**B7677 -- *High-Technology Entrepreneurship*; taught by Prof. Ran Kivetz**

**Spring 2016**

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| Session | Session Topic | Date & Time |
|  | *Module I:* INVENT |  |
| 1 | Course Overview: The RIDE Model | 1/21; 6:00 – 7:25 p.m. |
| 2 | New Venture Ideation and B-Plan Preparation | 1/21; 7:35 – 9:00 p.m. |
| 3-4 | New Venture Value Proposition: lecture & in-class application  *Guest: Gary Singer, Partner & Chief Marketing Officer, AT Kearney* | 1/28; 6:00 – 9:00 p.m. |
| 5-6 | Innovation through Structured Creativity: lecture & in-class app.  *Guest: Prof. Rom Schrift, CBS Alumnus & Wharton Professor* | 2/4; 6:00 – 9:00 p.m. |
| 7-8 | Review of New Venture Presentations  *Teams meet w. Prof. Kivetz* | 2/18; 6:00 – 9:00 p.m. |
| *Module II:* BUILD | | |
| 9 | The Nuts and Bolts of High-Tech Entrepreneurship  *Guests: Dr. Santanu Das & Eli Singer* | 2/25; 6:00 – 7:25 p.m. |
| 10 | Segmentation & **Virgin America (Columbia CaseWorks Case)** | 2/25; 7:35 – 9:00 p.m. |
| 11 | Versioning & Pricing Information Goods using Behavioral Economics | 3/3; 6:00 – 7:25 p.m. |
| 12 | In-class application | 3/3; 7:35 – 9:00 p.m. |
| 13 | Diffusion of Innovations, Crossing the Chasm, & **TiVo (HBS Case)** | 3/10; 6:00 – 7:25 p.m. |
| 14 | Metcalfe’s Law, the Network Economy, & **Get in the Game (Columbia Mini-case)** | 3/10; 7:35 – 9:00 p.m. |
| 15 | O Brave New World of Apps  *Guests: Greg Marsh, Founder & CEO, KeyMe; and*  *Richard Smullen, Founder & CEO, Pypestream* | 3/17; 6:00 – 7:25 p.m. |
| 16 | Scaling-up & **foursquare (HBS Case)** | 3/17; 7:35 – 9:00 p.m. |
| *Module III:* SELL | | |
| 17 | Building a Compelling Business Model  *Guest: Dr. Howard L. Morgan, Partner, First Round Capital* | 3/31; 6:00 – 7:25 p.m. |
| 18 | Loyalty, Incentives, & CLV – Best Practices (Part 1) | 3/31; 7:35 – 9:00 p.m. |
| 19 | Versioning & Pricing the Human Genome  *Guest: Dr. Peter Barrett, Atlas Ventures* | 4/7; 6:00 – 7:25 p.m. |
| 20 | How to Present Your Business Plan | 4/7; 7:35 – 9:00 p.m. |
| 21 | Loyalty & Incentives – Program Presentations (Part 2) | 4/14; 6:00 – 7:25 p.m. |
| 22 | The Secret Sauce of High-Tech Entrepreneurship  *Guest: Ben Horowitz, Cofounder & General Partner, Andreessen Horowitz* | 4/14; 7:35 – 9:00 p.m. |
| 23-24 | Presentations of New Venture Ideas to VC Panel  VC Panelists: *Dr.* *Philippe Chambon, Malcolm Elvey, & Tiffany Clay* | 4/21; 6:00 – 9:00 p.m. |