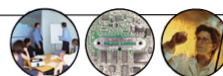


## What can we learn from the Yahoo case?

1. Provided our **first case study** in E145.
2. Illustrated the differences between just a good idea and a **true business opportunity**.
3. Provided practice on **using our frameworks** for understanding the entrepreneurial process.
4. Introduced the concept of managing **four kinds of risk**: technology, market, team, and financial.
5. Examined **two different outcomes** for successful ventures: an established/independent enterprise versus merger/acquisition with another firm.

TECHNOLOGY VENTURES



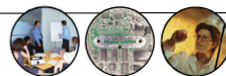
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**Thank You, Michael!**

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