

**Create A New Venture: From Idea to Launch**  
**S321/S322**

**October 8, 2018**  
**Info Session**

# Create A New Venture: From Idea to Launch

## S321/S322

- Goals
- Student Audience
- Process
  - Team & Idea (Fall)
  - Viability Research (Winter)
  - Plan, Launch & Funding (Spring)
- Instructor & Team
  - Dennis Rohan**
    - Serial Entrepreneur – Co Founder and CEO of 8 Companies
    - Stanford GSB – Lead Instructor Entrepreneurship
    - PhD Yale
  - Dan Rudolph**
    - Altamont Partners - Partner
    - Stanford GSB - Senior Associate Dean
    - MBA Stanford
  - Mentors**
- MSx and MBA focused course built on former courses, research, entrepreneurial experience and success of many teams

# Some Previous Projects and Ventures

- MSx and MBA Ventures
  - SoFi (Finance)
  - SALCAP (Airline – Columbia)
  - MiraDx (Ovarian cancer detection)
  - Chevoo (Artisan organic cheese)
  - Confident Cannabis (Database on cannabis)
  - Clear Metal(Shipping Platform-Machine Learning)
  - Amal Academy(Education)
  - RunMDC (Battery Technology)
  - LucidLink(File Sharing)
  - Brainy Baby Foods (Science Based Nutrition)
- Other Examples      40+ Successful Companies
  - Internet
  - Finance
  - Science
  - Medical
  - Energy
  - Education
  - Retail
  - Tourism
  - Real Estate

# Fall Quarter

## **Team & Idea**

- Introduction and meetings of Stanford graduate students  
MSx, MBA, Engineering, CS, Science, Medical, Education and Law
- S321 website
- Shared S321 Student Interest Spreadsheet 2018-19

## **Meet Informally with Instructor/Mentors – see schedule**

- Guidance on Idea and Team
- Early Research with Potential Customers

## **Formal Application**

- Balanced team of 3-4 students, with one or more MSx, MBA students
- Great Idea-Need/Market/Product/Business Model/Competition
- Preliminary research

## **Dates for Application**

- Due November 19 – Notification on November 23

# Winter Quarter

## Viability Research – Learn by Doing

### Class Workshops

- Focused assignments and readings
- Short lectures
- Expert guest speakers
- Team work on your venture
- Feedback from
  - Instructors
  - Peers
- Two Sections: Tuesday 3:00-5:50; Thursday 3:00-5:50

### Extensive Field Research

- Market & Customer Research
- Prototype Product/Service Offering
- Competitive Assessment
- Business Model
- Risk Assessment
- Morphing & Pivoting
- Team Dynamics

### Mentor Guidance

### Presentation

- Professional Coaching

# Spring Quarter Plan, Launch & Funding

## Research and Work Activities

- Continue Viability Research
- Go to Market Strategy
- Revenue & Staffing Forecasts
- Stage Wise Financial Plan
  - Milestones & Capital Needs
- Sources of Funding
  - Angels, Partners, VC, Government, etc.
- Equity Sharing and Organizational Issues

## Business Plan Development

**Presentation to Potential Investors at End of Quarter**

## **S321 – Individual Team Meetings with Dennis Rohan**

- Opportunity to obtain early feedback on your venture idea
- Preference given to meeting with a team of two or more students and their venture

**Dates:** October 16 (Tuesday)  
October 17 (Wednesday)

**Times:** 20-minute blocks between 3:00-5:50 PM

- Link to the signup sheet is available on the S321 Website under Documents Sidebar
- All slots available on a first-come first-served basis
- Please complete interest sheet prior to one-on-one meeting with Dennis.

S321 Website: <http://tinyurl.com/stanfordgsbS321>

# Questions & Feedback