Course program and reading list
Semester 2 Year 2022

School: Adelson School of Entrepreneurship B.A

Internet & New Media Entrepreneurship

Lecturer:
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Teaching Assistant:
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Course No.: 3067
Course Type: Workshop
Weekly Hours: 3
Credit: 3

Course Requirements: Group Code: 222306700 Language: English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Internet & New Media Entrepreneurship (3067):

26021 - Internet and New Media Entrepreneurship

Course Description

“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.” –Steve Jobs, Co-Founder and CEO, Apple
“Don’t play games that you don’t understand, even if you see lots of other people making money from them.” – Tony Hsieh, Zappos CEO

“Make every detail perfect and limit the number of details to perfect.” – Jack Dorsey, Twitter co-founder

The entrepreneurial process is complex and includes many elements – from ideation to the various components of execution. In the course we will try to examine modern high-tech ventures in the digital realms (Internet, Mobile, IoT) and understand their special characteristics while focusing on basic terminology and examples from Israel and abroad.

Among the topics we will discuss is the early stages of digital ventures, funding, understanding global market trends including emerging Asian markets, analyzing market leaders and their impact as well as getting to know leading Israeli players.

Eran Wagner is a Co-Founder and Managing Partner at i3 Partners. He is an experienced entrepreneur turn investor with a demonstrated history of leading early stage rounds in technology companies including Moovit and Walkme.

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### Course Goals

1. Understand basic terms of digital entrepreneurship
2. Know the main players and their impact on this realm
3. Review the main tools required in order to start a digital business
4. Experience creating a digital business and presenting it to investors

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### Grading

1. Read mandatory reading materials
2. Personal assignment (25% of grade)
3. Group assignment (50% of grade)
4. Final individual assignment (25% of grade)