Stanford University

Technology Entrepreneurship Part 2

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LECTURES

Acid Test for Entrepreneurs

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Statement of Accomplishment Criteria

Syllabus

Technology Entrepreneurship Part II, 2015

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Requirements

Participants who already have a team and/or an idea of entrepreneurial venture that has been validated either through Technology Entrepreneurship Part 1 or by their own research can begin directly with Part 2. In other words, taking Part 1 is recommended but not a requirement for taking Part 2 as long as you either have an idea with some amount of validation that you're ready to take forward, or find a team with an idea.

Course Objective

This online course further explores the fundamentals of technology entrepreneurship. You will learn the process technology entrepreneurs use to take a validated idea to the larger market and scale their startup.

The class demonstrates the entrepreneurial mindset: where others see insurmountable problems, entrepreneurs look for opportunities in technology and business solutions. An entrepreneurial perspective is also a wonderful way of thinking in order to tackle new opportunities in social entrepreneurship, whether it is in government or NGOs.

By the conclusion of the course, it is my hope that you understand more specifically how to:

1. Broadcast your message with effective marketing to reach all your potential customers
2. Establish a sales force to help you deliver value to customers
3. Leverage partnerships to reach an even larger slice of the market, improve your offering or cut your costs
4. Better understand venture finance and get ready to raise capital to take things further

How this Course is Taught

This course is taught through a team-based and hands-on approach which aims at emulating at least partially the dynamics you will encounter in a startup while working on concrete projects. You can do the MOOC solo but participants can get more out of the experience by joining a team and by collaborating with their teammates on assignments. Teams can post links to their project material in blog comments, and can comment on each others' work. The instructor may occasionally view projects, and may post comments, but there is no guarantee that he will view or comment on any particular student or team's work.

Target Audience

This college-level course directly follows the concepts taught and projects completed in *Technology Entrepreneurship I*. It is designed for all backgrounds and majors, including those with interests in science, engineering, and humanities who seek to understand what the entrepreneurial mindset from the Silicon Valley and its key processes are about. Topics introduced in this course are relevant for future founders of enterprises, as well as the future employees of a independent or corporate startup. People of all ages and backgrounds are welcome in the course.