Deliverables Summary
Technology Entrepreneurship, Engineering 145
Winter Quarter, 2008 Stanford University
Revision Date: 2/19/2008

Session #	Due Date	Assignment
2	Jan 10	Opportunity Assessment Project (OAP): Team Formation
3	Jan 15	Team Email: name, members, color/dress, meeting time
5	Jan 22	Case email: A.I.R. *If I were Edwards and McGuire at the end of the case, I [would/would not -choose one] sell the company to Alkermes. Why?* OAP: Email mentor contact name by 9am.
6	Jan 24	Case email: Facebook. *What's your next target market? Why? What are the risks of alienating you core market? How will you manage these risks?*
7	Jan 29	OAP: All Marketing Positioning Statements & Websites due at 9am
7	Jan 29	OAP: Presentation of Marketing Positioning Statement Case email: Palm Computing *Assume Jeff offers Tandy "first access" to the consumer product and a minority stake in Palm in return for the "C language" enhancements, and that Tandy rebuffs him. Should Jeff proceed without Tandy's intellectual property or should he work harder to arrive at a deal? What are the risks to Palm inherent in each path? How far would you go in your offer to Tandy? Why do you ultimately come to your conclusion?*
8	Jan 31	OAP: Presentation of Marketing Positioning Statement (continued) Case email: WebTV *Construct a negotiating scenario for guiding discussions with Sony. What are the three most important terms that WebTV should request, in order of priority? What should their walk away position be? What are the three most important terms that Sony will ask for, in order of priority? Recommend and justify a course of action for WebTV if they walk away.*
9	Feb 5	OAP: Topic Summary (project status report) & Meetings with CAs
11	Feb 12	Case email: SolidWorks *Regarding the proposed $4.5 million investment from the venture capitalist, what would you advise Jon to do (single round, multiple rounds, other)? Please provide a spreadsheet with your calculations with your answer. Base your advice on the assumptions given in the study questions.* Team Effectiveness Summary *Please submit the team effectiveness exercise results from the last session to usual homework alias for your section by 9AM. Use the standard header format.*
12	Feb 14	Case email: Barbara Arneson *All other factors being equal, and based on the stock option packages only, I would accept the (BioGene/InterWeb --choose only one) offer because ... (please submit a numerical analysis along with your assignment).*
13	Feb 19	Case email: NanoGene *I [would/would not --choose one] hire Paige Miller because ...*

14	Feb 21	Case email: BioTransplant *Is BioTransplant ready to become a public company? What makes it a strong candidate and what factors suggest that it will not perform well as a public company. If you were Elliot Lebowitz, would you go public now?*
15	Feb 26	Case email: Palm Computing 1995 *Put yourself in Jeff Hawkins and Donna Dubinsky's shoes. What are the principle one or two positives and negatives of going it alone versus selling to U.S. Robotics for each of the following constituents: the investors, employees, customers, and, you, personally. Which of these various points of view is most important in making your ultimate decision?*
16	Feb 28	OAP: Online reading materials OAP: Rehearsal partner team sign-ups Case email: THINK
	Feb 29 - Mar 3	OAP: Dress rehearsals
17, 18	Mar 4, 6	OAP: Presentations (all slide files due March 4th)
19	Mar 11	Individual email: Personal Business Plan Come prepared with a "big question" for our guest
20	Mar 13	Team's key lessons learned from E145 Extra Credit: ETL email (individual)
	Mar 14	OAP: Term paper Team founding share distribution (individual exercise)
	Mar 16	Take-home final exam due

Notes and Reminders:

1. All case email assignments are team-based, one per team due at 9am, and only submitted on your team's designated day of the week.

2. All OAP assignments are team-based. For OAP assignment details:

   http://www.stanford.edu/class/e145/2008_winter/opportunity_analysis.shtml

3. For Personal Business Plan assignment details:

   http://www.stanford.edu/class/e145/personal_business_plan.shtml