

Introduction to Entrepreneurship and New Venture Creation in the Middle East

Dr. Barak Ben-Avinoam

Course Number: 702.2278

Class Time: Thursday 12:00-15:00

Class Location: TBA

Office Hours: TBA

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Course Description:

This course describes the unique entrepreneurial eco system in the Middle East in general, and in Israel, The Start-Up Nation, specifically. The course simulates the creation of a new venture, and students will have a unique opportunity to experience the roller coaster of a start-up in the pre-seed phase, commonly considered to be the most difficult and critical phase in the life of the venture. This will involve in-class simulation games, watching relevant video clips, meetings Israeli and Arab entrepreneurs, and much more.

The student will benefit from learning from experienced entrepreneurs & investors and be able to gain valuable feedback for their ideas and their chances to succeed in the real-world.

Course Requirements:

Intro courses in Finance in Marketing are recommended. But not required.

Grade Assessment:

The final grade will be comprised of three elements:

- Team Final Presentation: 30%
- Individual Final Paper: 60%
- Class Participation: 10%

Reading List:

The Innovator's Dilemma:

https://www.amazon.com/gp/product/0062060244/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0062060244&linkCode=as2&tag=bibooklists-20&linkId=FPXQPHBOFAVO6IQ3

"Zero to One" by Peter Thiel <https://www.amazon.com/Zero-One-Notes-Startups-Future/dp/0804139296?tag=bisafetynet-20>

The Lean Startup <http://theleanstartup.com/book>

Course Outline:

No.	Topic
1	Introduction: Course themes and requirements, Basic financial terms and Self-evaluation test
2	What is entrepreneurship and what are the traits of an entrepreneur? Entrepreneurial behavior and skills
3	How to evaluate ideas for your new venture?
4	Elevator Pitch + class exercise
5	Opportunity and market analysis
6	Marketing and Go-to-Market Strategy
7	Operational & Financial Plan
8	HR Issues, recruiting, Employment Agreements, ESOP
9	Organizational structure and Culture
10	Intellectual Property, Patents, NDA
11	Sources of Funding: Equity & Debt
12	Venture Capital Case Study: Class Exercise and submission (individual)
13	Investor Presentation
14	Final Team Presentations