

Engineering 145 - Technology Ventures, Autumn Quarter 2009, Stanford University**Time:** Tuesdays and Thursdays, 1:15-3:05PM**Location:** 110 Thornton

Module	Session #	Date	Class Topic	Guests	Case	Assignments: Group A or B?	Term Project	Textbook Chapter
I	1	22-Sep	Course Overview					
I	2	24-Sep	Silicon Valley and Key Frameworks					1-4
I	3	29-Sep	Creativity and Improvisation	Seelig			Form Study Teams	5-6
I	4	1-Oct	Accounting and Case Method Workshop	Miura-Ko				16-17
II	5	6-Oct	From Idea to Opportunity I	M. Moritz	Yahoo	Only A		7, 19
II	6	8-Oct	From Idea to Opportunity II	Christoph Westphal	Sirtris	Only B		9
II	7	13-Oct	Entrepreneurial Marketing	Rick Reddy (BioFuelBox)			OAP Initial Positioning	11, 15
II	8	15-Oct	Customer Development	Blank (w/ Reis)	IMVU	Only A		
II	9	20-Oct	Business Models and IP	Blank (w/ Dorosin)				10
II	10	22-Oct	Partnerships	Komisar	WebTV	Only B		
III	11	27-Oct	OAP Presentations and Team Workshop				OAP Presentations	
III	12	29-Oct	Building the Startup Team		Nanogene	Only A		12-14
III	13	3-Nov	Introduction to Venture Finance	Belani				18
III	14	5-Nov	Venture Finance Workshop	Miura-Ko				
III	15	10-Nov	Financings	Chien	SolidWorks	Only B		
III	16	12-Nov	Stock Options		Barbara Arneson	Both		
IV	17	17-Nov	OEP Team Presentations I			Only A	OEP Presentations	
IV	18	19-Nov	OEP Team Presentations II			Only B	OEP Presentations	
			Thanksgiving break					
			Thanksgiving break					
IV	19	1-Dec	Social Entrepreneurship and Careers	Blank and Dunn	Personal Biz Plan			20 (7.4, 8.2)
IV	20	3-Dec	Course Summary					

Module Legend

I - The Entrepreneurial Perspective

II - Opportunity Recognition and Evaluation

III - Assembling Resources and Managing Growth

IV - Entrepreneurship and You

Revised: August 12, 2009