



**Ginsburg Ingerman Overseas Students Program
Ben-Gurion University of the Negev**

From Idea to Start-Up

**687-2-154
Spring 2017**

Mr. Yossi Shavit (Lecturer) and Prof. Dafna Schwartz (Academic supervisor)
Email: shavityo@bgu.ac.il (Yossi), DafnaSch@som.bgu.ac.il (Prof. Dafna Schwartz)

Course Description:

Many innovations, ideas and technological ventures never reach their full business potential. The reasons for this vary and often include a lack of practical knowledge and the managerial tools required in the preliminary stages, a necessity for the transformation of an innovation into a business venture. The course on "Idea to Start-Up" is part of, offers a unique academic experience. The course focuses on the preliminary phases of venture development. The goal of the course is to develop, through close academic guidance, the skills and tools needed at the start of a new venture in the hi-tech ecosystem. From the preliminary stage- having an idea and formulating a business strategy, through the establishment of a profitable business.

Teaching Method:

The course will include lectures and individual guidance sessions. Students will be required to submit papers relating to technological ideas that they will come up with. The course will include guest lectures and professional field trips.

Field of Education:

Entrepreneurship & Hi-Tech Track

Total # of Credits: 3

ECTS (European Credit Transfer System): 5

Course Requirements:

- Reading professional literature
- Use of databases, including computerized databases
- Market analysis (including clients, competitors, suppliers and trends)
- Preparation of presentations
- Active participation, feedback to other groups
- Written business plan

Structure of Final Course Grade:

The course grade is given to groups and individuals.

1. Final Exam	50%
2. Assignments (including presentation and participation)	50%
	100%

Note:

-Exercises include preparing and writing a group paper, individual work, presentations, providing group feedback and active participation.

-Attendance is mandatory for guest lectures and presentations.

Course Schedule Layout:

Lesson 1

- Introduction
- Israel as the “Start-Up Nation” and the innovation and entrepreneurship ecosystem

Lesson 2

- Milestones and critical decisions – activities for increasing company value
- Risk management within a startup company
- Examining technology and market feasibility

Required background reading

- Clark G. Gilbert. C. G. and Eyring, M. J. (2010) “Beating the Odds When You Launch a New Venture”, *Harvard Business Review*. pp: 1-7.

Lessons 3+4

- Market research - Customer Analysis, Competition, Complementary Technologies, Trends (Threats & Opportunities), etc.
- Principles for preparing a business model for a startup company

Required background reading

- Steve B. (2013) “Why the Lean Start-Up Changes Everything.” Spot light on entrepreneurship. *Harvard Business Review*. Reprint R1305C.

Lesson 5

- Guest lecture by Tal Weiser - “Strategies and Cultural Differences in Hi-Tech”
- Presentations of students’ ideas

Lesson 6

- Work in teams

Lesson 7

- Guest lecture by – “Intellectual Property - Meanings and Implications of Venture Development”
- Strategic Planning

Lesson 8

- Financial Plan Workshop
- Work in teams

Required background reading

- Bussgang J.J. (2014). *Raising Startup Capital*, Harvard Business School. 9-814-089. Pp: 1-27.

Lesson 9

- Guest lecture by Shai Drori – “Product Management”

- The Business Plan of a Start-Up Company – Part 1

Lesson 10

- The Business Plan of a Start-Up Company – Part 2

Lesson 11

- Guest lecture by Ronen Lago

Lesson 12

- Preparation for presentations to investors

Lesson 13

- Presentations & Course Summary

Please note: The layout of the course is subject to change based on the needs to adjust the lectures according to the availability of the guest lectures.

The following topics will be covered:

- Development stages of a start-up company
- Milestones and critical decisions, activities to increase company value
- Technological and business entrepreneurs, their role in the developing stages of the venture
- Introduction to using databases and practice
- Examining practicability of technology and practicability of the market
- Intellectual property – meanings and implications for venture development
- Finance – financial needs, fundraising
- Partners and investors
- Supporting business & public factors for developing ventures
- Risk management in start-up companies
- The business model
- The business plan of a start-up company

Bibliography:

- Bussgang J.J. (2014). Raising Startup Capital, Harvard Business School. 9-814-089. Pp: 1-27.
- Clark G. Gilbert. C. G. and Eyring, M. J. (2010) “Beating the Odds When You Launch a New Venture”, *Harvard Business Review*. pp: 1-7.
- Steve B. (2013) “Why the lean start-up change everything.” Spot light on entrepreneurship. Harvard Business Review. Reprint R1305C.

Recommended Bibliography:

- Andrew, J. P. and Sirkin, H. L. (2008). "Using the cash curve to discuss and discipline innovation investments" *Strategy & Leadership*, Vol 35 (4), pp. 11-17.
- Avnimelech, G., and Schwartz, D. (2009). "Structural Transformation of Regional Venture Capital Industry: Evidence from Israel", *Innovation: Management, Policy & Practice (IMPP)*, 11(1), pp. 60-73.
- Malhotra, D. (2013). *How to Negotiate With VCs*, :Harvard Business Review , R1305F. pp: 1-8.