

Engineering 145 Mapping of "Top 10 Elements of Technology Entrepreneurship"
Professors Byers, Komisar, and Kosnik
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Key Element	E145 Session #	Dorf & Byers Chapters	Cases & Guests	Exercises Plus
1 Opportunity	1-2, 17-20	1-2,3,8	FaceBook, AIR, Palm I	OAP
2 Vision	3-8	4, 5, 9-10	All Cases	OAP
3 Context	"	14	AIR, THINK	OAP
4 Positioning	"	11,15	FaceBook, WebTV, THINK	OAP
5 Business Plan	9,11, 14-15	6, 7,19	SolidWorks	OAP
6 Cash Flow	"	16-17	Palm I, BioTransplant	Workshop A
7 Venture Finance	"	18-19	SolidWorks, BioTransplant, Palm II	Workshop B
8 Team	10,12-13	12	Arneson, NanoGene	Team Dynamics
9 Sales Skills	17-18	13	FaceBook, WebTV	OAP
10 Ethics	19-20	20	Chat with Komisar or Campbell	Personal Bus. Plan