

Engineering 145 (ENG145) – Technology Entrepreneurship, Spring Quarter, 2010
 Professor Charles Eesley, Stanford University
 Time: Tuesdays and Thursdays, 10:00-11:50am
 Location: 110 Thornton

Module	Session	Date	Class Topic	Guests	Case	Email Assignments	Term Projects	Textbook Chapter
I	1	3-30	Course Overview					
I	2	4-1	Silicon Valley and Key Frameworks					1.1, 1.5, 2.1,
I	3	4-5	Creativity and Improvisation (1:30-3pm)	Tina Seelig	Tressider Oak Room	Meet at Tressider	Form Study Teams	2.4, 3.1-3.4 4.1-4.87, 5.3-5.5, 16-17
I	4	4-6	Startup.com / Team Project time					
I	5	4-8	Accounting and Case Method / Team Project Ideas					
II	6	4-13	From Idea to Opportunity I	Aayush Phumbhra	Chegg	Only A		7, 19.1, 19.3
II	7	4-15	From Idea to Opportunity II	Oleg Nodelman	Sirtris	Only B		9.3-9.4
II	8	4-20	Entrepreneurial Marketing	Rick Reddy				11, 15.2, 15.3
II	9	4-22	Customer Dev. & Business Models	Steve Blank	IMVU	Only A	OAP Initial positioning	6.2-6.3
II	10	4-27	IP & Legal	Dan Dorosin				10.3-10.8
II	11	4-29	Partnerships	Randy Komisar	WebTV	Only B		
III	12	5-4	OAP Presentations and Teams	Stewart Alsop			OAP Prezo and Paper	
III	13	5-6	Building the Startup Team	Dan Dorosin	Nanogene	Only A		12-14
III	14	5-11	Introduction to Venture Finance	Ravi Belani				18, 20.1, 20.4
III	15	5-13	Financings	Chi-Hua Chien	SolidWorks	Only B		15.2-15.3
III	16	5-18	Venture Finance Workshop	Ann Miura-Ko				
IV	17	5-20	OEP Team Presentations I	Corey Reese		Only A	OEP Pres.	
IV	18	5-25	OEP Team Presentations II	Matt Cohler		Only B	OEP Pres.	
IV	19	5-27	Stock Options, Careers and Social E-ship	Debra Dunn	Barbara's Options	All students		18.1, 18.3-8
IV	20	6-1	Course Summary				OEP Paper	7.1-7.3, 8.1-8.5
IV		6-8	Personal Business Plan due @ 9am			All students		

Module Legend

I – The Entrepreneurial Perspective

II – Opportunity Recognition and Evaluation

III – Assembling Resources and Managing Growth

IV – Entrepreneurship and You

Textbook: Dorf and Byers, Technology Ventures: From Idea to Enterprise, 3rd Edition, McGraw-Hill.

Revised: Feb. 18th, 2010