Course program and reading list
Semester 2 Year 2022

School: Adelson School of Entrepreneurship B.A

First Hand Entrepreneurship - B

Lecturer:
Dr. Gali Einav  einav.gali@idc.ac.il

Tutors:
Mr. James Sadovsky  james.sadovsky@post.idc.ac.il

Teaching Assistant:
Mr. James Sadovsky  james.sadovsky@post.idc.ac.il

Course No.: 26001  Course Type : Lecture  Weekly Hours : 2  Credit: 2

Course Requirements : Final Paper  Group Code : 222260013  Language: English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course First Hand Entrepreneurship - B (26001):

3102 - Business Growth from the Garage to NASDAQ
3400 - כדי להלך- שון אר嫄ך מיזמות

Course Description
“Vision without execution is hallucination.” Thomas Edison

The course offers students initial frameworks and a starting point in their journey into the world of entrepreneurship. This is achieved through interactive discussion, hands-on projects, and guest lectures. The goal of this course is to familiarize students with the terminology, processes, and players that comprise the entrepreneurial ecosystem and to expose them to various entrepreneurial sectors. Course topics include entrepreneurial challenges, validation techniques, financial planning, innovation within organizations, funding, investor relations, and growth.

<p>| 2022 |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Class Activities and Assignments</th>
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</thead>
</table>
| 1    | 2.3.2022 | Course introduction  
MVP #2 – Recap and Instructions  
**Business plan:**  
• Definition and contents. Budget and P&L  
• Strategic thinking. | |
| 2    | 9.3.2022 | “From Startup to Scalable Enterprise”:  
Changing mindset and taking the next steps: entrepreneur, team, company, and ecosystem | Guest Speaker:  
Shaul Olmert  
Serial Entrepreneur |
| 3    | 16.3.2022 | Building a winning financial plan Part 1 | Guest Speaker  
Shelly Oppenheimer – Levi  
EY Israel |
| 4    | 23.3.2022 | Building a winning financial plan Part 2 | Guest Speaker  
Shelly Oppenheimer – Levi |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Event</th>
<th>Organizer/Instructor</th>
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<tbody>
<tr>
<td>5</td>
<td>30.3.2022</td>
<td>Class replaced with Hackathon on March 29th</td>
<td>EY Israel</td>
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<td>Hackathon Participation</td>
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<tr>
<td>6</td>
<td>6.4.2022</td>
<td>Student presentations (half class)</td>
<td>Due: MVP #2</td>
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<td></td>
<td>13.4-20.4 No Classes Passover Vacation</td>
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<tr>
<td>7</td>
<td>27.4.2022</td>
<td>Class Moved to 25/4 (Due to Yom Hasho Memorial)</td>
<td>Intrapreneurship part 1</td>
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<tr>
<td>8</td>
<td>4.5.2022</td>
<td>No Class Memorial Day</td>
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<tr>
<td>9</td>
<td>5.2022.11</td>
<td>Intrapreneurship Innovation</td>
<td>Yoram Yaacobi</td>
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<td>Former GM Microsoft R&amp;D Center</td>
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<tr>
<td>10</td>
<td>18.5.2022</td>
<td>Funding Models Part 1 Fund raising methods Matching venture stage to funding models</td>
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<td>11</td>
<td>25.5.2022</td>
<td>Funding models part 2: Pitching to investors workshop</td>
<td>Iris Lubitch, Founder Effective IR</td>
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<tr>
<td>12</td>
<td>1.6.2022</td>
<td>Legal Aspects</td>
<td>Daniel Pomerantz</td>
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<tr>
<td>13</td>
<td>8.6.2022</td>
<td>Student presentations (half class) Course recap</td>
<td>Due: MVP #3</td>
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**Course Goals**

- Further exercise and understand the venture validation process (MVP)
- Understanding various aspects of transitioning from startup to larger company
- Understanding the role of innovation within organizations – Intrapreneurship
- Practice presenting ideas in various stages.
- Participation in experiential exercises built around core entrepreneurial terms
Grading

**Individual assignments:**

1. Home exam  
   Grading 50%
2. Hackathon Preparation  
   Grading 5%
3. Hackathon Participation  
   Grading 5%

**Team Assignments:**

1. Team project MVP 2 –  
   Grading 20%
   Due: April 6\(^{th}\), 2022
2. Final project: MVP 3: Total  
   Grading 20%
   Due: June 8\(^{th}\), 2022

**Lecturer Office Hours**

Wednesday's 11:45-12:45 - Upon request via email

einav.gali@idc.ac.il

**Teaching Assistant**

James Sadovsky  
james.sadovsky@post.idc.ac.il

**Reading List**

**Course Subjects & Reading List**

1. **Course Intro: MVP – Validation 2, Business Plan (March 2, 2022)**

   **Topics:** Recap Semester A, outline of Semester B, Recap MVP types – guidelines for MVP 2 Business Plan:

   **Readings:**


• Learn how to talk about your project: Projects are at the heart of our new economy. https://seths.blog/2016/02/how-to-talk-about-your-project/


(change to readings from first semester)

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2. **Changing mindset and taking the next steps: entrepreneur, team, company, and ecosystem (March 9th, 2022)**

**Topics:** Implementation of data in MVP process case study

**Readings:**


**Optional:**


3. **Financial Planning (March 16, 2022)**
Readings/viewing:


5. Innovation Mental Health Hackathon (March 29th, 2022)
   Replaces March 30th, 2022 class
   Readings will be provided has part of preparation session

6. Student MVP Presentations (half class) (April 6th, 2022)
   Due MVP #2

13.4.2022-20.4.2022 – No Class Passover vacation

7. (Entrepreneurship – Fundamentals of organizational change) April 25th, 2022 (class moved from April 27th)
   Topics: Innovation within organizations, different models, organizational culture and innovation, Netflix and Amazon case studies, how to generate innovation within organizations.

Readings:


How Coca Cola Netflix and Amazon learned from their mistakes

8. **No Class Memorial Day (May 4th, 2022)**

9. **Intrapreneurship case study: Yoram Yaacobi, GM Microsoft R&D (May 11th, 2022)**

   **Readings:**

10. **Funding models part 1 (May 18th, 2022)**

   **Readings:**

11. **Pitching to investors workshop (May 25th, 2022)**

   **No readings**

12. **Legal Aspects (June 1st, 2022)**

   **Reading TBD**

13. **Class Presentations MVP 3 (Half Class) Course recap– (June 8th, 2022)**

   **Presentations: MVP#3 (Half class)**

   **Due:** MVP #3
Additional readings


Recommended Podcasts


Recommended viewing

- Stanford University ecorner: channel featuring talks by prominent entrepreneurs. Retrieved from: https://www.youtube.com/user/ecorner

GOOD LUCK!