

Stanford University

Technology Entrepreneurship

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LECTURES

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COURSE INFORMATION

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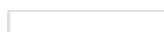
From Idea to Opportunity

Videos

Team Building ~14 min



Technology Life Cycles and Diffusion ~18 min



University Technology as a basis for startups ~18 min

E145

Key Concepts

There is a difference between an idea for a new product/service and a real business opportunity. This is true whether or not your idea involves the use of new technology.

Also available on YouKu in China: <http://u.youku.com/eesley>

Reading

Technology Ventures: Chapters [4.1](#), [4.4-4.6](#), [4.8](#), [9.3](#), [9.4](#)

Recommended reading: [Stanford University Economic Impact via Innovation and Entrepreneurship Full report](#)

[More ECorner videos on opportunity recognition](#)

Assignment

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