E145
Technology Entrepreneurship

Session 20
Course Summary

Professors Tom Byers, Randy Komisar, & Tom Kosnik
Stanford University

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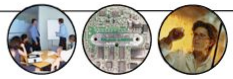

Agenda

1. Take-home final exam logistics
2. Recalling course objectives and methods
3. Next steps in entrepreneurship education
4. Appreciation

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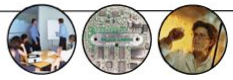
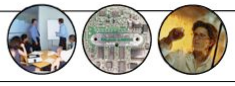


Final Exam Logistics

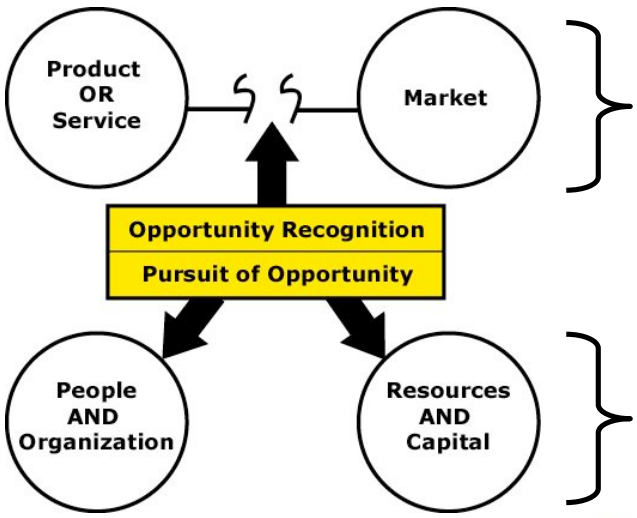
1. Pick up exam today at 5PM @ 417 Terman.
2. Due no later than Monday, March 17 at 9AM to 417 Terman.
3. Individual effort only, not team-based
4. Use all and any course materials
5. Note: OAPs due tomorrow by Noon

Our Course Objectives

1. Understand **entrepreneurial leadership** as a **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.



1. Examining the Tech E-ship Process



- *Facebook*
- *AIR*
- *WebTV*
- *Palm I*
- *TH!NK*
- *OAPs*

- *SolidWorks*
- *Barbara A.*
- *NanoGene*
- *BioTransplant*
- *Palm II*

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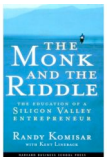
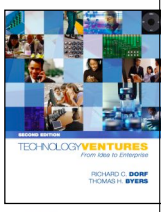
Major Concepts and Frameworks

- Sahlman's **"concept of fit" model:**
  People - Opportunity - Context - Deal
- Dorf and Byers' **"from opportunity to profitability" model:**
  Vision – Strategy - Execution
- Komisar's **3 Q's every VC wants to know:**
  Big market + winning strategy + excellent team
- Kaplan's **Silicon Valley game:**
  Entrepreneurs trade stock for ideas, talent, and capital
- Moore's **technology adoption cycle and chasm model:**
  Adapting the marketing strategy over time
- Byers' **ABCs of human and financial resources:**
  Effective teams and use of staged venture financing





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2. 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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Our Ways to Learning Technology Entrepreneurship

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

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3. Next Steps in Entrepreneurship Education

1. Visit http://stvp.stanford.edu for more courses @ Stanford
2. Visit future ETL lectures in person or access on the web at http://etl.stanford.edu
3. Exploit video clips and podcasts at STVP Educators Corner at http://edcorner.stanford.edu and similar archives
4. Join any of the entrepreneurship-related student clubs (e.g., BASES, ASES, Energy Crossroads, SWE, etc.)
5. Attend campus and Silicon Valley events regarding entrepreneurship (e.g., stay subscribed to BASES Digest at http://bases.stanford.edu)

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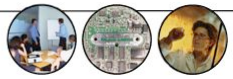

Comments from the Instructors
Tom B., Randy, and Tom K.

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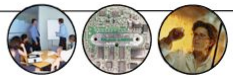

Teaching Assistants

Anand
Ann
Austin
Emily

Mentor Coordinator

Chi-Hua

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Special Thanks

- To All of Our Distinguished Guests:
  Linda, Tina, Ben, Tim, Dana, Chi-Hua, Ravi, Sam, and Bill
- To All Dedicated 24 Mentors
- To Our Sponsors NUS and Fenwick & West
- And to All 60 of You!

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