

Technology Entrepreneurship and Small Business Creation

A free online entrepreneurship course brought by Stanford's Management Science & Engineering Research Department

Contributors: Zahra Hejrati, Charles Eesley, & Medhanie Gaim

Start Dates: Mid/end of August

Brief Overview: This course offers participants an opportunity to explore the foundations of entrepreneurship through an online education platform called edX.

Participants: Any individual interested in learning about entrepreneurship and business creation. **People from all backgrounds and experience levels - including all races, genders and immigrants and refugees - are strongly encouraged to enroll in the course!**

What You Will Gain: Over the course of the 8 weeks, participants will develop key skills in entrepreneurship like how to develop business ideas, research markets, create concise presentations, interview customers, fundraise, and plenty more. The online course will strengthen one's skill sets for problem solving, speaking, presenting, and teamwork. These strengths will be extremely useful for ranging career paths, regardless of whether or not one pursues entrepreneurship.

In-Depth Description: Throughout the 8 weeks, participants will explore key concepts in business development while working with their team to create a final product. Through readings, videos, and write-ups, they will explore foundational topics from market analysis, to product creation, to presenting. Teams will complete weekly assignments to progress their business idea into a real product. Our goal is for teams to grow their entrepreneurial thinking skills and complete the course with a successful product to launch.

Syllabus:

Week 1: Course Introduction	Week 2: Team Formation and Business Idea	Week 3: Market Analysis and Beachhead Market	Week 4: Is the Need True? Beachhead Market Pain Testing
Week 5: Value Proposition, Revenue Model, Total Addressable Market Size	Week 6: MVP Development and Testing	Week 7: Fundraising and Financing Startups	Week 8: Final Pitch