

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

Welcome!

January 29, 2021
Info Session

Create A New Venture: From Idea to Launch

S321/S322

- Goals
- Student Audience
- Process
 - Team & Idea (Winter)
 - Viability Research (Spring)
 - Plan, Launch & Funding (Fall)
- 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)
 - Verre Vert** (Wine Industry)
- Other Examples 50+ Successful Companies
 - Internet
 - Finance
 - Science
 - Medical
 - Energy
 - Education
 - Retail
 - Real Estate

Winter Quarter 2021

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 2021

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 February 22 – Notification February 25

Spring Quarter 2021

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
- One Section: Tuesday 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
- Early Stage Investors

Fall Quarter 2021

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: February 3 (Wednesday)
February 10 (Wednesday)
February 18 (Thursday)

Time: 20-minute blocks between 2:00-6:00 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.

Meetings with mentors – email Giselle Alvarez (gisellea@stanford.edu)

S321/S322 Website: <https://stramgt321.sites.stanford.edu/>

Contents

- . Student Interest Spreadsheet
- . Documents – links to
 - Sign Up For Individual Team Meetings
 - Slides from 1/29 Info Session
 - Readings on Identifying Opportunities and Team Formation
- . Course Application
- . Course Description

Questions & Feedback

Thank you!