Create A New Venture: From Idea to Launch
S321/S322

September 1, 2015
Create A New Venture: From Idea to Launch
S321/S322

• Goals

• Student Audience

• Process
  Team & Idea (Fall)
  Viability Research (Winter)
  Plan, Launch & Funding (Spring)

• Instructor & Team
  Dennis Rohan
    Serial Entrepreneur – Co Founder and CEO of 8 Companies
    Stanford GSB – Lead Instructor Entrepreneurship
    PhD Yale
  Mentors

• MSx focused course built on former courses, research, entrepreneurial experience and success of many teams
Some Previous Projects and Ventures

• MSx Recent Ventures
  SoFi (Finance)
  SALCAP (Airline – Columbia)
  ICON Aircraft
  Napa Valley Artisan Cheese
  Confident Cannabis (Database on cannabis)
  TILIKIN (SaaS shipping platform)
  iMPower (Energy)
  Takes A Village (Software platform for parents)

• Other Examples        40+ Successful Companies
  Internet
  Finance
  Science
  Medical
  Energy
  Education
  Retail
  Tourism
  Real Estate
Fall Quarter

• Team & Idea
  Mixer with Stanford graduate students (September 30?)
  MSx, MBA, Engineering, CS, Science, Medical, Education and Law
  S321 website and shared Google Document

• Meet informally with instructor
  Guidance on idea and team
  Early research on market and potential customers
  Office hours: Sept 8, Sept 30, Oct 7, Oct 21, Nov 4, Nov 18

• Norms for meeting with instructor
  Typical meeting 30-60 minutes, with preferably 2 or more team members
  Sign up online at least one week in advance
  Send brief overview of idea and team and advice sought

• Formal application due November 23, 2015 (Monday)
  Balanced team, with one or more MSx students and a maximum of 4 students
  Great idea - Market / Product / Value Proposition / Competition
Winter Quarter
Viability Research – Learn by Doing

Extensive Field Research
• Market & Customer Research
• Prototype Product/Service Offering
• Competitive Assessment
• Business Model
• Risk Assessment
• Morphing & Pivoting
• Team Dynamics

Feedback from
• Instructors
• Peers
• Mentors

Lectures and Expert Guest Speakers

Presentation
Spring Quarter
Plan, Launch & Funding

Research and Work Activities

• Continue Viability Research
• Go to Market Strategy
• Revenue & Staffing Forecasts
• Stage Wise Financial Plan
  Milestones & Capital Needs
• Sources of Funding
  Angels, Partners, VC, Government, etc.
• Equity Sharing and Organizational Issues

Business Plan Development

Presentation to Potential Investors at End of Quarter
S321 Info Session/Mixer and Individual Meetings with Dennis Rohan

September 1, 2015 (Tuesday)

**Info Session/Mixer:**
Time: 1:30 – 2:15 PM
Location: P107

**Individual Meetings with Dennis Rohan:**
Times: 20 minute blocks between 2:30 – 6:00 PM
Location: W105 (breakout room)

Note: times are 2:30-2:50, 3:00-3:20, 3:30-3:50, 4:10-4:30, 4:40-5:00, 5:10-5:30, and 5:40-6:00, and are available on a first-come first-served basis.
The first worksheet is a listing of students interested in taking S321, and is available to aid in team formation. Other worksheets are available for students to sign up for meetings with Dennis Rohan during his office hours.

http://tinyurl.com/oetywwk

https://docs.google.com/spreadsheets/d/1LxofYU9qYtfyiu0gUj48hLlcJZy8q4k_Mxsp3Z8lNIE/edit?usp=sharing
Questions & Feedback