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](http://tinyurl.com/stanfordgsbS321)
Questions
&
Feedback