

ENGR401

Lecture for Entrepreneurship and Innovation

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Lecture: Friday 3.30-6pm, **Location:** TBD,

Grading: Midterm(30%), Reading(5%), Attendance(15%), Business Plan (50%)

The purpose of this course is to provide comprehensive guide to applied entrepreneurship experience of Silicon Valley. Entrepreneurship is the process of creating something new, with value, by devoting the necessary time and effort, getting monetary success in return. Students will practically work to transform an idea into a company ready for financing.

A large part of business success depends on “the people you meet, and understanding how relationships lead to other things.” Hence, the lecture will have guest speakers from entrepreneurs and investors so that they share their both successful and unsuccessful experience since those lessons are often times more valuable than victory lessons.

At the end, the course is expected to give entrepreneurial information about the foundation, priorities, financing, employees, getting the word out, business development as well as entrepreneurial attributes such as commitment, determination, perseverance, goal oriented problem solving, team building.



Tentative Course Outline

1. **Introduction to Entrepreneurship**
2. **Wireless and Internet Revolution**
3. **Silicon Valley History**
4. **Web**
5. **Venture Capital**
6. **Venture Impact**
7. **Pitch**
8. **Financials**
9. **Recruitment & Organization**
10. **Term Sheet**
11. **Board**
12. **Venture Capital Glossary**
13. **Mindset**
14. **Current Venture Trends**
15. **Clean tech & Life sciences**

Deliverables

- 1-Reading Assignments
- 2-Midterm
- 4- Final

Jury of final presentations will be composed of venture capitals, CEOs, and faculty.