

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

September 25, 2019
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
 - Active Board Member and Advisor to several high growth ventures
 - Stanford GSB – Lead Instructor Entrepreneurship
 - PhD Yale
 - Mentors**
 - Expert Guest Lecturers**
 - GSB Organizational Behavior Faculty
 - Communication Consultants
 - Supporting Entrepreneurial Lecturers
- 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)

 - Cerebelly (Science Based Nutrition for Babies)

 - Clear Metal (Shipping Platform-Machine Learning)

 - Preventa Medical (Technology to Prevent Blindness)

 - SALCAP (Airline – Columbia)

 - Confident Cannabis (Database on cannabis)

 - Energy Analytics (AI approach for Shale Gas)

 - FairPlay (Art Royalties and Pricing)

 - Amal Academy(Education)

- Other Examples 50+ 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 2019-20

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 18 – Notification on November 22

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

Date: October 9 (Wednesday)

Time: 20-minute blocks between 2:00-5:50 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