



4 Courses

Cracking the Creativity Code:  
Discovering Ideas

From Idea to Startup

Innovation Career Lessons from  
a Master

Action-Driven Business Plan:  
From the 'Classroom' to the  
World



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**LE HONG NGUYEN**

has successfully completed the online, non-credit Specialization

## Startup Entrepreneurship

Part One deals with ideas, and the creative imagination: discovering new ideas, new products, new services, new and better ways to do everything. Part Two focuses on how to build a business. This course guides the learner through a series of tools and methods that help take an idea and make it happen, in a way that can sustain the business or organization that delivers it to humanity. Use this course to build a solid business or organization around the idea you developed during the first course. Part Three offers Innovation Career Lessons from a Master with proven achievements. During this course you will listen to conversations and interviews with Dadi Perlmutter, who until recently was Executive VP for Intel corporate, the highest ranking Israeli executive of a multinational company.

Prof. Shlomo Maital,  
Technion - Israeli  
Institute of Technology

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