Course program and reading list

School: Adelson School of Entrepreneurship B.A

Practical Seminar in Entrepreneurship - Acceleration

Lecturer:

Dr. Gali Einav   einav.gali@runi.ac.il

Prof. Dafna Kariv   Dafna.Kariv@runi.ac.il

Teaching Assistant:

Mr. Or Nuri   or.nuri@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
3937	Seminar	6	6

Course Requirements :	Group Code :	Language:
Final Paper	240393700	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Practical Seminar in Entrepreneurship - Acceleration (3937):

2432 - Innovative Business Planning – Capstone Seminar
3416 - Accelerator Track

 Course Description

Course Description:

The Capstone Project's Acceleration Class equips entrepreneurial teams with an established toolkit and proven strategies for developing and advancing their businesses. The premise of this class is rooted in the knowledge and expertise accumulated by students over two years of study at ASE. These selected teams have already formulated their business ideas and gained some entrepreneurial experience.

Throughout the year, these teams will receive guidance from both an academic advisor and an industry mentor. The primary goal of this track is to enable teams to further refine their venture's business model and expand their potential customer base. This will be achieved through:

- Enhancing their market research and customer discovery processes
- Expanding their industry network
- Further developing their financial plan
- Building and validating a demo/POC
- Working with an industry design partner

The Lecturers

Professor Dafna Kariv is full-time faculty member at the Adelson School of Entrepreneurship, Reichman University, Herzliya, the head of the dual degree track of Entrepreneurship–Business Administration, and the co-chair of the School's research Commission. Professor Kariv is also Affiliate Professor at HEC, Montreal, Canada. Prof. Kariv has published seven academic books (Routledge UK, Routledge, NY and Edward Elgar, UK). She has published numerous papers in entrepreneurship in academic journals, with research teams from Canada, Europe and US. Kariv's research focuses on startups in crises; entrepreneurial psychological capital, ecosystems; entrepreneurial education; gender; and entrepreneurial performance. She has founded and managed for 8 years the Center of Entrepreneurship, which included and incubator, and accelerator and a virtual incubator, a remoted program engaging academic institutions around the world. She is the former Vice President for Global Initiatives and Development, at the College of Management, Rishon Lezion. She is a recipient of several prized funds including the European Commission funds; she is involved in academic boards, she is an Ambassador at GINSUM (German Israeli Network of Startups & Mittelstand). During the COVID-19 pandemic she has developed practical models for startups aimed at supporting entrepreneurs, that she has presented in webinars around the word, to support the entrepreneurial ecosystem. During the Oct, 7th war she has been engaged in working with startups on their resilience, and community engagement, through webinars, panels and mentoring sessions

Dr. Gali Einav is Head of the International Undergraduate Program in Entrepreneurship and the "Upstart" Program at the Adelson School of Entrepreneurship at IDC Herzliya. She holds a PhD in Interactive Television from Columbia University. Gali's research interests revolve around the impact of digital transformation on media industries and consumer behavior, innovative education models and entrepreneurial applications of digital media.

Gali is an Advisory Board member for Nielsen Innovate, an early-stage investment arm of Nielsen and for the Yeshiva University Innovation Lab. Previously she led the Digital Insights and Innovations Research group at NBC Universal, overseeing strategic, business and consumer research across digital platforms. She has co-authored and edited 4 books focused on innovation and digital transformation.

Or Nuri

Or Nuri, a seasoned technologist and entrepreneur, co-founded adjusti.co and led as CTO until its acquisition by Teikametrics in 2020. With a BSc in Computer Science, Or is furthering his expertise by pursuing an MSc in Machine Learning & Data Science at Reichman University. His strategic acumen benefits several startups, including Record and Core, where he serves on the advisory board. An alumnus of the prestigious 17th wave Zell Entrepreneurship Program, Or now spearheads growth initiatives as a tech lead at monday.com.

The structure of the acceleration program is tailored in a way that enables a wide-ranging interaction with the stakeholders, and includes:

- **Class sessions** – panels, guest speakers and pitch sessions with the academic advisors, as well as leading figures from the Israeli ecosystem (as judges and mentors)
- **Mentorship** - each team will work closely with an industry mentor. The mentor will be selected based on the venture idea, stage of development, the mentor's interest/experience (not necessarily within the vertical). Students must meet with their dedicated industry mentors three (3) times per semester and submit a report following each meeting to the academic staff.
- **Academic advisor** – the teams will meet with their academic advisor (course lecturer) throughout the semester according to the schedule provided in the syllabus. These team meetings will take place during scheduled class time. Teams are required to meet with their supervisor three times (3) per semester. The goal of these meetings is to assess the individual needs of each team and create a personalized roadmap for them. It is recommended and encouraged to set up additional team meetings with the academic advisor.

As the team's phase and pace may differ, parts of the assignments will be adjusted to each team. This will only be done during team meetings with the academic advisor and only with written approval.

Throughout the year, progress will be presented multiple times through pitches and speed-dating sessions. At the end of the course, ventures will be presented to potential investors and other stakeholders.

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By the end of the year, successful teams will be well-prepared to pitch to potential investors, gain traction for their products/services, and proceed independently advancing their ventures. The ultimate objective is to achieve a functional Proof of Concept (POC) and establish a design partnership by the conclusion of the academic year.

Semester A

Dates Sunday 18.30-21.00	Meeting Type	Phase / Deliverables	Assignments
1 17.12	**Class Meeting**	· Intro - course roadmap & objectives. Class goals, Lecturer's guidelines & highlights. · Pitch Venture discussion + receive feedback for next steps	Prepare Pitch for class discussion
2 24.12	**Class Meeting**	Advanced Team Governence workshop Guest lecture: Amir Kfir	
3 31/12	**Team meetings with Academic advisor**		
4 7/1/24	Class Meeting	AI for entrepreneurs workshop (Including Business & Financial Plan, Market Research) Guest lecture: David Kalmanson	Finalize your team mentor
5 14.1	**Team Meetings with Academic Advisor**		

6	**21/1/2024**	**Class Meeting**	Round tables (Hyde Park) + guests	Hyde Park Presentations + Due team assignment #1paper submission + Presentation
7	28/1 Team Meetings with Academic Advisor			
8	**4/12**	**Class Meeting**	Speed Dating #1	Speed Dating – Present ventures to external industry experts.
9	**11/2**	**Team Meetings with Academic Advisor**		
10	**18/2**	**Class Meeting**	Presentation & paper submission of Team Assignment #2: Presentation in front of external judges.	Due: Team assignment #2 (Presentation + paper) Individual Assignment #1: Development of a venture aspect. Up to 4 pages. Due Fisrt week Semester B

	Date – Thursday 8.45-11.15	Meeting Type	Phase / Deliverables	Assignments
1	28.3	Class meeting	Entrepreneur panel discussing POC	Presenting POC
2	4.4	Zoom Team Meetings		Or Nuri
3	11.4	Class meeting	POC Discussion	
	18.4 25.4	Passover Vacation		
4	2.5	Class meeting	Speed Dating #2, including presentation & paper submission of Team of assignment #3:	Due: Team assignment #3 Presentation & paper submission Assignment specifications will be uploaded separately to Moodle.
5	9.5	Zoom Team Meetings with Academic Advisor		Dafna Kariv/Gali Einav
6	16.5	Class meeting Ben Alfi (change of time)	2:45 – 5:15pm	
7	23.5	Class meeting Ben Alfi (change of time)	2:45 – 5:15pm	

8	**30.5**	**Zoom Team Meetings with Academic Advisor**		Dafna Kariv/Gali Einav
9	**3.6** **Monday** **17:30–20:00**	**Class meeting** **Note Day/date change**	**Investor Game** **2 grade points bonus for participation**	**6/6/24** Due: Team Assignment #4: Paper Submission Investors Deck: · Investors pitch · Investors Deck · One pager · Poster
10	**13.6**	**Class meeting**	Final Presentations	Individual assignment # 2: Due 30/6/24
11	**20.6.24**	**9:00–12:00** **Note time change**	Final Cross Track Competition	

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📋 Course Goals

Course Goals:

- Iteratively develop the venture through multiple validations
- Define the business model and objectives of the venture
- Create a demonstration (demo)
- Acquire skills for building and expanding a customer base
- Deliver a concise and compelling pitch for the venture
- Craft diverse presentations for the venture, including distribution decks and one pagers
- Establish a functional Proof of Concept (POC)
- Foster collaboration with an industry design partner

🅰️➕ Grading

Assignments and Requirements:

- Mandatory full attendance at all class meetings.
- Compulsory full attendance at team meetings with the academic supervisor, with a minimum of 3 meetings per semester, and submission of meeting summaries.
- Obligatory full attendance at dedicated mentor meetings, with a minimum of 3 meetings per semester, and submission of meeting summaries.
- Completion of individual assignments.
- Completion of team assignments.
- Participation in class presentations.

Grade Composition

Semester A:

3 meetings with academic advisor + meeting summaries	5%	
3 meetings with industry mentor + meeting summaries	5%	Total team assignments:
2 team in-class presentations	20%	55%
2 team assignment submissions	25%	
Individual assignment - development of a venture aspect	**40%**	Total individual assignments: 45%
In-class presentation peer-feedback	5%	

Semester B:

3 meetings with academic advisor + meeting summaries	5%	
3 meetings with industry mentor + meeting summaries	5%	Total team assignments:
2 team in-class presentations	20%	
		55%
2 team assignment submissions	20%	
Posters	5%	
Individual assignment - personal reflection	**40%**	Total individual assignments:
		45%
In-class presentation peer-feedback	5%	

Attendance

Learning occurs through interaction.

Attendance this Capstone Track is mandatory!

- **Any absences must be pre-approved by the course faculty by** notifying in writing to class TA in advance and include supporting documents (e.g., a formal letter from the army/doctor).
- **Unapproved absences will result in a deduction of grade points.**

Assignment Submissions:

All submissions MUST be submitted through class Moodle.

Late submissions will result in a "0" grade.

Active Class Participation:

During classes, teams will present their progress periodically through short presentations and according to a specific topic. All students are required to provide feedback to their peers on their presentations.

Teamwork is an essential component of this class. Be respectful of your team members and be an active member of the team.

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Reading List

- *Journal.*
- Ghezzi, A., & Cavallo, A. (2020). Agile business model innovation in digital entrepreneurship: Lean startup approaches. *Journal of business research*, *110*, 519-537.
- Moore, Geoffrey (2014) "Crossing the Chasm", Harper Collins, Chapters 3-7
- Nair, S., Gaim, M., & Dimov, D. (2022). Toward the emergence of entrepreneurial opportunities: Organizing early-phase new venture creation support systems. *Academy of Management Review*, *47*(1), 162-183.
- Rose, Dave (2016) "Startup Checklist" Wiley
- Young, C, 2023 Build a Winning AI strategy for your Business, Harvard Business Review. https://hbr.org/2023/07/build-a-winning-ai-strategy-for-your-business
- Wirtz, B. 2020. Product Management: Startup founder vs. Product Manager https://productcoalition.com/product-management-startup-founder-vs-product-manager-b0c59ccda4cb
- Ziakis, C., Vlachopoulou, M., & Petridis, K. (2022). Start-up ecosystem (StUpEco): A conceptual framework and empirical research. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(1), 35.

Suggested viewing

1. The lean startup summary (By Eric Ries). 2019 https://www.youtube.com/watch?v=RSaIOCHbuYw2
2. . How the agile methodology really works. 2019. https://www.youtube.com/

watch?v=1iccpf2eN1Q

3. How To Write a Business Plan to Start Your Own Business. 2016. https://www.youtube.com/watch?v=Fqch5OrUPvA

4. Designing your Value Proposition by Alex Osterwalder. 2018. https://www.youtube.com/watch?v=pwRL4GiA8Ek

5. Adam Pisoni: Four Ways to Validate an Idea. 2018. https://www.youtube.com/watch?v=iJ5WUhlve48

6. Michael Seibel - How to Plan an MVP (Y-Combinator). 2019. https://www.youtube.com/watch?v=1hHMwLxN6EM

7. 6 Steps to Build an MVP 🛠: Product Roadmap and Customer Discovery. 2019. https://www.youtube.com/watch?v=jwLjXqSp8tw

8. How to Create a Minimum Viable Product for an App | Start-Up Theory. 2017. https://www.youtube.com/watch?v=YHgLY4Btppo

9. Understanding the Economic Shock of the Covid-19 Crisis. 2020. https://www.youtube.com/watch?v=RK2IfGPSqO0&list=RDCMUCWo4IA01TXzBeGJJKWHOG9g&index=10

Startup TOOLS – Steve Blank https://steveblank.com/tools-and-blogs-for-entrepreneurs/