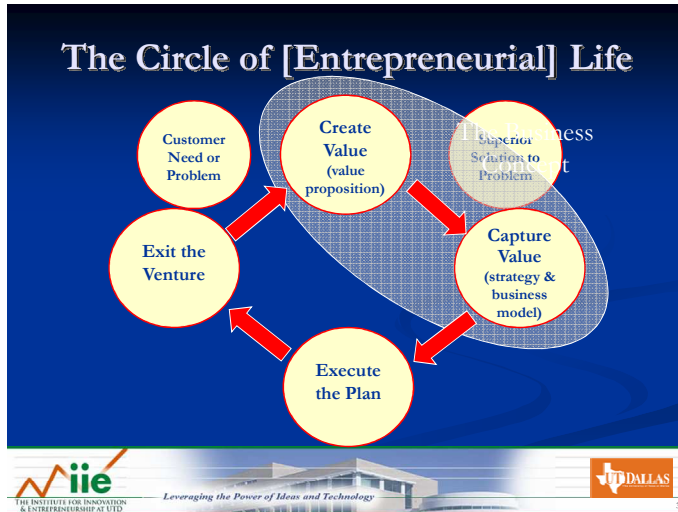


**Short Course in Software Entrepreneurship  
Senior Design Course  
Spring 2010**

**Overview**

1. Four sessions, 75 minutes each
2. Taught in each of three sections of SE4485
3. Tentative program outline below
4. Basic model below



**Preliminary Program Outline**

**Module 1 – Introduction to Entrepreneurship**

- What is entrepreneurship? What is innovation?
- Role of entrepreneurship in the economy – job creation
- Are you an entrepreneur?
- What does it take to succeed as an entrepreneur?
- Circle of entrepreneurial life (above)
- Assessment of viability – (create value, capture value, scale of opportunity, competition, economic viability, personal fit)

**Module 2 – Finding the Right Opportunity – Creating Value for the Customer**

- Identifying a customer need
- Defining the solution (whole product, etc.)
- Competition/competitive advantage
- Scoping/sizing the market (addressable market)
- Initial target customer
- Value proposition

**Module 3 – Capturing Value for the Entrepreneur and Investors**

- Business models
- Software business models/delivery options
- Competitive strategy/positioning
- Funding required/return to investors (startup to market entry; market entry to break-even; three year ROI)

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**Module 4 – Building a Sustainable Business**

- Eight hurdles
  - ✓ Setting a strategic direction and sticking to it
  - ✓ Positioning products/services in an expanded market
  - ✓ Maintaining a customer/market focus
  - ✓ Building a management team
  - ✓ Developing effective infrastructures
  - ✓ Building financial capability
  - ✓ Developing an appropriate culture
  - ✓ Managing risks and vulnerabilities
- Leadership transitions: from entrepreneur to CEO
- Software entrepreneurship: what makes it unique?