

CS4081: Entrepreneurship & High-Tech Venture Creation

Prof. Donal O'Mahony

Assignment 1

Presentation on the Progress of an Irish/European Start-up Company

1. Find your startup
 - a. Start by looking at the members of the ivca
 - b. Select one – find one of the investees
2. Request your choice from lecturer – each team must cover a different startup. – Mail Donal.OMahony@cs.tcd.ie with team members and name [Visiting Students will be added to teams]
3. Choice of startup: pick one that has existed for at least 3 years –Try to pick one that you can get information on; Startups that failed may tell a more interesting story.
4. Scour Google and Irish news archives for stories about the company
5. Track changes in Management
-was the right team in place at the beginning, how did it change – how did that change the company's fortunes
6. Track significant Investments & Exits
7. Track very significant points of development for company e.g.
 - a. First major sale
 - b. Entering new markets
 - c. Major changes in product/service focus
 - d. Granting of patents
 - e. Strategic partnerships developed
8. Look for information from public sources (best not to phone up the company asking questions that they will regard as sensitive)
9. If information is not available in the public domain – make an educated guess – e.g. if a company has 10 paid staff, then they probably need €0.5 – 1.0million per year to stay afloat.
10. DISCUSS it amongst the group – There will be different ideas about why/when major events happened for a company – whether the team was right, whether the approach was right, whether the timing was right.
11. Create presentation of no more than 10 slides
 - a. Slide 1 – Identify each team member and name the company
 - b. Last Slide – Outline what are the likely next steps in the company's evolution
12. Team will present to the entire class on Friday 28th September (end of Week 3)
 - a. Presentation will be strictly time-limited to 4 minutes
 - b. Not all team members have to present – but it should be obvious that each member has contributed
 - c. Hand up HARDCOPY of slides presented ON THE DAY
 - d. Marks are based on the presentation and the slides