaning in Your Company
 Guy Kawasaki
 Garage
 2 min. 37 sec.

VIDEO

Creating A Customer Experience
 David Neeliman
 JetBlue
 2 min. 8 sec.

VIDEO

Work/Life Balance
 Jeff Hawkins
 HandSpring
 2 min. 32 sec.

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<http://edcorner.stanford.edu>

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Mayfield Fellows Program 2008 (Application Deadline is February 1)

Winter

Outstanding Undergrads & Coterms Apply To Be "Mayfield Fellows"

Autumn

Students Bring Back Experiences and Learn From Them As a Group

Spring

Students Learn Structure & Methods of Start-ups;
Students Seek Paid Assignments at High Tech Start-up Companies

3 Courses +
Paid Summer Internship
+ Mentors

Summer

Students Leverage the Power of Real World, Hands-On Experience

Info Sessions:
4th Floor, Terman
Jan 17th @ 5PM
Jan 23 @ 5:30PM

<http://mfp.stanford.edu>

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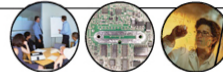
What is Entrepreneurship?

"Entrepreneurship is a management and leadership style that involves pursuing opportunity without regard to the resources currently controlled. Entrepreneurs identify opportunity, assemble required resources, implement a practical action plan, and harvest the rewards in a timely, flexible way."

"Any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team, or an established business."

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References: Various including Babson, Harvard, and Stanford



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What is High-Technology?

Google

Baidu 百度



Genentech



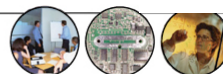
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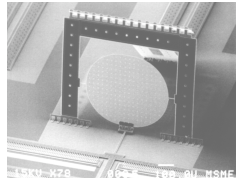
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Technology Research Trends



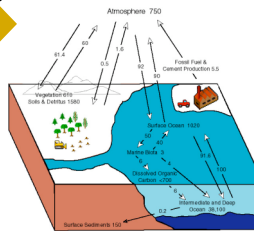
Information Technology
and Photonics



Nanotechnology



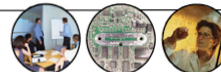
Bioengineering



Environment and Energy

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Source: Dean Jim Plummer, Stanford University



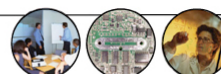
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A Closer Look at Tech Entrepreneurship

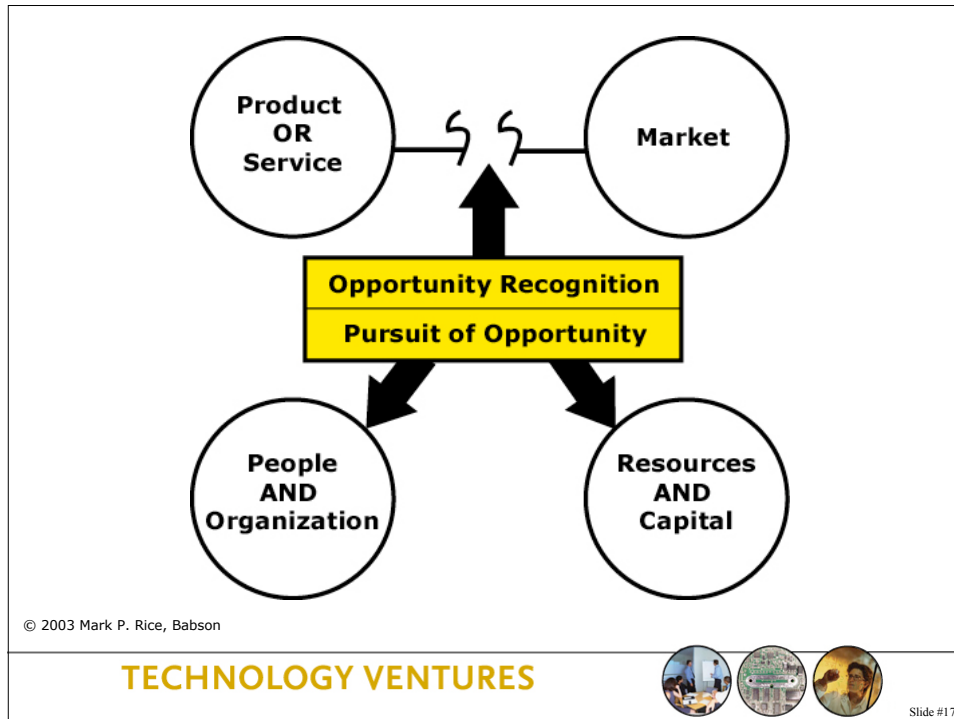


- Key driver of global economic growth
- Creates huge businesses with large impact
- Different type of process than starting a small business
- Advancements can be either ...
 1. Revolutionary ("brave new world")
 2. Evolutionary/Incremental ("faster, better, cheaper")

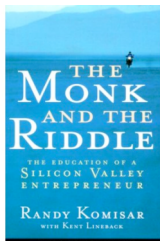
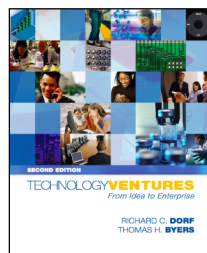
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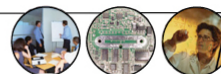


Course Calendar, Methods & Materials



- **Course Website**
 (www.stanford.edu/class/engr145)
 - Course Description and Policies
 - Course Calendar and Schedule
 - All Assignments
 - Key Email Lists
- **Reading**
 - *Technology Entrepreneurship* by Dorf and Byers, 2e
 - *The Monk and the Riddle* by Komisar
 - HBS Online (course reader)
 - Links and Session Handouts
- **Regular Sessions and Workshops**
- **Books on Reserve at the Engineering Library**

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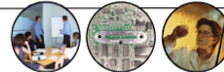
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The Course 'By the Numbers'

- 4 Units of Credit
- 35+ Teachers (4 Instructors, 4 TAs, 7 Special Guests, and 20+ Mentors)
- 20 Regular Sessions and 2 Special Workshops
- 2 Textbooks plus Web-based Readings and Short Videos
- 10 Case Studies
- 1 Team Project
- 1 Individual Final Exam

- **Grading**
 - **As an Individual (40% of Total Grade):**
 - » Participation and Email Assignment (15%)
 - » Final Exam (25%)
 - **As a Team (60% of Total Grade):**
 - » Opportunity Analysis Project (35%)
 - » Online Email Assignments (25%)

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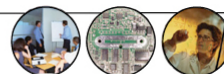


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Four Ways of Teaching & Learning Technology Entrepreneurship

1. Critical thinking through *case studies*.
2. Teaching of basic terminology and concepts through the *text and workshops*.
3. Teamwork through the *opportunity analysis project*.
4. Career planning through the *personal business plan*.

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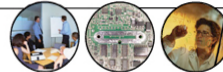
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DFJ Entrepreneurial Thought Leaders (ETL) Seminar Series

Wednesdays, 4:30PM-5:30PM
Skilling Auditorium

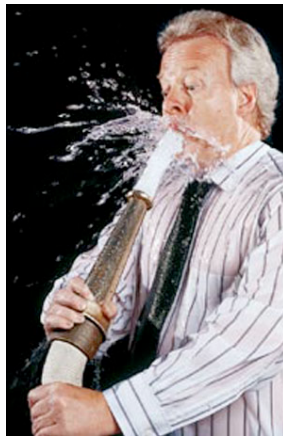
1/16/08 – Mitch Kapor (Foxmarks)
1/23/08 – Ron Conway and Mike Maples (Super Angels)
1/30/08 – Jesse Fink and Steve Blank (Green Tech Fund)
2/6/08 – Christine Benninger (President, Humane Society Silicon Valley)
2/13/08 – Brett Crosby (Google)
2/20/08 – Mir Imran (Chairman of the Board, InCube Laboratories, LLC)
2/27/08 – Sally Osberg and Debra Dunn (Skoll Foundation)
3/5/08 – Ken Wilcox (CEO, Silicon Valley Bank)

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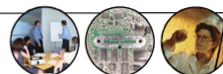


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Break



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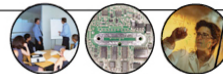
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The Success Formula for E145 (Our "Culture")

- Show up on time and stay until we are done.
- Cell phones and similar stuff turned off please.
- Be nice to people (e.g., constructive comments only, listen carefully, and only one speaker at a time).
- Do what you say you will do and deliver more than you promise (both in the classroom and out).
- Do it with energy and passion.

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Reference: JM Perry



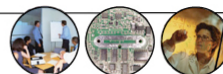
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What Lies Ahead: A "To Do" List



1. Read www.stanford.edu/class/e145 and follow directions to prepare for Session #2 on Thursday.
2. Check web site on Wednesday for admission lists ... attendance is mandatory on Thursday ... waitlist (if any) will be cleared at beginning of class.
3. Form partial or full teams by Thursday ... do the best you can ... OK to just come "alone".

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