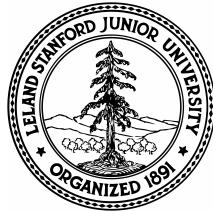


# Welcome to Engineering 145

## **Technology Entrepreneurship**

### Session 1: Course Overview



Professors Steve Blank and Tom Kosnik

**Special thanks to the law firm of Fenwick and West for supporting entrepreneurship courses such as Engineering 145.**

**Fenwick**  
FENWICK & WEST LLP

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Slide #1

## **"Is This the Right Course for Me ... Right Now?"**

1. Introductions and Course Objectives
2. A Word about STVP (Entrepreneurship Center)
3. Technology Entrepreneurship Defined
4. Calendar, Key Deliverables, Methods, & Materials
5. **Break: Stay Only If You Wish to Continue in 2008**
6. Our "Culture" and Next Steps for Admission
7. Meet and greet potential team mates

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Slide #2

# Introduction and Backgrounds



- Course Assistants
- Your Turn
- Your Professors ...

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Slide #3

## Course Assistants

**Christina Cacioppo**



**Boris Logvinskiy**



**Leader of E 145 OAP Mentor Network**

**Chi-Hua Chien, KPCB**

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Slide #4

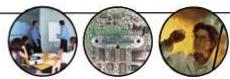


Your Predecessors: Technology Entrepreneurship Class of Winter 08

## Your Turn ... Show of Hands

1. What is your declared (primary) major of study?
2. What year are you currently in at Stanford?
3. What geographical area do you call home (time zone)?
4. Have you been involved somehow in a start-up?

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Slide #6

**Instructors**  
**Steve Blank and Tom Kosnik**  
**Supported by our Godfather, Tom Byers**



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Slide #7

## **Our Course Objectives**

1. Understand entrepreneurial leadership and its **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.

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Slide #8

## 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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Slide #9



The Stanford Technology Ventures Program (STVP) is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms that, in turn, provides new insights for students, academics, and business leaders.

STVP provides students with the entrepreneurial skills needed to use technology innovations to solve major world problems, with an emphasis on the environment, human health, and other global issues. Our goal is to inspire and prepare students for leadership roles within existing organizations, new ventures, and academia.

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<http://stvp.stanford.edu>



Slide #10

**ecorner**  
Stanford University's Entrepreneurship Corner

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Stanford Technology Ventures Program

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**Video of the Day:** Tina Seelig, STVP  
Every Problem is an Opportunity

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<http://edcorner.stanford.edu>

Slide #11

**Mayfield Fellows Program 2009**  
*(Application Deadline is February 1, 2009)*

**Winter**  
Outstanding Undergrads & Coterms Apply To Be "Mayfield Fellows"

**Spring**  
Students Learn Structure & Methods of Start-ups;  
Students Seek Paid Assignments at High Tech Start-up Companies

**Summer**  
Students Leverage the Power of Real World, Hands-On Experience

**Autumn**  
Students Bring Back Experiences and Learn From Them As a Group

**3 Courses + Paid Summer Internship + Mentors**

<http://mfp.stanford.edu>

## What is Entrepreneurship?

"Entrepreneurship is a management and leadership style that involves **pursuing opportunity without regard to the resources currently controlled**. Entrepreneurs identify opportunity, assemble required resources, implement a practical action plan, and harvest the rewards in a timely, flexible way."

"Any attempt at new business or new venture creation, such as **self-employment, a new business organization, or the expansion of an existing business**, by an individual, a team, or an established business."

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References: Various including Babson, Harvard, and Stanford



Slide #13

## What is High-Technology?



invent



CISCO SYSTEMS

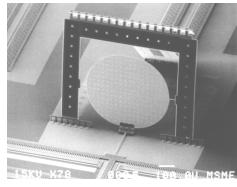


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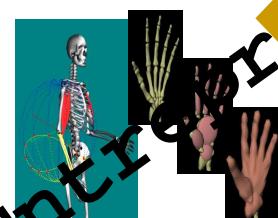
## Technology Research Trends



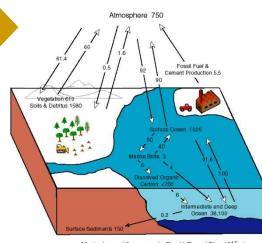
Information Technology  
and Photonics



Nanotechnology



Bioengineering



Environment and Energy

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Source: Dean Jim Plummer, Stanford University



Slide #15

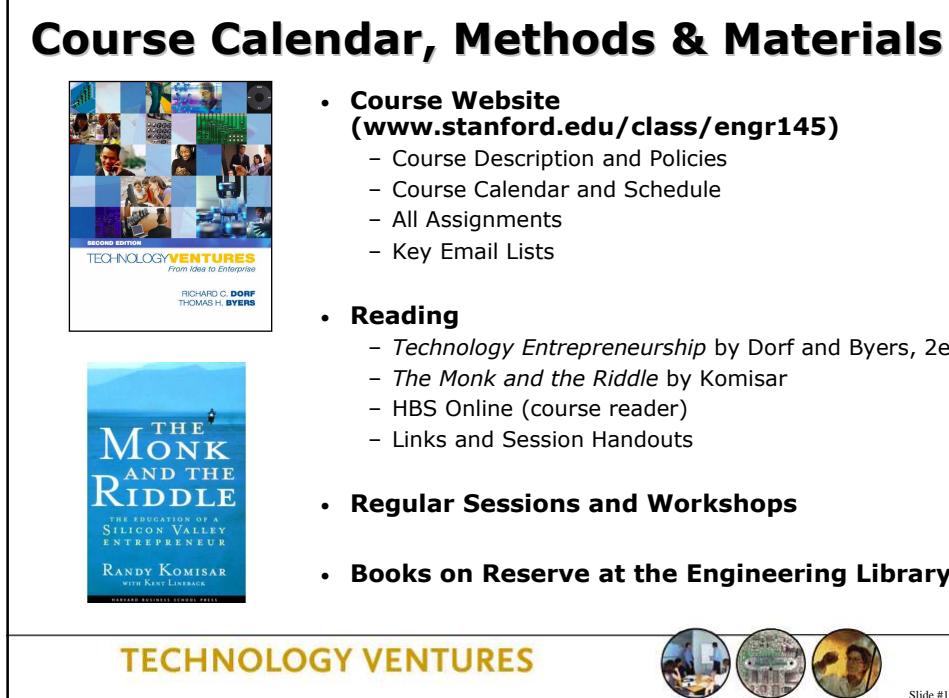
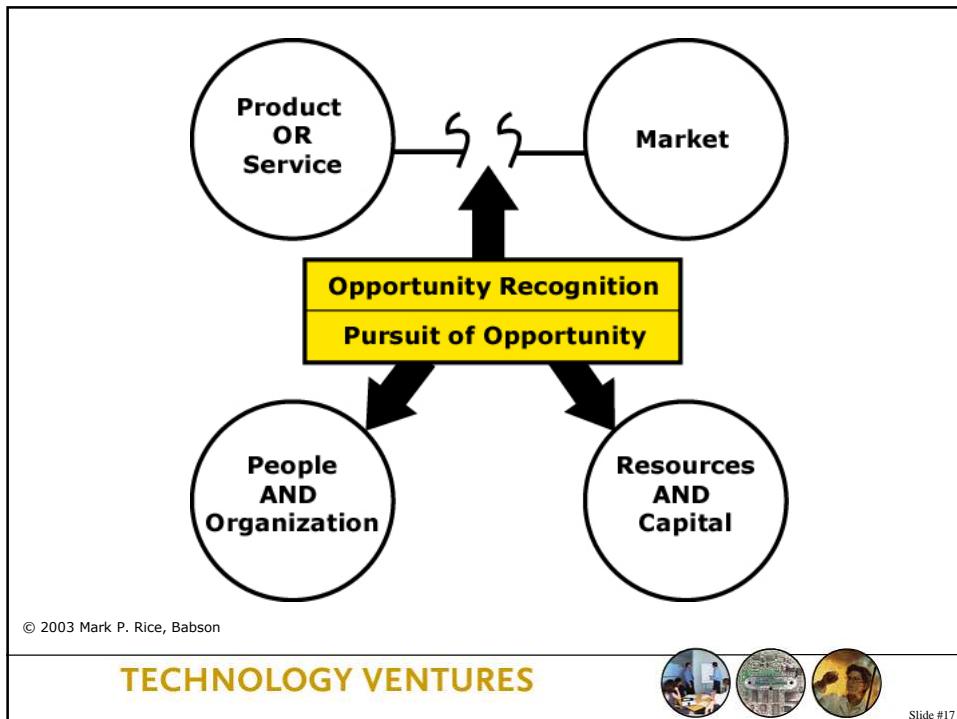
## A Closer Look at Tech Entrepreneurship

- Key driver of global economic growth
- Creates huge businesses with large impact
- Different type of process than starting a small business
- Advancements can be either ...
  1. Revolutionary ("brave new world")
  2. Evolutionary/Incremental ("faster, better, cheaper")
- Tackle big challenges, such as global warming, clean air, energy, and water, cures for major diseases

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## The Course 'By the Numbers'

- 4 Units of Credit
- 90+ Teachers (2 Instructors, 2 CAs, 6+ Special Guests, 20+ Mentors, and 60 classmates who are the next generation of global entrepreneurial leaders)
- 20 Regular Sessions and 3 Special Workshops
- 2 Textbooks plus Web-based Readings and Short Videos
- 10 Case Studies
- 1 Team Opportunity Assessment Project
- 1 individual personal business plan exec summary
- 1 Individual Final Exam

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## Grading

### Individual (50%)    Team (50%)

• Participation in class (20%)	• Written case analyses (20%)
• Personal Business Plan Executive Summary (5%)	• OAP Team Presentation (20%)
• Final Exam (25%)	• OAP Written Report (10%)

*Borderline grades can be helped by insights from attending at least Four sessions of DFJ Entrepreneurial Thought Leaders program*

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Slide #20

## **Five Ways of Learning Technology Entrepreneurship**

1. Critical thinking, decision making, and reality testing through *case studies*.
2. Mastery of basic terminology and concepts through the *text and workshops*.
3. Teamwork through the *opportunity analysis project*.
4. Career planning through the *personal business plan*.
5. Sharing real-world experience of classmates, teaching team, guests, and mentors

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## **DFJ Entrepreneurial Thought Leaders (ETL) Seminar Series Wednesdays, 4:30PM-5:30PM Skilling Auditorium**

Oct. 1 - Steve Blank, Serial Entrepreneur, Author, *Four Steps to the Epiphany*

Oct. 8 - Erik Straser, Partner, Mohr Davidow Ventures

Oct. 15 - William McDonough, Architect, Author: *Cradle to Cradle*

Oct. 22 - Vinod Khosla, Founder, Khosla Ventures

Oct. 29 - Judy Estrin, CEO, PacketDesign, Author, *Closing the Innovation Gap*

Nov. 12 - Tom Kelley, General Manager, IDEO, Author, *The Art of Innovation*

Nov. 19 - Innovation Tournament Showcase

<http://etl.stanford.edu/>

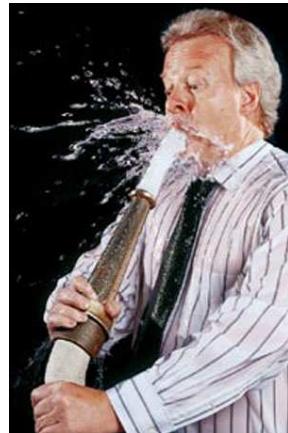
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<http://etl.stanford.edu>



Slide #22

# Break



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Slide #23

## The Success Formula for E145 (Our "Culture")

- Show up on time and stay 'til we're done.
- Set cell phones on vibrate.
- Respect others (e.g., constructive comments only, listen carefully, and one speaker at a time).
- Keep your commitments (in class and out).
- Work smart. Stretch yourself. Have fun.
- Step outside if you must call, email, skype, twitter, chat, surf the web, or do anything unrelated to E145.

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Reference: JM Perry



Slide #24

## **What Lies Ahead: A “To Do” List**



1. Read [www.stanford.edu/class/e145](http://www.stanford.edu/class/e145) and follow directions to prepare for Session #2.
2. Check web site for admission lists ... attendance is mandatory in session 2 ... waitlist (if any) will be cleared at beginning of class.
3. Form partial or full teams by Session 2 ... do the best you can ... OK to just come “alone”.

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