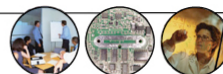


What Can We Learn From Sirtris Case?

1. Illustrated the differences between just a good idea and a **true business opportunity**.
2. Provided practice on using the Sahlman and other **frameworks** for understanding entrepreneurial process.
3. Examined how entrepreneurs can **"make meaning"** with high-impact ventures.
4. Reviewed the concept of managing **four kinds of risk**: technology, market, team, and financial.
5. Highlighted the differences between information technology and **life sciences (biotech) ventures**.
6. Demonstrated various ways ventures reach a **successful outcome** for their stakeholders.

TECHNOLOGY VENTURES



Slide #2



**Thank You,
Michelle and Oleg!**

