E102: Entrepreneurial Development
Winter 2009

Course Details

Class times: Tuesday and Thursday 2:30 PM – 4:00 PM
Location: Spalding Laboratories 102

Instructor: Ken Pickar (pickar@caltech.edu, x4185, email or call for appointment)
TA: Andy Downard (adownard@caltech.edu, x4410)
Mentors: Pasadena and Tech Coast Angel investors (matched in Week 2)
Website: http://pickar.caltech.edu

Course description

In E102, you will work with a team to assess the commercial viability of a Caltech technology of your choosing. You will learn how to protect intellectual property, determine market feasibility, create a business model, write a financial plan, obtain capital, and how to gain the most through outsourcing and partnerships. Each team will be matched with experienced mentors from industry who have ‘been there and done that.’ The course will hone your presentation skills, give you experience working with teams, exercise your ingenuity, and possibly result in a new company!

The final project will be a well-reasoned business plan. The quality of the business plans will be decided in a final competition, with angel investors as judges.

Grading

Homework and in-class presentations 20%
Class participation 20%
Midterm presentation and paper (5 pages) 20%
Final presentation and paper (20 pages) 40%

Syllabus

Weeks 1 and 2: Finding an idea and forming a team
Week 3: Targeting the first customer
Week 4: Getting funded
Week 5: Growing the company
Week 6: Midterms
Week 7: Leadership and Ethics
Week 8: Valuation and negotiation of an exit
Week 9: Case studies
Week 10: Finals