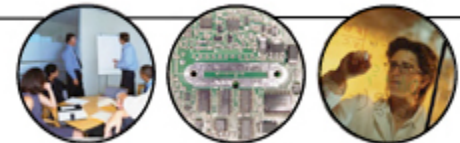


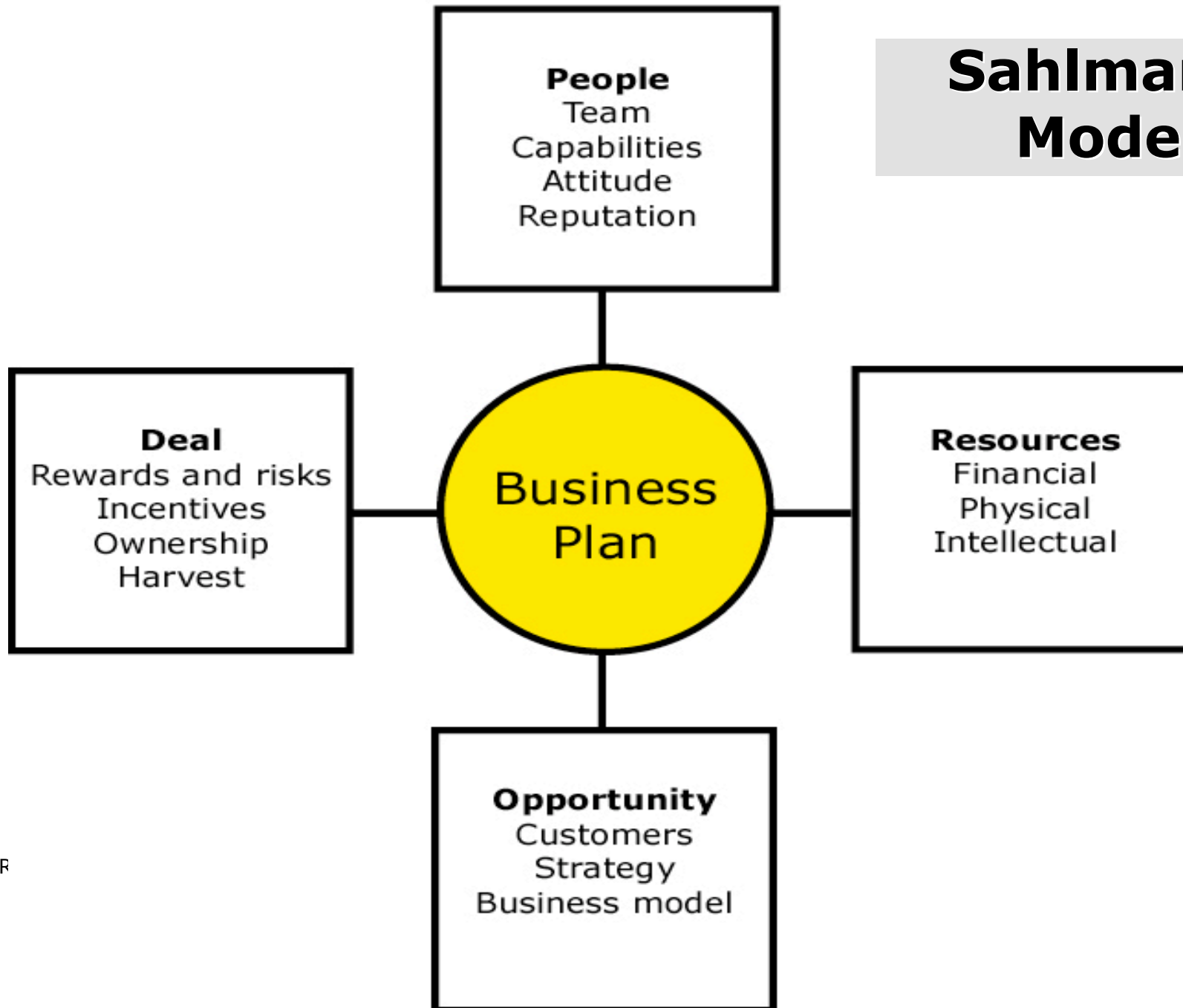
Agenda for Session 5

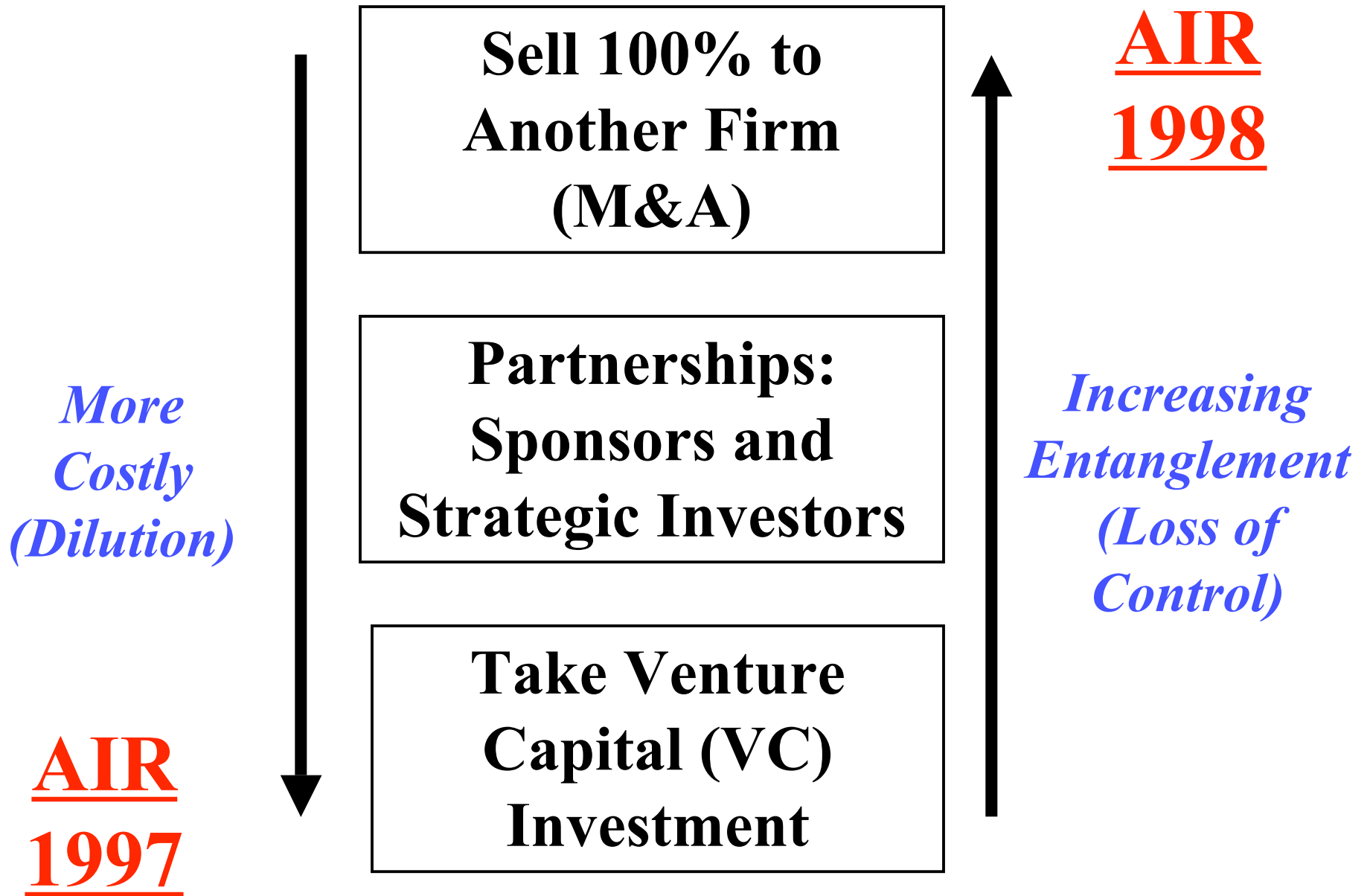
1. Housekeeping and News
2. AIR Case Analysis
3. Q&A with Dana Mead, KPCB
4. What Can We Learn from the AIR Case?



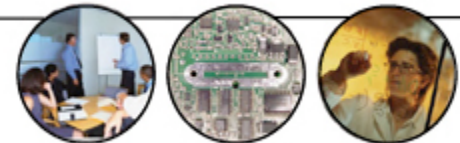
Context (economy, regulatory, industry)

Sahlman's Model





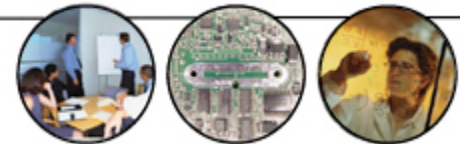
TECHNOLOGY VENTURES



What Can We Learn From AIR Case?

1. Illustrated the differences between just a good idea and a true business opportunity.
2. Provided practice on using the Sahlman and other frameworks for understanding entrepreneurial process.
3. Examined how entrepreneurs can “make meaning” with high-impact ventures.
4. Introduced the concept of managing four kinds of risk: technology, market, team, and financial.
5. Highlighted the differences between information technology and life sciences (biotech) ventures.
6. Demonstrated one of the ways ventures reach a successful outcome.

TECHNOLOGY VENTURES



Thank You, Dana!

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