

Technology Entrepreneurship Part 2

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Business Models

Key Concepts

A business model is basically a plan, a schematic of your startup. Making one forces you to think through all the basic element of a business (value proposition, customers, key advantages, partners, costs, revenue streams etc) so that you can get a sense of direction, what your challenges are and what you should be focusing on.

- The first video is this week's conceptual material on business models. It is addressed at Chuck's both physical and online classes. We think it's interesting for the online participants to know how residential courses are done in Stanford (case discussions, etc.), but feel free to skip directly to 2:00
- The second and third video are our usual entrepreneur's insight. Andy Bechtolsheim founded Sun Microsystems in 1982. He is a serial entrepreneur and investor in Silicon Valley and wrote the first check out to Google, Inc. William Miller, former Stanford Provost and I interviewed him and asked him about founding Sun, risk, how to decide when to pursue a startup opportunity, venture capital and the story behind investing in Google. It's a terrific interview with some great material and Andy Bechtolsheim is extremely insightful about entrepreneurship. I hope you enjoy this video. ; David Cheriton is a Stanford PhD professor in the computer science department and an early investors in Google.
- The last video is the part 2 of our series "How to Start a Startup".

Videos

Business Models ~17 min**Entrepreneur's Insight: Andy Bechtolsheim** ~15 min**Entrepreneur's Insight: David Cheriton** ~17 min**How to Start a Startup - Lecture 2** ~46 min

Reading

- *Technology Ventures, from Idea to Enterprise*, [Part 1](#), [Chapter 3](#)

Assignment

The assignment for this week is to create a business model canvas (BMC).

**Create a Business Model Canvas**

Due on April 22nd at 8:00pm

Additional Resources

- Ash Maurya, [Running Lean](#), summarizes lean startup/customer development principles and does a great job of adapting Alex Osterwalder's [business model generation](#) process to web startups. Maurya's [blog](#) extends these ideas; he applies customer development processes to his current startup in this [post](#), and discusses metrics in [this one](#).
- Steve Carpenter's TechCrunch teardown of generic [web business models](#) and key metrics for each.

[← Acid Test for Entrepreneurs](#)[Market analysis, marketing, and ... →](#)