Course program and reading list

Semester 9 Year 2020

School: Arison School of Business MBA

Venture Creation and Product Innovation

Lecturer:
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Teaching Assistant:
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<th>Course No.</th>
<th>Course Type</th>
<th>Weekly Hours</th>
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<td>Lecture</td>
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Course Requirements:
Final Exam

Group Code: 209278800

Language: English

Course Description

The lab courses are 3 consecutive courses, in mini 7, 8, 9. They are project-based courses, in which students work in groups on an innovation or entrepreneurship project that is meaningful to them.

Projects can be one of the following: (1) self-initiated, like a startup; (2) With a company, like a new product offering for an existing technology firm; (3) Non-profit project, like a social project or government-related project.
Students choose their own groups. Students choose their own type and topic of project. Past lab students started their own companies, joined accelerator programs, joined existing technology companies as product managers or other exciting roles.

The lab courses include many guest lectures by leading investors and entrepreneurs, hands-on training on tools and methodologies, and ongoing mentoring by experts in technology, product, design, business, and marketing.

The lab process can be generally defined with 4 “building blocks”:

- Need (identification & validation)
- Product (innovation & validation)
- Market (definition & validation)
- Revenue (Definition & validation)

Course Goals

The essence of the first mini (mini 7) will be an iterative process of need identification, need validation, competitive analysis, initial solution ideation & prototyping, initial user testing & insight generation, and pitch/presentation. It is challenging to validate a need, and the learning happens when you try to validate it, while learning the methods in a hands-on way. The tools and methods you will learn in mini 7 will serve you in the next iterations (mini 8 and 9).

Mini 7 topics include: need validation through interviews, need validation using service design techniques, competitive analysis, ideation techniques, prototyping tools (digital and physical), user testing methodologies, teamwork in situations involving open-ended challenges.

Grading

Participation and Personal challenge 30% (individual grade)

Work submission during the semester 30% (group grade)

Final presentation 40% (group grade)

Teaching Assistant

Inbal Elazar
Reading List

New product innovation methodology:
https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond

Validation strategies:
Tomer Sharon, Validating Product Ideas, Chapter 2

Personas:
https://www.nngroup.com/videos/personas/

Wireflows:
https://www.nngroup.com/articles/wireflows/