

Alpha-Bet: Fall 2025 Curriculum Outline

Course Program November 3, 2025 - January 22, 2026

Course team:

Academic Director: [Dr. Gali Finav](#)

Leading Lecturer: [Mr. Ofir Richman](#),

Lab Section Lead: [Mr. Uri Mestechkin](#)

Guest Lecturers: Prof. Tommy Knapp, Mr. Nuri Golan, Mr. Adam Weiner, Ms. Maya Dror.

Course Goals:

- Provide a deep understanding of the fundamentals of entrepreneurship.
- Provide a deep understanding of the full entrepreneurial process.
- Enhance Ideation and Creativity techniques.
- Gain experience in planning a venture.
- Determine and validate the business and strategic plan needed to build a strong foundation for venture creation.
- Practice team building and team dynamics.
- Practice presenting ideas in various stages.
- Participate in experiential exercises built around core entrepreneurial terms.
- Integrate Generative AI as a catalyst for creativity, research, and execution in the entrepreneurial journey

Class schedule:

<i>class</i>	<i>Day</i>	<i>Pacific</i>	<i>Eastern</i>	<i>Israel</i>
Group A	<i>Monday</i>	<i>09:30 -12:00</i>	<i>12:30-15:00</i>	<i>19:30-22:00</i>
Group B	<i>Tuesday</i>	<i>07:30-10:00</i>	<i>10:30-13:00</i>	<i>17:30-20:00</i>
Lab	<i>Thursday</i>	<i>10:00-11:30</i>	<i>13:00-14:30</i>	<i>20:00-21:30</i>

Program Structure: October – December 2025

Week	Date	Topics	Class activities and assignments
1	Group A: Nov 3, 2025 Group B: Nov 4, 2025 Lab: Nov 6, 2025	Getting started <ul style="list-style-type: none">• Orientation + Course description.• Becoming an entrepreneur: risk, resilience, vision• The entrepreneurial mindset.	In class Exercise <ul style="list-style-type: none">• Getting to know your cohort• Entrepreneurial questionnaire Homework: <ul style="list-style-type: none">• Founder (short, 100 words) statement: “why I want to become an entrepreneur”• Use AI to refine it into an elevator pitch.
2	Group A: Nov 10, 2025 Group B: Nov 11, 2025 Lab: Nov 13, 2025	Team Building <ul style="list-style-type: none">• Practical tools for team building• Roles and responsibilities within a venture	In-Class Exercise: <ul style="list-style-type: none">• Skill questionnaire+ team skill set discussions Homework: <ul style="list-style-type: none">• Leadership/communication style questionnaire, reflect on how your style can benefit or harm team dynamics• Finalize your work teams
3	Group A: Nov 17, 2025 Group B: Nov 18, 2025 Lab: Nov 20, 2025	Ideation Process <ul style="list-style-type: none">• The Creative Process• Ideation Toolkit• Generative AI as an ideation partner	In-class Exercise: <ul style="list-style-type: none">• Ideation practice Homework: <ul style="list-style-type: none">• Identify 3 main tech trends – tech report• Finalize 3 ideas for next class

			Deadline Teams must be finalized – all class work is done in teams
4*	*Thanksgiving Week Group A + B : Nov 24, 2025 Lab: Nov 25, 2025	The Lean Startup <ul style="list-style-type: none">Lean Startup MethodologyIntroduction to the Business Model CanvasMVP/POC	In- class Exercise: <ul style="list-style-type: none">Blind Business Model Canvas Homework: <ul style="list-style-type: none">Add MVP/POC Model to the CanvasChoose final venture ideaSubmit idea for approval
5	Group A: Dec 1, 2025 Group B: Dec 2, 2025 Lab: Dec 4, 2025	Customer Discovery Lecturer: Prof. Tommy Knapp <ul style="list-style-type: none">IntroductionEarly adopters	In-class Exercise: <ul style="list-style-type: none">Build 2 customer personasSegmentation Homework: <ul style="list-style-type: none">Build semi-structured interview guideConduct 5 interviews with potential customersDerive 3 insights
			Deadline Ventures Ideas Must be finalized
6	Group A: Dec 8, 2025 Group B: Dec 9, 2025 Lab: Dec 11, 2025	The Landscape <ul style="list-style-type: none">Market Analysis EssentialsCompetitive mappingCustomer Discovery Report Out	In-class Exercise: <ul style="list-style-type: none">List 3 main competitorsList 3 potential partners1 minute team pitch Homework: <ul style="list-style-type: none">Complete TAM/SAM/SOM or Petal DiagramConduct 5 Interviews with Potential CustomersDerive 3 insights
7	Group A: Dec 15, 2025 Group B: Dec 16, 2025 Lab: Dec 18, 2025	Business Plan <ul style="list-style-type: none">Business StrategyBusiness ModelsBusiness plan essentials Revenue Models <ul style="list-style-type: none">Introduction Final Presentations + One Pager	In-class Exercise: <ul style="list-style-type: none">Build initial Business Plan1 Minute team pitch Homework: <ul style="list-style-type: none">Finalize Business plan + Model
	December 22 - January 2	Two week holiday break, group work on presentations	
8	Group A: Jan 5, 2026 Group B: Jan 6, 2026 Lab: Jan 8, 2026	Your Company <ul style="list-style-type: none">Branding & Storytelling for VenturesCompany BuildingWhere to spend your efforts on day 1	In-class Exercise: <ul style="list-style-type: none">Class exercise: PositioningTeam Pitches Homework: <ul style="list-style-type: none">Work on presentation + One pager
		Guest Lecture: Maya Dror <ul style="list-style-type: none">Positioning (1 hour+ exercise)	Deadline Submit a 4 minute pitch presentation for review (By December 7th)
9	Group A: Jan 12, 2026 Group B: Jan 13, 2026 Lab: Jan 15, 2026	Network + Networking Lecturers: Nuri Golan + Adam Weiner <ul style="list-style-type: none">Mapping, building and utilizing your networkElevator Pitch - How to get a meeting from a handshake exchange.VB Alumni pitch example	In-class Exercise: <ul style="list-style-type: none">Presentations Dry Run Homework: <ul style="list-style-type: none">List 10 helpful connections via your networkReach out cold to 5 useful connections (email / Linkedin / call)Finalize presentations/One pager
10*	*Team Presentations: Jan 19, 2026 Jan 20, 2026 Jan 22, 2026	Team Presentations (4 minutes) and feedback	Deadline Submission of all class requirements: <ul style="list-style-type: none">Team: Presentation deck, One pagerIndividual: personal reflection