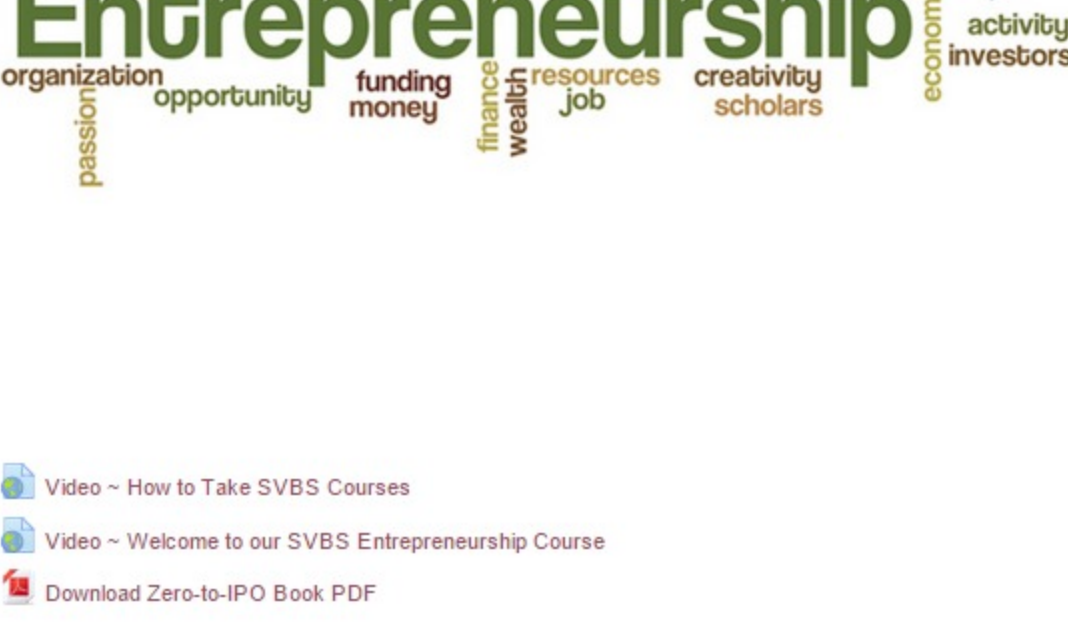


NAVIGATION

ADMINISTRATION

Entrepreneurship

Your progress



- Video - How to Take SVBS Courses
- Video - Welcome to our SVBS Entrepreneurship Course
- Download Zero-to-IPO Book PDF

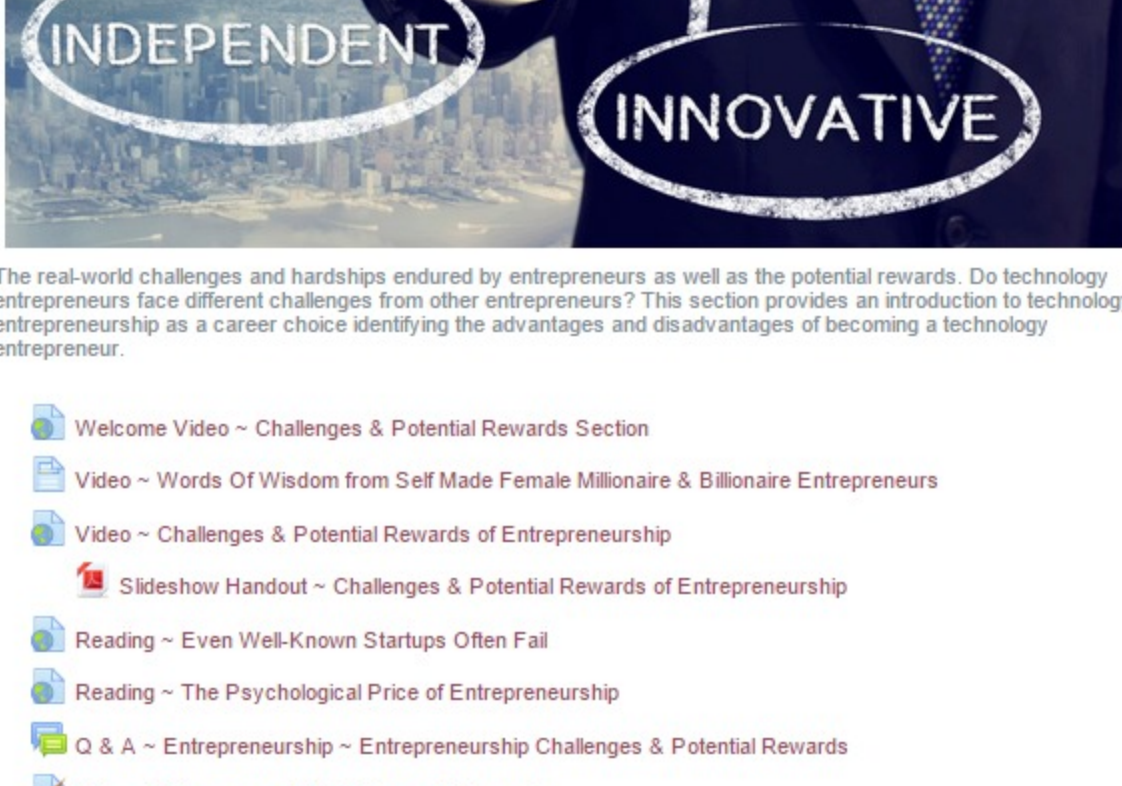
Introduction to Entrepreneurship



This introductory section explores, what it means to be an entrepreneur, what entrepreneurs do, the risks involved and why some individuals are prepared to bear the risks inherent in starting a new business venture.

- Welcome Video - Introduction Section
- What is an entrepreneur?
  - Reading - "Entrepreneur" defined
  - Video - Entrepreneurship
  - Slideshow Handout - Entrepreneurship
- What does it take to become an entrepreneur?
  - Entrepreneurs: Breakdowns & Breakthroughs
- What does it take to become a successful entrepreneur?
  - Video - 21 Golden Rules of Entrepreneurship
  - Video - 25 Characteristics of Successful Entrepreneurs
  - Video - Entrepreneurial DNA
  - Video - 10 Rookie Startup Mistakes to Avoid
  - Video - What Entrepreneurs Can Learn from the 1968 Olympic Games
  - Reading - Master of All Trades
  - Q & A - Entrepreneurship - Introduction to Entrepreneurship
  - Introduction to Entrepreneurship Quiz

Entrepreneurship Challenges & Potential Rewards



The real-world challenges and hardships endured by entrepreneurs as well as the potential rewards. Do technology entrepreneurs face different challenges from other entrepreneurs? This section provides an introduction to technology entrepreneurship as a career choice identifying the advantages and disadvantages of becoming a technology entrepreneur.

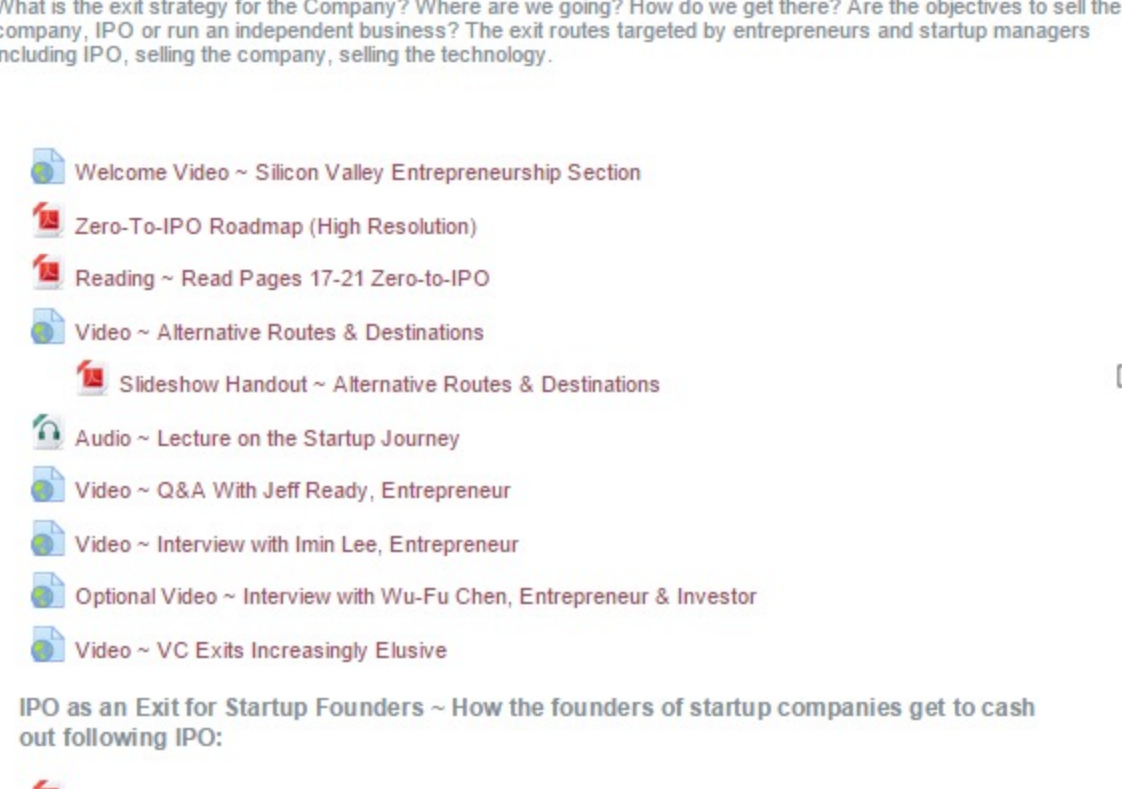
- Welcome Video - Challenges & Potential Rewards Section
- Video - Words Of Wisdom from Self Made Female Millionaire & Billionaire Entrepreneurs
- Video - Challenges & Potential Rewards of Entrepreneurship
- Slideshow Handout - Challenges & Potential Rewards of Entrepreneurship
- Reading - Even Well-Known Startups Often Fail
- Reading - The Psychological Price of Entrepreneurship
- Q & A - Entrepreneurship - Entrepreneurship Challenges & Potential Rewards
- Quiz - Entrepreneurship Challenges & Rewards

Silicon Valley Entrepreneurship

Entrepreneurship in Silicon Valley.

- Welcome Video - Silicon Valley Entrepreneurship Section
- Video - 10 Steps to Setting up Shop and Becoming a Successful Silicon Valley Entrepreneur
- Slideshow Handout - 10 Steps to Setting up Shop and Becoming a Successful Silicon Valley Entrepreneur
- Video - Seven Secrets of Silicon Valley
- Slideshow Handout - Seven Secrets of Silicon Valley
- Q & A - Entrepreneurship - Silicon Valley Entrepreneurship
- Quiz - Silicon Valley Entrepreneurs

Alternative Routes & Destinations for the Startup Journey



What is the exit strategy for the Company? Where are we going? How do we get there? Are the objectives to sell the company, IPO or run an independent business? The exit routes targeted by entrepreneurs and startup managers including IPO, selling the company, selling the technology.

- Welcome Video - Silicon Valley Entrepreneurship Section
- Zero-To-IPO Roadmap (High Resolution)
- Reading - Read Pages 17-21 Zero-to-IPO
- Video - Alternative Routes & Destinations
- Slideshow Handout - Alternative Routes & Destinations
- Audio - Lecture on the Startup Journey
- Video - Q&A With Jeff Ready, Entrepreneur
- Video - Interview with Imn Lee, Entrepreneur
- Optional Video - Interview with Wu-Fu Chen, Entrepreneur & Investor
- Video - VC Exits Increasingly Elusive

IPO as an Exit for Startup Founders - How the founders of startup companies get to cash out following IPO:

- Reading - Read Pages 194-251 Zero-to-IPO
- Video - Cashing Out Post-IPO
- Video - Following IPO, Groupon Founder's a Billionaire--On Paper
- Reading - CEO & Venture Investors Shares In The Box IPO
- Q & A - Entrepreneurship - Alternative Routes & Destinations
- Quiz - Alternative Routes and Destinations for the Startup Journey
- Video - The Hidden Costs of Startup Funding Sources

Assembling a Winning Team

The team for the startup journey.

- Welcome Video - Assembling a Winning Team Section
- Video - Assembling a Winning Team
- Video - 5 Traits Of An Excellent Startup Team
- Video - The 4 Types of Employees that Every Entrepreneur Should Know
- Video - Secrets to Team Building for Entrepreneurs
- Video - How Can A Startup Attract Top Sales Talent?
- Video - How was Steve Jobs Fired From Apple?
- Video - Building your Startup Team

This is a long video. It is interesting and recommended, but not necessary to study the whole video.

- Video - Family Businesses Perform Better
- Video - Hiring Your First Employee - Tips for Startups
- Video - Three Ways to Build Your Business Team
- Video - Ways to Select the Perfect Board Members
- Video - How an Outside Board Member Can Help
- Video - Making Orientation Materials for a New Board Member
- Video - Welcoming a New Member to Your Board
- Video - Outsourcing HR, Benefits, Insurance, etc.
- Reading - California - Independent Contractors v. Employees
- Readings from Zero-To-IPO Book on Team & HR.

Independent Contractor v. Employee

When hiring team members, there are a number of duties, costs and responsibilities that attach to the Company when engaging staff as employees. Startups often try to escape these responsibilities. Hiring independent contractors can be much less of a daunting task, however, the tax authorities do not allow an employer to escape employee responsibilities simply by labeling a person as an "independent contractor".

- Video - Independent Contractor v. Employee
- Video - The Difference Between Employee and Independent Contractor
- Reading - Independent Contractor (Self-Employed) or Employee?
- Q & A - Entrepreneurship - Assembling a Winning Team
- Quiz - Entrepreneurship - Assembling a Winning Team

Planning & Company Navigation

Business planning, methodologies for surviving startup and navigating a new venture toward a successful exit are covered in this section. As well as discussing the essentials of a business plan, this module helps startup entrepreneurs understand the various business models available, and select strategies suitable for different types of startup venture.

- Welcome Video - Planning & Company Navigation Section
- Top 10 Tips for Forming a Fundable Startup
- Slideshow Handout - Top 10 Tips for Forming a Fundable Startup

Finding a Winning Product

- Video - The Lean Startup

The Business Plan

What is the business plan? How does it evolve as the Company grows? This lecture identifies the components of an appealing business plan and the steps involved in the business planning process.

- Video - The Business Plan
- Slideshow Handout - The Business Plan
- Reading - Read Pages 72-76 Zero-to-IPO
- Video - Finance, Startups & Entrepreneurs
- Video - 10 Key Questions To Address: Business Plans
- Video - Q&A with Diana Benedikt, Venture Advisor and Professional Business Plan Writer

Vision & Mission Statements

- Video - How to Write a Mission Statement
- Video - Difference Between Vision & Mission Statements
- Reading - Microsoft's CEO Rallies The Troops With A New Mission Statement

Planning - Seven Point Travel Plan

The seven critical issues to consider when preparing a business plan. The principles can be applied to many forms of plans.

- Video - Seven Point Travel Plan

Planning: The Business Canvas

- Video - Business Model Canvas
- Video - The Lean Canvas Business Model

Business Models for Technology Companies

The variety of business models adopted by technology startups and other businesses. How they generate business, advantages and disadvantages of each business model.

- Video - Business Models
- Quiz - Business Models

Planning - SWOT Analysis

- Videos - SWOT Analysis

Planning - Product Description

- Video - Key Parts of a Business Plan With Product Description

Planning - Sizing Your Market

- Video - Market Size & Competition
- Video - Market Research Ideas for Business Plans
- Video - How to Size your Market: Tips & Pitfalls

Financial Model, Forecasts and Projections

- Video - Financial Model
- Video - Four Steps to Making Great Financial Forecasts
- Video - Correctly Assessing Business Plan Expenses
- Video - 3 Common Mistakes to Avoid for Financial Projections

Executive Summary & Venture Investors

- Video - Executive Summary & VC Investors
- Video - Funding Requirements, Team & Executive Summary - Key Elements of a Business Plan

Planning & Navigation Q&A & Quiz

- Q & A - Entrepreneurship - Planning & Company Navigation
- Quiz - Planning & Navigation

Quizzes is not available

Routes to Market

Distribution Channels: Channels connecting producers and consumers--and the challenges in establishing routes to market.

- Welcome Video - Routes to Market Section
- Video - Distribution Channels
- Movie - Watch Beer Wars Documentary

Watch this documentary video. It is available on Netflix, Amazon or via another service. List the challenges facing Rhonda Kalman as she tries to launch a new brand of beer. Rank the challenges to identify which obstacles might be most difficult for Rhonda to overcome.

Note: If you have problems connecting to Netflix when outside the United States, search online for "how to access netflix outside US". You will find some useful VPN tools, such as "Hola" which is a free add-on to your browser.

- Beer Wars Movie - Routes to the US Beer Market

Long Term Strategic Concerns When Establishing Routes to Market

Advice for startups and early-stage technology developers when entering distribution and other business transactions.

- Video - Avoiding Unintentional Poison Pills
- Handout - Unintentional Poison Pills
- Paper - Avoiding Unintentional Poison Pills
- Quiz - Unintentional Poison Pills

Routes to Market - Entering the US Market

The challenges facing startups entering the US marketplace from overseas.

- Video - Q&A with Jon Rortveit, International Marketing Expert

Routes to Market Q&A & Quiz

- Q & A - Entrepreneurship - Routes to Market
- Quiz - Routes to Market

Business Momentum

- Welcome Video - Business Momentum Section
- Read Pages 17-51 Zero-to-IPO
- Video - Momentum-The Invisible Force
- Slideshow Handout - Momentum-The Invisible Force
- Video - Managing Momentum
- Slideshow Handout - Managing Momentum

Business Momentum and Startup Ventures

- Read Pages 31-34 Zero-to-IPO
- Video - How to Inspire Employees
- Video - Tips for Motivating Employees
- Video - Momentum & Iteration
- Q & A - Entrepreneurship - Business Momentum
- Quiz - Business Momentum

Business Momentum - Radical Momentum Maneuvers

- Welcome Video - Radical Momentum Maneuvers Section
- Reinventing the Company (Pivot)
  - Reading - Read Pages 275-280 Zero-to-IPO
  - Video - Reinventing the Company
  - Slideshow Handout - Reinventing the Company
  - Freefall Momentum - Reinvntion Thoughts of a Falling Startup's CEO
  - Video - Knowing when to Pivot
  - Video - What to Do When Your Business Isn't Working
  - Video - How To Change Your Strategy Midstream
  - Video - Is it the Right Time to Change Your Business Strategy?
  - Reading - Can We Talk? Five Tips For Communicating in Turnarounds
  - Q & A - Entrepreneurship - Reinventing the Company
  - Quiz - Reinventing the Company

Restarting the Company

- Reading - Read Pages 280-291 Zero-to-IPO
- Video - Restarting the Company
- Slideshow Handout - Restarting the Company
- Q & A - Entrepreneurship - Restarting the Company
- Quiz - Restarting the Company

Further Study - Other SVBS Courses Essential to Entrepreneurship

This entrepreneurship course provides you with an understanding of some of the core skills necessary for starting and growing successful businesses. However, there are several other skills that entrepreneurs need to acquire before they should consider forming a new venture. Fortunately, these skills are available from SVBS in the form of other courses.

- Welcome Video -Further Study Section
- Business Organizations
- Contracts
- Finance & Accounting
- Cash Crisis Management
- IPO & Securities Regulation
- Mergers & Acquisitions
- Marketing
- Raising Finance for Startups
- Sales & Business Development
- Valuation

Certificate of Completion is not available