ENTREPRENEURSHIP &

INNOVATION

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COURSE DESCRIPTION

This program introduces you to the nature, structure, and dynamics of the contemporary software industry. It focuses on the key factors involved in ideating, hypothesizing, validating, and executing a viable and investable/return driven business model to launch a sustainable, scalable and profitable tech-based (software and/or hardware) business venture as a company founder or as an employee of an established company.

In this program, you will learn techniques and methodologies that will give you a distinct career advantage, whether or not you intend to work in a tech field. It is designed to give you a true-to-life experience of the thought processes behind successful tech business ventures, which apply whether you are planning on creating your own startup or working for an established employer.

You and your team will devise an innovative solution to a significant market problem. This will involve researching your customer base, forming and testing hypotheses, and producing a value proposition that will form the basis for your business model. You will investigate your customer base and market by identifying the key activities, resources and partners needed for fulfillment. This process culminates in a business model that both makes sense in a financial context and resonates with a venture capital (VC) or funding audience.

COURSE GOALS AND OUTCOMES

Program objectives include a meaningful understanding of:

- The high-technology business environment in general and the software industry in particular.

- The business concepts and principles behind creating and launching a successful innovation-driven tech venture.

- How to produce, present, and critique business proposals and plans for ventures, and how to develop business simulation and forecasting models in support of these plans.

- How to converse with and present to investors, executives, judging panels, incubators and accelerators.

- Upon successful completion of the course, you will have learned the commercialization techniques to obtain a Return Driven Venture.

SYLLABUS

Lessons Include :

- Essential skills for the successful entrepreneur

- Analyzing problems

- Examining solutions

- Understanding customers

- Discovering markets

- Failure

- Operations and Executions; Simulations

CALENDAR

The lectures are scheduled in blocks of 2.25 hours for 6 days, and one block for evaluation of 2.5 hours

Lecture 1

- Course Introduction
- Tech Industry Overview
- Commercialization Problem: Customers, Marketing, Deliverables

Lecture 2

- Founding Story Examples
- Team Dynamics & Team Building
- Pitfalls
- Business Priorities
- Market Opportunity and Sizing (TAM, SAM, SOM)

Lecture 3

- Business Model Canvas
- Customer Segment
- Channels
- Partnerships

Lecture 4

- Customer Discovery
- Customer Validation
- Customer Acquisition Costs
- Customer Lifetime Value
- Pricing Models

Lecture 5

Business Plan:

- What is what you are doing
- What is the unique benefit of your plan
- Vision
- Mission Statement

Lecture 6

- Competition and Barriers
- Competitive Edge
- Key Activities
- Key resources

- Projections

- Funding & Investor Psychology

- Business Structures, Agreements & Business Partners

- Exit Strategies

<u>Lecture 7</u>

Pitch Day

The final lecture will consist of a mini-hackathon where team of 3-4 students will brainstorm, research & lay the high-level plan for their final projects.

BIBLIOGRAPHY

These books contain essential readings that will be referenced throughout the course lectures

Osterwalder, Alex and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, 2010 (ISBN - 13: 978-0-470-87641-1 (paperback)

Steve Blank, Steven Gary, *The Four Steps to the Epiphany: Successful Strategies for Products that Win,* 2nd Ed., Published 2013 (ISBN: 0-9989200-5-07, Print), (ISBN: 978-0-9892005-2-3, ePub)

REGISTRATION

Students need to register on the Website

www.c4dmti.com

Once registered , the students will be given an access code for the course. Upon completion, the students will be given a mark and a certification be the Risklab at the University of Toronto.

Fee for the course: CAD $595

Starting Date: April 9

INSTRUCTOR

Adam Nanjee
Managing Director for Canada, Microsoft for Startups.

Adam and his team have a mandate to build, develop and grow the B2B-enterprise startup eco-system through Microsoft for Startups global program. He is a board member of the Canadian Innovation Exchange, and former Senior VP for Corporate Development and Marking of Zafin and former VP of MasterCard.