A good technological idea is not a sufficient condition to become a successful venture. The reasons for this are in many cases lack of knowledge, information and skills in the field of business management. The goal of the course is to provide
students with the knowledge, information and tools needed to identify an innovative idea, to examine its business feasibility and to formulate a plan of action to turn the "right" idea into a successful venture. Special emphasis will be given to the interaction of the venture with the ecosystem in which it operates, mainly with financing entities as well as large and global companies.

Course Goals
- To provide students with in-depth understanding and knowledge of the various aspects of startup creation.
- To provide students with knowledge and tools to identify business ideas, and how to transfer an idea into a venture.
- To practice teamwork that is able to face real life challenges.
- To provide guidance to the business model canvas and lean startup canvas. The main principles of a business plan and presentations.

Grading
Requirements
- Reading the course material
- Minimum grade: 60
- Participation and presence in lectures. Minimum presence 80%
- Attendance is required. Class attendance is very important, learning occurs through interaction and actual work.
- You may miss up to 2 classes.
- Missing 3 classes will result in grade deduction of 10%.
- Missing 4 classes or more - will not be able to complete the course.
- All absences should be notified in writing to class TA in advance. Please include documents (e.g. a formal letter from the army/doctor).
- Participation in guest lecture – Obligatory.
- Individual assignment - 60%,
- Team assignment - 40%

**Team Assignment**

The group assignment is to create a lean start up model canvas according to class guidelines for a specific idea, and prepare guidelines for executions.

Prepare a presentation.

The market analysis will include, among others, market trends and the information gathered by the team through the individual assignment.

Grading will be based on the level of depth and thought put into each section and the degree to which you applied class concepts to the analysis.

**Individual assignment**

Choose an established startup, operating for more than 3 years, which raised money based on the principals learned in class. Analyze the company based on the criteria presented in class.

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### Learning Outcomes

<table>
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<tr>
<th>Lecture Subject</th>
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<tr>
<td><strong>1</strong> Intro to the course and the program</td>
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<tr>
<td>The main component of transferring an idea into a startup</td>
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<td>The business plan vs. the business model Canvas</td>
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<td>The Business Model Canvas - introduction</td>
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<td>Glossary in Entrepreneurship</td>
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<td><strong>2</strong> Ideation process and tools</td>
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<td>Where good ideas come from</td>
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<td>Brainstorming</td>
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<td>Introduction to lean &amp; business model canvas-cont.</td>
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**Reading List**


**Other Reading (optional):**


https://www.inc.com/matt-ehrlichman/not-all-funding-is-created-equal-4-ways-to-raise-smart-money.html


The economists (January 10, 2016) “Dare to fail - how entrepreneurs succeed by learning from failure, Lessons from Jack Ma, founder of Alibaba.”
http://gelookahead.economist.com/jack-ma-alibaba-dare-to-fail/
Watching (Optional):

Success - Failure

- Three Pitfalls Startup Founders Must Avoid. Noam Wasserman.
  https://hbr.org/video/2226827548001/three-pitfalls-startup-founders-must-avoid

- The single biggest reason why startups succeed. Bill Gross:
  https://www.ted.com/talks/bill_gross_the_single_biggest_reason_why_startups_succeed?language=en

  - Case Studies of Failure. Jeff Hawkins, Numenta
  http://ecorner.stanford.edu/videos/2252/Case-Studies-of-Failure

  - Steve Jobs's top 10 rules for success
  https://www.youtube.com/watch?v=eHzAtxW3TzY

Business Model Canvas Explained

- https://www.youtube.com/watch?v=QoAOzMTLP5s
- https://www.youtube.com/watch?v=IP0cUBWTgpY
- https://hbr.org/video/2363593484001/sketch-out-your-hypothesis
- https://hbr.org/video/2363593484001/sketch-out-your-hypothesis

Networking

The secret to great opportunity. The person you haven’t met yet.

https://www.ted.com/talks/tanya_menon_the_secret_to_great_opportunities_the_person_you_haven_t_met_yet/up-next

Serendipity

What is the term of the word Serendipity
http://youtube.com/watch?v=HX0bRIBSq4w
The Israeli experience

- http://foundedinisrael.com/

Series of videos:

*How to Start a Startup* is a series of video lectures, initially given at Stanford University in the Fall of 2014.

http://startupclass.samaltman.com/

Stanford e-corner

https://www.youtube.com/user/ecorner

“Stanford University's Entrepreneurship Corner (eCorner) offers videos featuring entrepreneurship and innovation thought leaders. eCorner, produced by the Stanford Technology Ventures Program, also offers hundreds of podcasts and articles to help you develop an entrepreneurial mindset at http://ecorner.stanford.edu.”

Tools for Entrepreneurs Video Series - Google for Entrepreneurs

https://www.youtube.com/playlist?list=PL9KVIdeJ2K8MEMoZH5wzrHa4prGvrhHJA

Google for Entrepreneurs + General Assembly have partnered to provide weekly lessons for entrepreneurs of all kinds. Take your skills to the next level with business, marketing, and technical classes taught by leading entrepreneurs, academics, and... more

Entrepreneurship Videos - Wall Street Journal

http://www.wsj.com/video/browse/business/entrepreneurship

Entrepreneurship videos from the Wall Street Journal, MarketWatch, and Barron's