

10/20/2022, Week 6, Lecture 2.

Assignment, Discuss the current trends and opportunities in technology/technical entrepreneurship. There are some concepts in the book that you cannot include. This needs to be searched online.

trends, list, explain, company examples. Deadline, Next thursday.

LAST class, PILLARS.

The business Model Canvas,

Partners,

Book page 24, chapter needs to be read.

Mini cases, > Pillars. See last class reference above. Need to read about pillars.

Pillar 5,

the first pillars were in the last class.

the 4 Principals

P. 1, value creation is the primary purpose. P. 2, they can sustain setbacks. Principal 3, talking about private property, innovations of others. contractual obligations of partner contracts. right of others. Business ethics basically. P. 4, judgment of the market, change in customers mind set, change in technologies. Rigidity in personality is bad, change should be accepted.

all 4 pillars are important.

Book page 31

Chapter 2 ends here.

Chapter 3

Idea generation for technology ventures.

The idea generation process... 4 steps...

The 6 venture types. 3 types of business

B2C, B2B, B2G

Step 1, Identify a point of pain,

Identify the POP ^ . One must analyze the market, could be on existing products as well as non existent products...

reference signals, such as customers telling us why a particular tech doesn't exist with us.

Exhibit 3.3 take a POP and apply this chain to it.

Customer cannot select properly or customer cannot search properly, both can be a point of pain. This can be an idea.

Step 2,

Book page 50

Is the idea worth it, is this POP valid enough,
ways of idea of generation.

1. what is bugging you
2. be present in life
3. Let your subconscious do your work
4. Attack practical problems. When you face a problem, note them down. Note down the frustrations.
5. Thing big or go home. (lol)