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