E145
Technology Entrepreneurship
Session 20
Course Summary

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Based on slides by Professor Tom Byers,
Founder of STVP and E 145

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Agenda

1. Team reflections and takeaways
2. OAP voting results and final exam preparation
3. Recalling course objectives and methods
4. Next steps in entrepreneurship education
5. Appreciation

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Final Exam Logistics and Tips

1. See exam web page on E145 site; read World Indigo case beforehand
2. Review key models and frameworks (e.g., lecture “handouts” on E145 site)
3. Review highlighted sections and definitions from textbook
4. Don’t worry about specifics of cases (e.g., actors) or OAPs (e.g., ideas)
5. Review venture accounting & finance materials (e.g., workshops, case spreadsheets)
Recall Our Three Course Objectives

1. Understand entrepreneurial leadership and its process in technology industries. Dispel common myths and misconceptions.

2. Learn skills important for 21st century technology leaders.

3. Stimulate continuous learning and personal reflection regarding entrepreneurship and your future.
Examining the Tech Entrepreneurship Process

- Facebook
- IMVU
- WebTV
- Palm I

- NanoGene
- SolidWorks
- Barbara A.
- BioTransplant
- Palm II

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Major Concepts and Frameworks

- Sahlman’s “concept of fit” model: People - Opportunity - Context - Deal
- Blank’s “Customer Development Model”
- Dorf and Byers’ “from opportunity to profitability” model: Vision – Strategy – Execution
- Kosnik’s “Partnership Portfolio Model”
- Moore’s technology adoption cycle and chasm model: Adapting the marketing strategy over time
- Byers’ ABCs of human and financial resources: Effective teams and use of staged venture financing

Bottom Line: Does the “Top 10 Enduring Elements” Document Make Sense?
Teaching and Learning Technology Entrepreneurship

- Critical thinking through *case studies*.
- Teaching of basic terminology and concepts through the *texts and workshops*.
- Teamwork through the *opportunity analysis project*.
- Career planning through the *career panel, mentors, office hours, & personal business plan*.
Important Skills for Tomorrow’s Entrepreneurial Leaders

1. Creativity and Opportunity Evaluation
2. Real-time Strategy and Decision Making
3. Comfort with Change and Chaos
4. Teamwork
5. Evangelism, Selling, Negotiation, and Motivation through Influence and Persuasion
6. Oral and Written Communication
7. Basics of Start-Up Finance and Accounting
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

3 Courses +
Paid Summer
Internship
+ Mentors

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

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

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http://mfp.stanford.edu
Importance of Course Evaluations (via Axess)
**Next Steps in Entrepreneurship Education**

1. Visit [http://stvp.stanford.edu](http://stvp.stanford.edu) for more courses @ Stanford, consider GEM and New Venture Creation.
2. Visit open ETL lectures in person or access on the web at [http://etl.stanford.edu](http://etl.stanford.edu)
3. Exploit video clips and podcasts at STVP Educators Corner at [http://edcorner.stanford.edu](http://edcorner.stanford.edu) and similar archives
4. Join any of the entrepreneurship-related student clubs (e.g., BASES, ASES, ATI, SWE, SWIB, Energy Crossroads, NUSEA)
5. Attend campus and Silicon Valley events regarding entrepreneurship (e.g., enter the E Challenge or Social E Challenge, subscribe to BASES at [http://bases.stanford.edu](http://bases.stanford.edu))
6. If your writing and Powerpoint skills are top notch, consider writing a case, note or chapter as an independent study
7. We hope the following: think like an entrepreneur and recall our lessons @ times throughout all the stages of your career!
Special Thanks from Steve and Tom

• To All of Our Distinguished Guests:
  Mike Maples, Peter Douglas
  Ravi Belani, Rowan Chapman, Chi-Hua Chien,
  Trae Vassalo, Connie Chan, Sachin Kansal,
  Andrew Chen, Graham Chisholm, Ryan Junee,
  Kimber Lockhart

• To Our Dedicated Course Assistants:
  Boris Logvinskiy and Christina Cacciopo

• To the OAP Mentors

• To All 60 of You