

Technology Ventures

Syllabus

- Instructor:** Dr. Donald E. Tilton
Founder, ISR/Spraycool
- Textbook:** Technology Ventures: From Idea to Enterprise - Second Edition
Richard C. Dorf
Thomas H. Byers
- Course Summary:** Starting a new technology venture starts with Leadership. This Leadership is first applied to identifying and innovating new products and services that fill an emerging market need. Next, Leverage is applied in the form of creating Intellectual Property Protection, and other barriers to entry to protect the enterprise from competition. Finally, the best Formula for operating must be applied to achieve excellence across the board, in all areas critical to the function of the business. The underlying concepts of Leadership, Leverage and Formula must be balanced, and the enterprise must constantly adjust priority and emphasis among these principles in response to changing technology, business and market conditions. This course will cover these concepts in detail, with real world examples and project based assignments that follow the text, but are expanded in relation to the instructors experience and lessons learned from nearly 20 years in the entrepreneurial role of founding and growing a successful high technology enterprise.
- Course Format:** 75 Minute Classes, M-W.
Weekly Assignments, assigned Wednesday, Due following Monday, except Project Assignments, which will require 1 extra week.
5 Quizzes, 1 Midterm, 1 Final, 3 Project Assignments.
- Grading:**
- | | |
|---------------------|-----|
| Weekly Assignments | 15% |
| Quizzes | 15% |
| Project Assignments | 25% |
| Midterm | 20% |
| Final | 25% |

Syllabus

Week 1: Introduction

Read Chapter 1.

- Jan 7th Introduction to the Course Format, and concepts of Leadership, Leverage, and Formula.
- Jan 9th General Guiding Principles: Essential Characteristics of both the business and the Entrepreneur.

Week 2: Innovation and Opportunity

Read Chapter 2, 5 and 11.1-11.9

- Jan 14, 2008 Innovation and Opportunity: Identifying and Evaluating the Business Potential
- Jan 16, 2008 Goal Setting: Creating a framework for Decisive/Productive Behavior and Operation

Project #1: Market and Opportunity Assessment Tool and Process

Week 3: Business Concepts: Vision, Mission and Value

Read Chapter 3

- Jan 21st Holiday – Martin Luther King Day
- Jan 23rd Concept of Transformational Business Opportunities: - Vision/Mission and formulating the Opportunity Value Proposition

Week 4: Integrated Approach to Business Planning

Read Chapters 4 and 7

- Jan 28th Creating a Living Business Plan:
Bottoms up vs. Grand Vision
Closing the Gaps
- Jan 30th Creating an Integrated Strategy:
Strategic Planning Basics
Translating Strategy to Tactical Action Plans

Week 5: Integrated Approach to Business Planning (Continued)

Read Chapters 4.3-4.5, 6 and 20.2-20.3

Feb 4th The Technology Business Life Cycle and Sustainability

Feb 6th SWOT Analysis and Barriers to Entry
 Getting into a competitive market
 Keeping competitors at bay

Week 6: Structuring for Success

Read Chapters 8, 10.1 and 18

Feb 11th Introduction: A New Approach to Structuring for Long Term
 Success

Feb 13th Capital Structure: Balancing the needs of Entrepreneurs, Investors
 and Employees

Week 7: Midterm

Feb 18th Class Holiday: Presidents Day

Feb 20th Midterm Exam

Week 8: Structuring for Success (Continued)

Read Chapters Supplemental Material on Standard VC terms

Feb 25th Sources of Capital: Angel Financing, Venture Capital, Private
 Equity, and Debt Financing

Feb 27th Typical Deal Terms

Week 9: Structuring for Success (Continued)

Read Supplemental Material on Equity Incentive Plans

Mar 3rd Equity Incentive and Profit Sharing Plans

Mar 5th Capital Structure: Balancing the needs of Entrepreneurs, Investors
 and Employees

Project #2: A New Approach to Corporate Structuring

Week 10: Spring Break

Mar 10th No Class

Mar 12th No Class

Week 11: Intellectual Property Protection

Read Chapters 10, 20.4 and Supplemental Material

Mar 17th Invention: Concept and Reduction to Practice, Patent Law and Ethics vs. Common Business Practice

Mar 19th Trade Secrets, Contracts, Supply Chain, Licensing, etc.

Week 12: Management and Operations

Read Chapters 12 through 14 and 20

Mar 24th Building and Managing your Corporate Culture

Mar 26th Commitment to Excellence in Management Practices: Getting the Formula Right, and Continuous Improvement

Week 13: The Financial Plan

Read Chapter 17 and Supplemental Material

Mar 31th Introduction: Basics of Financial Planning and Management; Common Pitfalls and Business Failures

Apr 2nd Innovating: A New Approach to Financial Planning, Management and Accounting Capital Structure: Balancing the needs of Entrepreneurs, Investors and Employees

Week 14: - Week 16: Putting it all in Context

Project #3: Class Project creating a hypothetical business

Week 17:

Final Exam