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

• Goals

• Student Audience

• Guest Introduction

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

• Instructors & Team
  Rohan
  Mentors

• Project-oriented Entrepreneurship course – MSx Focus
Some Previous Projects and Ventures

• Recent Ventures
  - SoFi
  - Exactuals
  - SALCAP
  - ICON Aircraft
  - Auxogen
  - Mira Dx
  - Logistico
  - LEO
  - IPS
  - SETU

• Other Examples
  - 40+ Successful Companies
  - International
  - Internet
  - Science
  - Medical
  - Tourism
  - Financial
  - Retail
Fall Quarter

• Team & Idea
  Mixer with Stanford graduate students – October 22 (Tues), 5:30-7:00
  MBA
  Engineering
  Science
  Medical
  Law
  Education
  Meet informally with instructors/mentors
  Student Interest Spreadsheet

• Formal application due November 25, 2013 (Mon) at Noon
  Balanced team, with maximum of 4 students and at least 1 MSx student – minimum of 3 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

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

Schedule

Fall – Team and Idea
Information Meeting – October 1 (Tuesday)
Mixer – October 22 (Tuesday), 5:30-7:00 PM, Zambrano 301
Informal Instructor Meetings – if requested by students
Application Due – November 25 (Monday) at 12:00 noon
Notification – November 29 (Friday)
Pre-Launch Meeting – to be scheduled during first week of December

S321 Winter – Viability Research
Idea to Feasibility
Learn by Doing
Section 1: Monday, 3:15-6:15 PM
Section 2: Tuesday, 3:15-6:15 PM
3-4 lectures/speakers on Wednesdays 3:15-5:15 PM

S322 Spring – Plan, Launch, Funding
Section 1: Monday, 3:15-6:15 PM
Discussion