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

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