

Entrepreneurship Essentials
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Time: Monday 8:30-10:00

Course Description:

This course provides a foundational understanding of the entrepreneurial journey, from identifying opportunities and developing ideas to launching and growing a new venture. Students will gain exposure to the essential concepts, frameworks, and tools needed to navigate the entrepreneurial ecosystem and increase their chances of success.

Course Objectives:

- Understand the core principles and concepts of entrepreneurship.
- Develop critical thinking and problem-solving skills in an entrepreneurial context.
- Identify and evaluate potential business opportunities.
- Develop a basic understanding of the business model canvas and other entrepreneurial frameworks.
- Learn the fundamentals of pitching and presenting business ideas.
- Gain exposure to the resources available to aspiring entrepreneurs, including various funding options and team-building strategies.

Learning Outcomes:

By the end of this course, students will be able to:

- Explain the key characteristics of successful entrepreneurs.
- Identify and evaluate potential business opportunities.
- Develop a basic business model for a new venture.
- Create a compelling pitch deck to present their business idea.
- Access and utilize resources available to support their entrepreneurial endeavors, including understanding different funding options and team-building strategies.

Recommended Reading:

- Startup Nation: the story of Israel's economic miracle by Dan Senor and Saul Singer.
- The Lean Startup by Eric Ries
- Zero to One by Peter Thiel
- It's Your Ship: Management Techniques from the Best Damn Ship in the Navy by Captain D. Michael Abrashoff
- Inspired: How to Create Tech Products Customers Love by Marty Cagan
- Good to Great by Jim Collins

Class		Teacher
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1. Become a startup founder: Acceptance of Risk and Uncertainty	27/5/24	<i>can give a short : Shlomo summary of the behavioral economics of risk (Tversky Kahneman)</i>
2. social entrepreneurship	3/6/24	<i>Ariel Beery & Shlomo</i>
3. BreezoMeter Case Study - the most significant IL Climate tech Exit so far	10/6/24	Emil and Ran: <i>BreezoMeter pitch, Journey, and lesson learned.</i>
4. Lean Startup Methodology	17/6/24	Ran: Business Model Canvas Development Minimum Viable Product (MVP) Development Plan. BreezoMeter as a case study
5. Navigating the Startup Funding Landscape	24/6/24	Ran: <i>Bootstrap vs. Startup Funding Strategy Analysis Pitch Deck Presentation (include funding request)</i>
6. Building Team Culture and Co-founder Relationships	1/7/24	Emil - <i>Team Formation Plan & Recruiting Strategy. Building Culture and Mission Driven Teams.</i>
7. Growth Strategies: Marketing Channels and Creating Growth Flywheel	8/7/24	Ran - Utilizing various channels and a self-reinforcing cycle where customer acquisition fuels further growth.
8. Co-founders growth - From zero entrepreneurship experience to hero	15/7/24	Emil - Summary of lessons learned: Create a compelling vision. Learning the fundamentals.

		<p>Gradually changing hats while keeping the titles - being embryonic stem cells. Hiring the first employees and building the first team(s). Iteratively validate ideas through research and feedback. And adapt accordingly. Not being perfect. Build initial business model and MVP. Build Culture to support the vision. Constantly living in uncertainty.</p>
9. Bootcamp &Teamwork	22/7/24	Dina Raphael
10. Bootcamp &Teamwork	29/7/24	Dina Raphael
11. Revenue streams and income streams:	5/8/24	I would like to teach basic accounting here: cash flow P&L, balance sheets
12. Final Presentation	12/8/24	
13. Final Presentation	19/8/24	

Course requirements and final grade:

Credit: 2p.

TASKS	%		
Moodle assignment	30%		
Group Final Presentation	50%		

Participation and teamwork	10%		
Reflection	10%		

Start your own startup!

1. Become a founder of your own startup: Acceptance of Risk and Uncertainty

,dedication ,It requires hard work .Starting your own startup is not a task to be taken lightly
 You need to have a sharp vision of what you want your startup to .and a lot of planning
 You must be willing to take risks and be willing .be and how you will achieve your goals
 ,You need to have a good support system .to work hard to make your startup successful
 You also need to have a clear understanding of the .both professionally and personally
 market and be willing to invest the necessary time and resources to get your startup off
 you need to have the determination and resilience to keep going when ,Finally .the ground
 as they need to be bold and ,Taking risks is essential for startups .the going gets tough
 Working hard is essential to build a solid .think creatively to stand out from the competition
 and having a good support system can help provide motivation and guidance ,foundation
 Having a deep understanding of the market and willingness to invest the .when needed
 and the determination and ,necessary time and resources is essential for success
 resilience to keep going when the going gets tough is necessary to withstand the
 challenges that come with starting a business

2. BreezoMeter's Case Study - the most significant IL Climate Tech Exit so far

Founded in 2014, BreezoMeter, a leading Israeli climate tech company's successful exit in 2022, offers valuable lessons for aspiring entrepreneurs. Throughout this course, we'll leverage the BreezoMeter case study to explore how they validated their business model and marketing channels.

We'll analyze:

- Identify a market need and build a solution.
- Validating the business model for long-term success.
- Selecting and optimizing marketing channels.

By dissecting BreezoMeter's journey, you'll gain practical frameworks for validating your own ventures in the dynamic tech environment.

3. Lean Startup Methodology

This course will equip you with the Lean Startup Methodology, which emphasizes rapid validation over extensive planning. We'll delve into:

- Business Model Canvas: Analyze and refine your business model using this visual tool.
- Minimum Viable Product (MVP): Develop a plan to create a basic version of your product for real-world feedback.
- BreezoMeter Case Study: Learn how a successful climate tech company used Lean principles to validate their solution and achieve a successful exit.

By mastering these, you'll gain the tools to build your ventures with greater efficiency and a higher chance of success.

4. Navigating the Startup Funding Landscape

This course will guide you through the intricate world of startup funding. We'll explore:

- Bootstrap vs. Startup: Understand the fundamental differences between self-funding and raising capital.
- Different Types of Funding & Investment: Analyze the diverse options available, from angel investors and venture capital to loans and grants.
- Through Funding Strategy Analysis, you'll learn to craft a tailored funding plan aligned with your specific venture's needs and goals. You'll then develop a compelling Pitch Deck Presentation with a well-defined funding request to articulate your vision effectively and secure the necessary resources.
- By mastering these crucial aspects of startup financing, you'll gain the confidence and knowledge to secure the capital needed to launch and fuel your entrepreneurial dreams.

6. Growth Strategies: Marketing Channels and Creating Growth Flywheel

This course will equip you with the knowledge and tools to drive sustainable growth for your startup. We'll delve into:

- **Marketing Channels:** Explore diverse channels, from traditional advertising to social media marketing, to reach your target audience effectively.

Creating a Growth Flywheel: Learn how to build a customer-centric model •
that fosters long-term engagement and growth.

Ideas for Entrepreneurship Essentials

1. Why do startups raise money?
Funding options.
2. Ran & Emil - personal story
3. Building MVPs
4. Raising
5. Business models
6. Canvas
7. Dealing with lawyers, accountants, patents
8. Culture - the most important thing
9. Building the first team
10. Relationship between Co-founders
11. Everything about board of directors
12. Iterative lean startup approach
Co-founder growth. From zero entrepreneurship experience to hero.13