

Caltech

E 102b: Entrepreneurial Development

Course Description

Would you like to start a company or join a start-up? Or just find out more about it?

This course will guide you through the process.

Beginning with a good idea based upon a Caltech technology (we will supply one or you provide one), you will form a team and be assigned a Skilled Mentor. You will learn:

- **How to protect intellectual property**
- **How to determine market feasibility**
- **How to create a business model**
- **How to write a financial plan**
- **How capital markets for new ventures work**
- **What is an entrepreneur's life *really* like, with field trips to local incubators**

There will be ample opportunities to hone your presentation skills, learn team skills, exercise your ingenuity, and possibly to create something really cool - and provide new value.

The ultimate goal of the class is to create a well-reasoned business plan around your team's technology. Business plans will be judged at the end of the term by a panel of Angel Investor and VC judges!

Logistics

Credits: 3-0-6, Graded or Pass/Fail

Time: Tuesday and Thursday 14:30-15:55

Location: 115 Gates/Thomas

Who: Open to Caltech and Art Center Students

Prerequisites: E 102a, E103, E 105, BEM courses useful but not required

Contacts

Professor Kenneth Pickar

pickar@caltech.edu

TA Deepan Kishore Kumar

dkishore@caltech.edu

www.its.caltech.edu/~kpickar