Ginsburg Ingerman Overseas Students Program  
Ben-Gurion University of the Negev

From Idea to Start-Up

687-2-154  
Summer program

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Course Description:
Many innovations, ideas and technological ventures never reach their full business potential. The reasons for this vary and often include a lack of practical knowledge and the managerial tools required in the preliminary stages, a necessity for the transformation of an innovation into a business venture. The summer program in which the course on "Idea to Start-Up" is part of, offers a unique academic experience. The course focuses on the preliminary phases of venture development. The goal of the course is to develop, through close academic guidance, the skills and tools needed at the start of a new venture in the hi-tech ecosystem. From the preliminary stage- having an idea and formulating a business strategy, through the establishment of a profitable business.

Teaching Method:
The course will include lectures and individual guidance sessions. Students will be required to submit papers relating to technological ideas that they will come up with. The course will include guest lectures and professional field trips as part of the program.

Field of Education:  
Entrepreneurship & Hi-Tech Track

Total # of Credits: 3  
ECTS (European Credit Transfer System): 5

Course Requirements:
• Reading professional literature  
• Use of databases, including computerized databases  
• Market analysis (including clients, competitors, suppliers and trends)  
• Preparation of presentations  
• Active participation, feedback to other groups  
• Written business plan

Structure of Final Course Grade:  
The course grade is given to groups and individuals.
1. Final Exam 50%
2. Assignments (including presentation and participation) 50%
3. Assignments (including presentation and participation) 100%

**Note:**
- Exercises include preparing and writing a group paper, individual work, presentations, providing group feedback and active participation.
- Attendance is mandatory for guest lectures and presentations.

**Course Schedule Layout:**
1. First meeting
   - Introduction

2. Second meeting
   - Idea creation (a hackathon)

3. Third meeting
   - Milestones and critical decisions – activities for increasing company value
   - Risk management within a startup company
   - Examining technology and market feasibility
   - **Required background reading**
     - Principles for preparing a business model for a startup company
     - Market research - Customer Analysis, Competition, Complementary Technologies, Trends (Threats & Opportunities) etc.

4. Fourth meeting
   - Principles of presenting to investors
   - Guest lecture – strategies and cultural differences in the hi-tech
   - **Required background reading**

5. Fifth meeting
   - Mentors day
   - Guest lecture - Intellectual property – meanings and implications of venture development

6. Sixth meeting
   - Strategic planning
   - Financial plan workshop
   - The business plan of a start-up company
   - Guest lecture - Product management / Working with multinationals
7. Seventh meeting
   - Final presentations

Please note: The layout of the course is subject to change based on the needs to adjust the lectures according to the availability of the guest lectures.

**The following topics will be covered:**

- Development stages of a start-up company
- Milestones and critical decisions, activities to increase company value
- Technological and business entrepreneurs, their role in the developing stages of the venture
- Introduction to using databases and practice
- Examining practicability of technology and practicability of the market
- Intellectual property – meanings and implications for venture development
- Finance – financial needs, fundraising
- Partners and investors
- Supporting business & public factors for developing ventures
- Risk management in start-up companies
- The business model
- The business plan of a start-up company

**Bibliography:**


**Recommended Bibliography:**

