# ASU Venture Catalyst Training Curriculum (sample)

## A Synopsis

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| Title | Hours |
|-------|-------|
| *Introduction to Technology Entrepreneurship* | 16 |
| *Venture Storytelling* | 4 |
| *IP Basics* | 4 |
| *Business Development for Technology Enterprises* | 10 |
| *Doing Business in the U.S* | 10 |
| *Entrepreneurial Finance* | 12 |
| *Internet and Social Marketing for Start-Ups* | 4 |
| *Individual training with a mentor* | By request |

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***Venture Catalyst Entrepreneurship Education Courses*** are all taught with a "practical entrepreneurship" approach using small amounts of lecture/theory combined with extensive exercises that cause the entrepreneur/venture team to think through all aspects of the entrepreneurial subject being explored. Frequent use of guest speakers and "feedback" panels. Emphasis is placed on practical, real-world entrepreneurial knowledge delivered by experienced entrepreneurs and executives.

***Introduction to Technology Entrepreneurship*** is a rigorous introduction to all aspects of technology entrepreneurship for participants who are new to the subject, or who have moderate experience. In addition to introducing the new entrepreneur to the basics of tech entrepreneurship and venture business model development, the participant is introduced to the principles and approaches to research and development; technology Roadmapping, marketing, sales and business development; operations and alliances; management and team building; entrepreneurial finance and investing, including the important subject of bootstrapping; and the art of telling the venture story to stakeholders in visual, verbal and written forms. During the course, the entrepreneur/venture team explores their target business model while developing a concluding 10-minute venture pitch, which they deliver to a panel of experts for feedback and advice.

***Venture Storytelling*** is a standalone half day introduction to the art and science of telling the story of your venture's business model and plans in visual, verbal and written forms. The importance of presentation style using a verbal/visual approach is emphasized. Approaches are taught to the various

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story of the elevator pitch, executive summary, business plan and various presentation styles such as the "Fast pitch," "Ignite," and standard 10-minute business plan forms.

_**IP Basics**_ provides an overview of intellectual (IP) strategy and approach.  The basic types of intellectual property are explored, including patent, copyright, trademark/service mark, trade secret and other know how.  Patents are explained in more detail.  Freedom to operate is explained and explored.  Taking a broad view of IP with a strategic "asset assembly" approach complemented by technology Roadmapping and strategic alliance development is discussed.

_**Business Development for Technology Enterprises**_ builds on the basic knowledge outlined in the _Introduction to Technology Entrepreneurship_ course by providing more detail on approaches to developing market strategy, marketing plans and execution, sales management, sales pipeline definition, and business development through strategic alliances using an alliance framework-based approach.

_**Entrepreneurial Finance**_ builds on the basic knowledge outlined in the _Introduction to Technology Entrepreneurship_ course, which introduces the three financial statements and the "Financial Dynamics" of how the income statement, balance sheet and cash flow statement work together to represent your business model, and how that model is used to determine investment needs and usage of funds. _Entrepreneurial Finance_ recaps this basic information, explores the statements in more depth, and explains budgeting through detailed cash flow model development, while also exploring the phases and types of funding in more depth.  Bootstrapping is explored in some detail.

_**Internet and Social Marketing for Start-Ups**_ provides a detailed introduction to the variety of Internet and social media methodologies, tools and techniques for marketing the products and services of a tech start-up.  Market segmentation, targeting and messaging are explored.  Approaches using e-mail marketing, search engine optimization and web analytics, as well as leveraging social tools such as Facebook, Linked-In, Twitter, etc. are explored.  Emphasis is placed on supporting strategic and tactical marketing plans, generating leads and monetizing your web and social media presence.

_**Individual training with a mentor**_ pairs an entrepreneur/venture team with one or more highly experienced technology entrepreneurs and/or business executives based on the industry, venture stage, and individual needs of the team.   Venture Catalyst team members assess each venture team to determine needs, then search the ASU Mentor Network for the best available fit.  The Venture Catalyst account manager initiates meetings between the mentors and venture team and monitors the ongoing relationship to ensure all parties receive the value they expect.