

The Wharton School, University of Pennsylvania

## MGMT 267: ENTREPRENEURSHIP & TECHNOLOGY INNOVATION (0.5cu)

---

Fall 2021 Q2

### INSTRUCTOR

Jacqueline 'Jax' Kirtley  
Assistant Professor of Entrepreneurship  
Steinberg Hall – Dietrich Hall 2033  
[jkirtley@wharton.upenn.edu](mailto:jkirtley@wharton.upenn.edu)

*Office Hours arranged by individual appointment*

### TIME & LOCATION

Mondays & Wednesdays  
1:45 – 3:15pm  
In JMHH 255

## COURSE OVERVIEW AND PROCEDURES

Building a new firm around technology innovation can mean different choices and challenges for entrepreneurs. The goals and outcomes of technology entrepreneurship vary as much as the innovations that inspire them. This course will take you through the questions that entrepreneurs should address as they go from a technology innovation idea to founding and funding a tech startup. The course will appeal to individuals who have a desire to become technology entrepreneurs at some stage of their career, as well as others interested in the startup ecosystem such as investors, advisors, other professional service providers, etc. This class serves as both a stand-alone and a preparatory course and will complement other classes such as a more in-depth venture implementation class.

You are expected to come to class well prepared to discuss the reading materials. Required readings are found in the Study.net readings packet, Course Material @ Penn Libraries, and through links on the class Canvas page. I will actively use the class Canvas to post material and manage the class. Assignments are summarized here; additional information and details will be presented in class.

## COURSE GRADING

### Individual Work

- 30% Class Participation & Discussion Boards
- 25% Technology Assessment (5 pages)
- 10% Mission-Brand-Product Essay (2 pages)
- 5% Spin-A-Wheel Pitch

### Team Project

- 5% Statement of Technology & Value Proposition (2 pages)
- 25% Advisory Board Presentation, Recorded PPT (10 minutes)

All work should reflect a high level of effort and quality, and assignments that meet these expectations will be graded as “acceptable.” Assignments that exceed expectations by demonstrating an insightful analysis of key issues, an exceptional understanding and application of course concepts, and thoughtful answers and recommendations will be graded up. Assignments that are superficial, fail to accurately apply course concepts, and demonstrate a lack of care and effort will be graded down.

## CLASSROOM EXPECTATIONS

- Class starts and ends on time.
- Name tents must be displayed. A seating chart will be filled out by the students in the first session and should be followed for the entirety of the course.
- Phones must be turned off and put away after checking into the Wharton Attendance Tool. If a student must keep a phone on by reason of a personal emergency, the student must inform the instructor before class begins.
- The use of laptops and tablets is only allowed for class activities.
- Students are expected to attend class regularly and to be well prepared to participate by having read and prepared the readings. Attendance will be tracked using the Wharton Attendance Tool. Full attendance credit will be awarded to students who come to class on time and regularly. Full participation credit will be awarded for consistently offering insightful and well-informed comments in class and on the discussion boards. If you must leave town for a personal or family emergency, please notify the instructor to make proper arrangements for missed sessions.

## CLASS PARTICIPATION & DISCUSSION BOARDS

---

Students are expected to attend class regularly and to be well prepared to participate by having read and prepared the readings. Full attendance credit will be awarded to students who come to class on time and regularly. Full participation credit will be awarded for consistently offering insightful and well-informed comments and contributing to each session. If you must miss class for a personal or family emergency, please notify the instructor to make proper arrangements for missed sessions.

Each class session will have a Discussion created on Canvas. Students should use the Discussions for both continuation of the in-class discussion and reflection about the material. Students who did not have an opportunity to speak during the class session, for whatever reason, or have additional comments they want to contribute can add to a continuing conversation there. Additionally, students can post reflections connecting the material and discussion during class to other entrepreneurial firms and technologies that they are interested in from outside of the class.

Discussion threads will be open for at least two days after the class session, but will then be closed to new comments.

## TECHNOLOGY ASSESSMENT, INDIVIDUAL PROJECT

---

A technology invention is a necessary but not sufficient step toward technology entrepreneurship and value creation. For this individual paper, you will select a technology at the core of an existing firm (entrepreneurial firm or established incumbent firm) and assess the role of that technology in value creation for the focal firm, its customers, and the technology users. Your write-up should explain the basic science and engineering at the core of the technology (in as plain language as you can) and describe how it creates value both technologically and financially. Be sure to consider who the focal firm's customer is (who pays them) and who any other users or stakeholders are (who else gains value from this technology). The deliverable for this project is a 5 page analysis of the technology and how the focal firm creates and captures value from it.

The essay should be five pages, double spaced, 12-point font. Please note that while grading is not specifically focused on readability or grammar, how your text is structured affects the grader's ability to clearly understand your points. You may include up to 2 pages of exhibits, if needed. Reference citations can be in any format and will not be included in the page count.

## MISSION-BRAND-PRODUCT ESSAY, INDIVIDUAL PROJECT

---

An entrepreneurial firm has many facets, all of which need to be communicated when pitching that firm to investors, customers, partners, and other stakeholders. Clarity about which is what, for yourself and to others, is important. In this short essay, you will select an existing, early stage technology firm and explain what that firm is at the firm level (the mission and brand) and at the product level (the current products, technology platform, or services). The first products a young firm sells are just that, the first products; they are not the firm. Your essay should explain what the firm is as a whole, its identity and goals above and beyond its first products in the market. You should also address what that says about its potential strategic path and the kinds of products or services that may be, or definitely will not be, in its future.

The essay should be two pages, double spaced, 12-point font. Please note that while grading is not specifically focused on readability or grammar, how your text is structured affects the grader's ability to clearly understand your points. Reference citations can be in any format and will not be included in the page count.

## ENTREPRENEURIAL TECHNOLOGY FIRM ADVISORY BOARD PRESENTATION, TEAM PROJECT

---

Teams of 3-6 students will submit an advisory board presentation for an original entrepreneurial technology firm. You will select a technology on which to build an entrepreneurial firm. In the first deliverable for this project, you will detail the technology and a description of the value it creates to some identified set of customers and users. This *Statement of Technology & Value Proposition* is a short summary (2 to 3 pages) that will introduce the team members and project idea. In it, you should describe the product or service your firm will sell, identify and give a basic explanation of the technology core to your firm, describe how the firm will make money (the revenue or business model), and provide some information about the current state of this industry. At this stage, this information can be introductory, and your business description may include more than one path under consideration.

The week after submission of the *Statements*, teams will schedule a 30 minute meeting with me to discuss your project idea. It is fine if not all team members can attend; you can report back to your team. These sessions will not be graded on content, but will inform my understanding of how your project has developed during the class. The feedback given at this meeting is meant to help teams know what areas of the project need attention and to offer links to existing firms or examples that may serve as valuable references.

The main deliverable for this project is an *Advisory Board Presentation*. In the time allotted for this project, an entrepreneurial technology firm would be unlikely to be ready to pitch themselves to investors, as such, your deliverable will not be a pitch deck but an Advisory Board presentation proposing the venture, the questions that the team should address next, and the steps to take to bring the firm closer to successful completion of its goal. Your team will submit a 10 minute audio-recorded PowerPoint presentation through Canvas (instructions on how to do this will be given in class). You will not be making this presentation in class. After your team presentations have been submitted, each student will make a short, individual presentation as part of Spin-A-Wheel Pitch on the final day.

Detailed information will be provided in class on each of these steps. All class deliverables will be submitted through Canvas before class begins on the due date listed in the syllabus.

# MGMT 267: ENTREPRENEURSHIP & TECHNOLOGY INNOVATION COURSE SCHEDULE FALL 2021 Q2

## OVERVIEW OF CALENDAR

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment Due</b>
<b>1</b>	Oct 25	Introduction: What is Technology Entrepreneurship?	
<b>2</b>	Oct 27	Inventions & Entrepreneurs: Do you have a Feature, a Product, a Company, or a Venture Scale Startup?	
<b>3</b>	Nov 1	IP & How to profit from new technology?	
<b>4</b>	Nov 3	R&D vs Development for Commercialization	<i>Technology Assessment Due</i>
<b>5</b>	Nov 8	Founding into a Platform or Ecosystem	
<b>6</b>	Nov 10	Advisors, Mentors, & Boards: Who to ask for help and when?	<i>[Team] Statement of Technology &amp; Value Proposition Due</i>
<b>7</b>	Nov 15	Financing New Ventures: VC & Angel Equity Investors	<i>Team Project Meetings Week</i>
<b>8</b>	Nov 17	Financing New Ventures: Alternative Funding Sources	
<b>9</b>	Nov 22	<i>Working Session</i>	<i>Mission-Brand-Product Essay Due</i>
<b>10</b>	Nov 29	Pitching Technology Firms	
<b>11</b>	Dec 1	Guest Speaker	
<b>12</b>	Dec 6	Pitching Technology in R&D: Under development or under the table?	
<b>13</b>	Dec 8	Spin-A-Wheel Pitch & Class Wrap-Up	<i>[Team] Advisory Board Presentation Due</i>

## CLASS SESSIONS DETAIL

### SESSION 1 - INTRODUCTION: WHAT IS TECHNOLOGY ENTREPRENEURSHIP?

#### READINGS

- Questions Every Entrepreneur Must Answer, HBR 1997

#### STUDY QUESTIONS

What distinguishes entrepreneurship from other types of business? What makes a venture “technology entrepreneurship”? What entrepreneurial technology firms do you think are doing things well or poorly?

### SESSION 2 - INVENTIONS & ENTREPRENEURS: DO YOU HAVE A FEATURE, A PRODUCT, A COMPANY, OR A VENTURE SCALE STARTUP?

#### READINGS

- The Televisionary, Malcolm Gladwell in The New Yorker
  - <https://www.newyorker.com/magazine/2002/05/27/the-televisionary>
  - and on Canvas Course Materials @ Penn Libraries
- The Flash of Genius, The New Yorker
  - Full article online at <https://www.newyorker.com/magazine/1993/01/11/the-flash-of-genius>
  - Abridged version posted on Canvas – you can skip sections shaded in grey

#### STUDY QUESTIONS

What makes a technology innovation the basis for an entrepreneurial firm? What more do you need? What did Philo Farnsworth and Bob Kearns miss when they went to turn their inventions into products and companies?

### SESSION 3 - IP & HOW TO PROFIT FROM NEW TECHNOLOGY?

#### READINGS

- What is Intellectual Property?, WIPO
  - [http://www.wipo.int/edocs/pubdocs/en/intproperty/450/wipo\\_pub\\_450.pdf](http://www.wipo.int/edocs/pubdocs/en/intproperty/450/wipo_pub_450.pdf)
- What's the Best Commercialization Strategy for Startups? MIT SMR 2002 [on Canvas Course Materials @ Penn Libraries]

#### STUDY QUESTIONS

What are the different types of intellectual property? What does IP or a patent give a firm? How do IP rights affect your strategy?

### SESSION 4 - R&D VS DEVELOPMENT FOR COMMERCIALIZATION

#### READINGS

- Rise & Fall of Iridium, HBR Case

#### STUDY QUESTIONS

When did things start to go wrong for Iridium? What changes would you have made to increase the probability of success for Iridium? When would you make them?

## SESSION 5 - FOUNDING INTO A PLATFORM OR ECOSYSTEM

### READINGS

- Dethroning an Established Platform, SMR 2012 [on Canvas Course Materials @ Penn Libraries]

### STUDY QUESTIONS

What is a platform? How is it different from doing business otherwise? Are entrepreneurial firms better positioned than established incumbents to introduce new things on an existing platform or ecosystem? Is that advantage long term? Who are the stakeholders that you need to focus attention on?

## SESSION 6 - ADVISORS, MENTORS, & BOARDS: WHO TO ASK FOR HELP AND WHEN?

### READINGS

- 7 Tactics to Get the Most Out of Your Startup's Advisors, First Round Review
  - <https://review.firstround.com/Get-the-Most-Out-of-Your-Startups-Advisors-with-These-7-Tactics>
- What you need to know about startup boards, TechCrunch
  - <https://techcrunch.com/2016/11/05/what-you-need-to-know-about-startup-boards/>

### STUDY QUESTIONS

Why do entrepreneurs need advisors & mentors? How can you maximize their value to you & your firm? What is a Board of Directors? Why do you need one?

## SESSION 7 - FINANCING NEW VENTURES: VC & ANGEL EQUITY INVESTORS

### READINGS

- 6 Myths About Venture Capitalists, HBR

### STUDY QUESTIONS

What do equity investors provide to an entrepreneurial firm? When would you target a VC, in particular? What questions do you need to answer before you approach an equity investor?

## SESSION 8 - FINANCING NEW VENTURES: ALTERNATIVE FUNDING SOURCES

### READINGS

- Pick one Accelerator, Incubator, or Crowdfunding platform
  - Read up on the specifics about your pick
  - What are their terms for participating entrepreneurs?
  - Identify what types of firms should target them
  - One place you can look at for accelerators is the *Seed Accelerator Rankings Project* website <http://seedrankings.com/>

### STUDY QUESTIONS

When should you consider crowdfunding or asking your friends and family for money? When should you apply to an accelerator or apply for a grant? When should you not?

## SESSION 9 – WORKING SESSION

This an in-class office hours session. Attendance is not mandatory.

## SESSION 10 - PITCHING TECHNOLOGY FIRMS

### READINGS

- What We Learned From 200 Startups Who Raised 360M, DocSend
  - <https://docsend.com/view/p8jxsqr>

### STUDY QUESTIONS

What is the goal of a pitch presentation? What information do you need to impart? What do you not need to say now?

## SESSION 11 – GUEST SPEAKER

Guest Speaker information to be announced

## SESSION 12 - PITCHING TECHNOLOGY IN R&D: UNDER DEVELOPMENT OR UNDER THE TABLE?

### READINGS

- Top Ten Lies of Entrepreneurs, HBR 2001
- Prologue, *Bad Blood: Secrets and Lies in a Silicon Valley Startup*, by John Carreyrou
  - Available as an excerpt at: <https://www.penguinrandomhouse.com/books/549478/bad-blood-by-john-carreyrou/9781524731656/>
  - and on Canvas Course Materials @ Penn Libraries
- Hot Startup Theranos Has Struggled With Its Blood-Test Technology, WSJ Oct 2015
  - <https://www.wsj.com/articles/theranos-has-struggled-with-blood-tests-1444881901>
  - and on Canvas Course Materials @ Penn Libraries

### STUDY QUESTIONS

How can an entrepreneur demonstrate confidence and capability to potential investors, partners, or customers without lying – especially when R&D is still under way and the product doesn't work yet?

## SESSION 13 – SPIN-A-WHEEL PITCH & WRAP-UP READINGS

### ASSIGNMENT DUE

- *Advisory Board Presentation* Team Project recorded presentation should be uploaded to Canvas by start of class.
- Each student on the team should be prepared to pitch your project and firm in class.