TECHNOLOGY ENTREPRENEURSHIP & INNOVATION MANAGEMENT

Technology Entrepreneurship & Innovation Management was originally conceived as a University course for technical MBA and PhD students. Over time it moved into a post-University, SME as many of the aspects are relevant to SMEs, but neither Top nor First-level management had any formal education therein. This course is recommended for SME's who need to remain/become competitive in the markets.

innova.ventures™
management consulting

TECHNOLOGY ENTREPRENEURSHIP & INNOVATION MANAGEMENT

Overview:

This course has been put together to provide participants with a high-level overview of Entrepreneurship. You cannot teach someone to be an entrepreneur, but you can teach the skills needed to become one. This course is for aspiring entrepreneurs and Intrapreneurs. It aims to inspire you and give you a perspective on what life as an entrepreneur is like. If you hope to start a company this course will help to prepare to fully-utilize the resources available and maximize your potential for success.

Course Number : #14

Number of Days : 15

Audience size : 30<=60

Number of courses per year : 4

Pre-requisite :

**Target Audience : Executives, Managers and Entrepreneurs**

Overview

The course also provides participants perspectives by prominent entrepreneurs from organizations at various stages of development and representing a broad range of industries and topics. Entrepreneurs speak on how they created their organizations and the lessons they learned. A major element is also creating, preparing and presenting a business plan based on a technical invention. Participating in a business plan competition is another program element. The modules are always a lively mix of theory, insights into industry examples and personal practice of the content. At the end of this lecture series you will have a broad understanding of entrepreneurship and how entrepreneurship may become your career of choice !

Highlights

The "must-have" course for entre-(intra) preneurs as well as corporate innovation managers who want/need to get the most out of their innovation activities. The 3 modules of 5 days each are conducted with a break of 6-8 weeks each inbetween the modules. This is for the participants to develop and further develop business plans that will be discussed and challenged the next sessions.
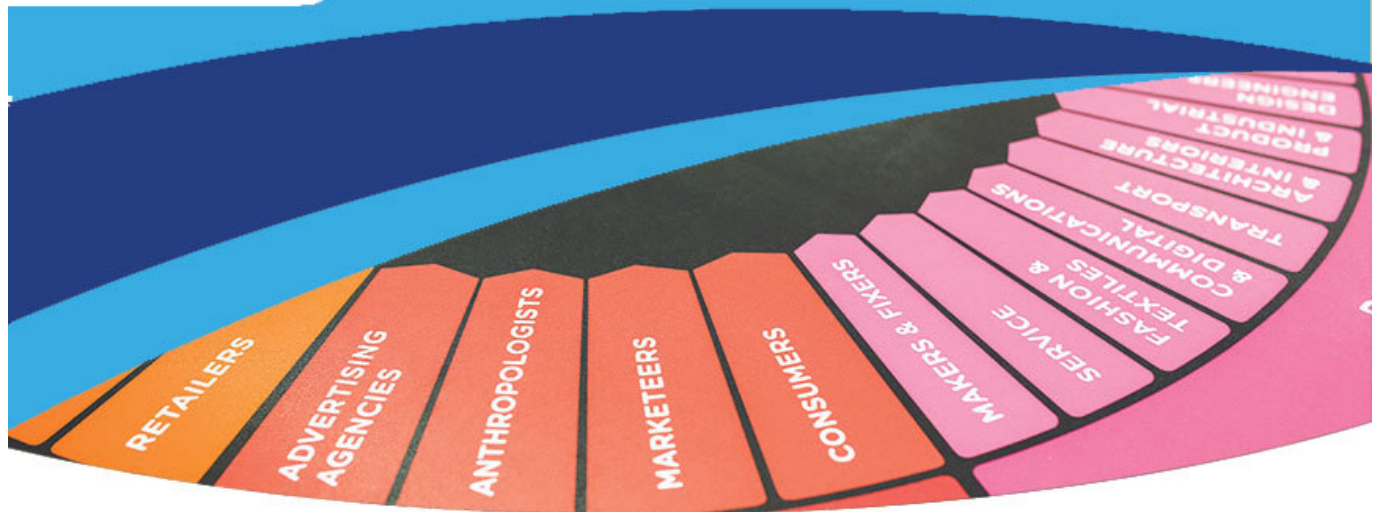
Outline

Part 1 – The Concepts of Entrepreneurship and Technology Entrepreneurship

Technology Entrepreneurship is filling a gap in entrepreneurship education. While students of business schools are educated in the principles of entrepreneurship, this is not so for the technical disciplines. Yet, the technical disciplines are where most innovation happens. Students creating new companies out of technical inventions were previously amateur entrepreneurs (lacking formal training). This module is focused on filling this gap and to create professional entrepreneurs.

Part 2 – Markets & Customers

It is the technical students that typically innovate and during a very fragile phase are running the new venture, but with a very limited understanding of markets and customers. They assume that a "cool" technological invention will sell itself. Many examples out of the ".com era" show that in most cases the technical students were unable to address market and customer needs and thus failed.

S U C C E S S
F A I L U R E

Outline

Part 3 – Innovation and Innovation Management

This module discusses the different concepts of closed and open innovation, where they have been successful and where they have failed and why. It discusses the innovator's dilemma in managing sustainable innovations within a company and what effect disruptive technologies may have. It discusses technology "S" curves and potential strategies around innovating from inside and acquiring from outside. At the end it focuses on the dangers but also opportunities of globalization on entrepreneurship.

New Venture Creation
Timmons/Spinelli

**The Four Steps
To the Epiphany**
Steve Blank

Open Innovation
Henry Chesbrough

**Technology
Entrepreneurship
Intel, UC Berkeley
Innova.ventures**

The Innovator's Dilemma
Clayton Christensen

Crossing the Chasm
Geoffrey Moore

Technology Entrepreneurship & Innovation
Core Courses

Phase I
(~20-30 hours)

Phase II
(~20-40 hours)

Phase III
(~20-40 hours)

Phase IV
Masters Thesis

Phase I

- Introductions / Exploration — Est.: 00:45
- What is Entrepreneurship? / What is Technology Entrepreneurship? — Est.: 00:45
- The Entrepreneurial Process — Est.: 01:30
- Evaluate several Opportunities — Est.: 02:00
- Team Report outs — Est.: 02:30
- The four phases of Entrepreneurial Venture — Est.: 00:30
- The Value of Failure — Est.: 00:30
- The Business Plan (Theory) — Est.: 01:30
- The Business Plan (Praxis) — Est.: 03:00
- Evaluation / Discussion — Est.: 03:00
- Venture and Growth Capital — Est.: 00:45
- The Four Steps to the Epiphany — Est.: 01:45
- Homework: Bodacious Studios — Est.: 01:30
- Discussion — Est.: 02:30

Phase II

- Introductions / Review — Est.: 00:45
- Review Four Steps to the Epiphany — Est.: 00:45
- Crossing the Chasm — Est.: 00:45
- Customer Discovery — Est.: 00:45
- Customer Validation — Est.: 00:45
- Customer Creation — Est.: 00:45
- Company Building — Est.: 00:45
- VC / Industry Q&A (TBC) — Est.: 01:00
- Presenting for Success — Est.: 02:00
- Implementation in your Business Plans — Est.: 05:00
- Coaching / Feedback — Est.: 00:00 (60) each team

- Open Innovation (Intro) — Est.: 01:00
- The Innovator's Dilemma (Intro) — Est.: 01:00
- Discussion — Est.: 02:30

Phase III

- Open Innovation (Intro) Review — Est.: 00:30
- The Closed Innovation Paradigm — Est.: 00:45
- The Open Innovation Paradigm — Est.: 00:45
- The Business Model — Est.: 00:45
- Open Innovation — Est.: 00:45
- Creating New Ventures Out of Internal Technologies — Est.: 00:45
- Business Models and Managing Intellectual Property — Est.: 00:45
- Making the Transition — Est.: 00:45
- The Innovator's Dilemma Review — Est.: 00:45
- Disruptive Technologies — Est.: 00:45
- Sustaining versus Disruptive Technologies — Est.: 00:45
- Technology "S" Curves — Est.: 00:45
- Managing Disruptive Technological Change — Est.: 01:30

Phase IV

- Venture Capital and Private Equity — Est.: 00:45
- Value, Risk and Return in Private Equity — Est.: 00:45
- Increasing the Probability Of Success — Est.: 00:45
- Intrapreneurship & Globalization — Est.: 00:45
- Coaching / Feedback — Est.: 00:00 (60) each team
- Discussion — Est.: 02:30

innova.ventures is a globally active management consulting firm. Our mission is to enable companies to become more innovative. Our target compaines range from start-ups to scalable enterprises. Our services span from light weight coaching, mentoring and consulting to heavy lifting access support to global markets.

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