

Spring Quarter 2015:

# Science and Technology Entrepreneurship

This practical “hands on” course is designed for Caltech upperclassmen (sophomore and beyond) and graduate students who are interested in starting up high tech companies early in their careers or want to be key contributors in new emerging technology companies.

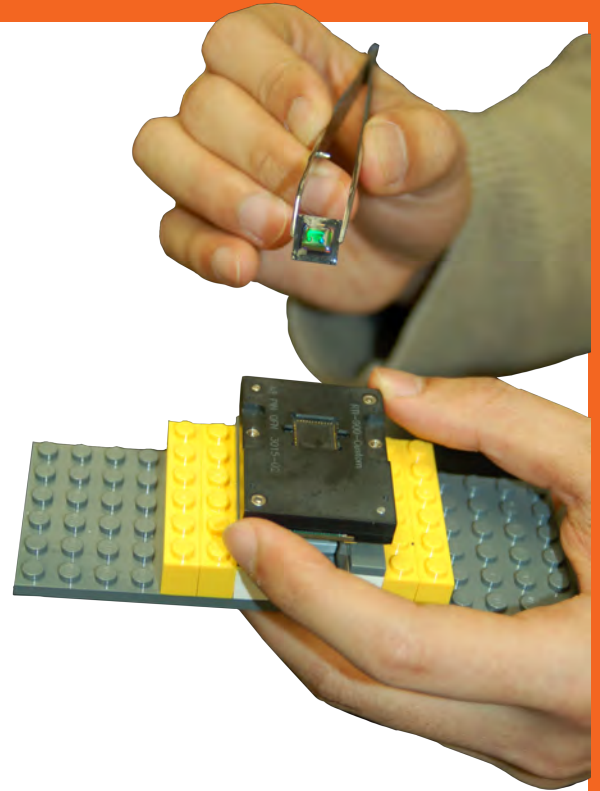
# E102

Mondays and Wednesdays 1:00–2:30PM

## The course introduces students to:

- evaluating new technologies for commercial feasibility
- creating attractive business models around technical innovations
- attracting resources (key people, strategic partners, and financing) to start a new ventures
- structuring and negotiating important relationships
- managing early stage companies to “launch velocity”

"E102 is a phenomenal course which introduces students with technical backgrounds to the challenges involved in starting a successful technology-based business. By the end of the term, I not only had an improved respect for these challenges but also greater confidence that I could face them. I would recommend this course to anybody with limited business experience who is even considering applying his or her science/technology education in a non-academic setting." —Ross Elliot, Ph.D. candidate in Mathematics and graduating in June.



## Course Instructors



**Andrea Belz, MBA, PhD**, is the Director of Innovation Node-Los Angeles, a partnership between USC, UCLA, and Caltech commercializing university technologies and serving as a hub of the National Science Foundation Innovation Corps ("I-Corps") Program, for which she is the lead instructor in Southern California. She is Entrepreneur-in-Residence at the University of Southern California, with faculty appointments at the Marshall School of Business, the Viterbi School of Engineering, and the Roski School of Design. Through her consulting practice, Andrea has served the Athenaeum Fund, Avery Dennison, BP, Caltech, Korea Institute for the Advancement of Technology, NASA's Jet Propulsion Laboratory, Occidental Petroleum, UCLA, and other companies and venture capital funds. A long-term member of the Pasadena Angels, she serves on the Executive Committee of the board of Caltech spinoff Ondax. Early in her career, Andrea worked at JPL in early-stage development of flight instrument concepts for astrobiology as well as serving as a lecturer in the Caltech Engineering and Applied Sciences Division. She has a BS in physics from the University of Maryland at College Park, a PhD in physics from Caltech, and an MBA in finance from Pepperdine University.



**Ed Zschau, MBA, MS, PhD**, (pronounced like the first syllable of “shower”) has started and led several technology companies over the past 45 years as well as heading the \$6.5 billion IBM Storage Systems Division in the 1990s. He has taught for several years at the Stanford Graduate School of Business and the Harvard Business School, and, for the past sixteen years, he has offered a high tech entrepreneurship course in the Engineering School at Princeton University. Ed served in the US House of Representatives representing the Silicon Valley area of California for two terms in the 1980s. He received his AB degree with honors in Philosophy from Princeton University and his MBA, MS, and PhD degrees from Stanford.

# Caltech

## Application Deadline March 6, 2015

[www.pickar.caltech.edu/e102](http://www.pickar.caltech.edu/e102)

