IS 405: Technopreneurship Study Mission Global - Europe

This is a planning document for the AY term TSM and is not to be taken as a final course design document. TSM Europe will include analyses and recommendations of companies in Lille (France), Ghent (Belgium) and Hasselt (Belgium). The visit to the companies will start the Saturday of week 7 and end Sunday of week 8. Any student missing a class is likely to get an F grade.

Academic Year 2015

Facilitators: Desai Narasimhalu (Europe)

Class Size: Maximum of 20. Enrolled students should be willing to travel at the given times.

Subsidy: 70% subsidy for the airfare, lodging and most of the meals to students with following background.

1. Those who have previous entrepreneurial experience.
2. Those who are currently building a company
3. Those enrolled in either SIS Technopreneurship or LKCSB entrepreneurship tracks.
4. Those enrolled in graduate programs related to either technology or innovation and commitment to create start-up companies.

Special note: Undergraduate students receiving subsidies are strongly encouraged to sign up for the follow on Entrepreneurship Immersion Programme (EIP) organized by IIE. EIP will include an informal course on regional entrepreneurship and a 10 week internship with a start-up company.

Students without subsidy: Students who have no intention of starting up a technology based company can sign up for the course by paying full costs which is likely to be around 4000 dollars.

Prerequisite: Serious intent to start a company, preferably upon return from the trip

Course Description

While Silicon Valley is seen to be the Mecca of technopreneurship, there are other equally interesting centers of innovation and entrepreneurship in Europe. The visit will cover startups in two of the three cities – Ghent (Belgium), Lille (France) and Munich (Germany).

This course will introduce students to the companies incubated in other parts of the world.

Those signing up got EIP will be provided subsidized airfare and subsistence allowance during the course of their internship.

Special Note

Students enrolling with subsidies for the course will be required to pay their portion of the costs before the first class for the cost of boarding, lodging and the airfare.

P.S. Please note that this is a tentative plan and the course contents are likely to change when the term actually starts.
Course outline

<table>
<thead>
<tr>
<th>Class</th>
<th>Topic</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>26th Aug</td>
<td>Course introduction and Team formation</td>
<td>Seminar</td>
</tr>
<tr>
<td>9th Sept</td>
<td>SWOT analyses of first group of companies</td>
<td>Student Presentations</td>
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<tr>
<td>16th Sept</td>
<td>Growth strategies for the above companies</td>
<td>Student Presentations</td>
</tr>
<tr>
<td>23rd Sept</td>
<td>SWOT analyses of second group of companies</td>
<td>Student Presentations</td>
</tr>
<tr>
<td>30th Sept</td>
<td>Growth strategies for the above companies</td>
<td>Student Presentations</td>
</tr>
<tr>
<td>Session 6</td>
<td>Preparing for the visit</td>
<td></td>
</tr>
<tr>
<td>3rd – 10th October</td>
<td>On-site learning through interactions with the founders / company representatives</td>
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<tr>
<td>21st Oct</td>
<td>Sharing of findings</td>
<td>Class discussions led by TA</td>
</tr>
<tr>
<td>28th Oct</td>
<td>Final presentation</td>
<td>Student presentations</td>
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Assessment criteria (Tentative)

Students will be assessed on the following.

1. In-Class presentations - 20 marks
2. Quality of discussions during the trip - 30 marks
3. Individual Journals - 30 marks (15 for in class and 15 for on the trip)
4. Presentation after trip - 10 marks
5. Professional behavior - 10 marks

Assignments

There will be four assignments.

1. In class presentations
   a. Students will prepare a report based on a topic assigned to them and present their findings in the class.
   b. Students will be required to link their findings to the mission of the course and the trip.

2. Discussions during the trip
   a. Each team will be asked to research on one or more companies and lead the discussions when the team visits that company. The discussion topics should include
      i. Introduction to the company
      ii. Motivation for starting the company
      iii. Key challenges faced during different stages of growth
      iv. Technology Strategy
      v. Experience in getting investments
      vi. ESOP and hiring strategies
      vii. IP strategy
      viii. What worked and what did not work
      ix. Strategy for growth
      x. Exit plans (Trade sale Vs IPO)
      xi. Key lessons learnt
   b. The team responsible for a company will be required to write up on how they would apply the learning to their own entrepreneurial journey
3. **Individual Journals**

   Each person should maintain a journal that includes the following.
   
   a. Reflections on each lesson
   b. Key learning from each lesson
   c. Key learning from the visit to each of the companies

4. **Group presentation after the trip**

   a. Each team should write a report on the companies for which they led the discussions
   b. Each team should also prepare a presentation on how they will apply their findings in their entrepreneurial journey.

5. **Professional behavior** will include punctuality, attention to presentations in class and during the trip and no irresponsible behavior such as selfies etc.