

Please know the key points and issues in the cases we have discussed:

Weeks 1-5: (Chapters 1-8) ILinc, SELCO, CRISPR, Google, Segway, Dell, Privo, UMass Rabies Monoclonal Antibody

Weeks 6-10: Altaeros Energy, ZipCar, KickStarter, Theranos, SnapChat, Napster

The first exam covers weeks 1-5.

The final exam is comprehensive over all weeks and chapters.

Terms that you should know, understand, and be able to cite examples of.

Chapters 1 to 8 in weeks 1 to 5.

1. Schumpeter: Creative Destruction
2. Christensen: Disruptive Innovation
3. Sustaining Innovation
4. Characteristics (and Myths) of Entrepreneurs.
5. Types of Entrepreneurship – new ventures, technological, social, corporate, lifestyle, salary substitute, etc.
6. Opportunity Gap
7. Opportunity Recognition and Entrepreneurial Awareness
8. Moore's Law-doubling computer power
9. Gilder's Law – doubling bandwidth
10. Metcalf's Law-value of a network is proportional to the square of the number of people in the network.
11. Trends and Forces: Technological, Social, Economic, Political/Legal/Regulatory
12. Feasibility Analysis: Product/Service; Industry/Target Market; Organizational; Financial
13. Concept statement, Concept test
14. Primary and Secondary Research
15. Teams and characteristics -homogeneity versus heterogeneity
16. Management, Board of Directors, Investors, Advisory Board, Legal advisors, Inside Director, Outside Director
17. Patents, characteristics, and types, advantages and disadvantages, changes in 2013.
18. Idea flow- patents, licensing, new ventures, and human capital flow.
19. Opportunity: Attractive, timely, durable, adds value to customer.
20. Crossing the chasm.
21. Bayh-Dole act
22. Patent Trolls
23. Trademarks
24. Copyright
25. Trade Secrets
26. Causal and Effectual Models
27. Business Model and its components
28. Business model innovation
29. Core Strategy
30. Strategic Resources
31. Business Model Canvas
32. Lean Launchpad
33. Steve Blank
34. NSF iCore Program
35. Minimum Viable Product (MVP)
36. Iterate and Pivot
37. Get out of the building
38. No business plan survives first contact with customers

39. Customer Discovery, Validation, Creation

Part 2

Weeks 6-10 and chapters 9-14

1. Parts of Any Business Plan
2. Elevator Pitch
3. Emerging, Fragmented, Mature, Declining, and Global Industries. Examples of each.
4. Porter 5 Force Analysis
5. Angel Investors, Friends and Family, Bootstrapping -characteristics of each
6. Crowd-funding
7. Venture Capital
8. IPO
9. Loans and conditions
10. 4 P's of Marketing -Product, Price, Promotion, Place (and strategies for each)
11. Segmenting the market, Target Market
12. Brand management
13. Founders agreement
14. Exit Strategy
15. Sole Proprietorship
16. Corporation (C and S Corps)
17. Partnership (and Limited Liability Partnerships)
18. Limited Liability Corporation
19. 501 C (3) non-profit corporation
20. Be able to explain how each form deals with liability, profits, taxation, and ownership
21. "Tone from the Top"
22. Profitability, Liquidity, Efficiency
23. ROI, ROA, Leverage, Debt to Equity
24. Average Inventory Turnover Rate
25. Return on Assets
26. Net Sales to Total Assets
27. Financial statements versus pro-forma financial statements
28. Income Statement, Balance Sheet, Cash flow statement,
29. Profit Margin
30. Price to Earnings (P/E) Ratio for publically traded corporations
31. Current Assets, Fixed Assets, Quick Assets
32. Working Capital, Current Ratio, Debt Ratio
33. Current Liabilities, Long Term Liabilities, Owners Equity