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Technology-Based Venture Realization, 7,5 cr

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CONTACT INFORMATION

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COURSE OVERVIEW

Course Content: An underlying business idea in combination with a business model are fundamental parts for a new venture. However, when a company is founded the start-up journey enters a new phase. At this point, the venture realization process shifts focus from customer needs and revenue models to the management of a new emerging organization. To navigate in this phase, the ability to set up a company, navigate in the local innovation ecosystem, raise funding, negotiate strategic alliances, and recruit key people becomes key.

This course discusses several theories, methods, tools, and frameworks that can help manage the uncertainty and complexity of this initial phase of a start-up. The knowledge gained through the course will help the students analyze start-up challenges and problems from a multidimensional perspective, as well as develop strategies for overcoming these challenges.

Teaching Method: The course relies on an *experiential learning approach* (Kolb, 1984) where lectures are mixed with practitioner's experiences, exercises and projects. Curated resources are offered on this Canvas website in the form of articles and suggested further reading. The course includes guest lectures invited to present up-to-date specialized knowledge as well as function as an introduction to KTH's innovation eco-system. In addition, student teams are tasked to perform a "Pro Bona business coaching project" to integrate their personal knowledge.

Intended Learning Outcome (ILO): After the course, the students should be able to:

- Describe and analyze the entrepreneurs' challenges in starting a new technology-based business or implementing a new technology-based business project.
- Identify different sources of start-up funding, determine which authorities are appropriate in which situations, and explain how start-up funding is crucial to start and run a business successfully.
- Show why and how entrepreneurial leadership, entrepreneurial teams and recruitment can be crucial to start and running a business successfully.
- Develop and present a strategic plan for a start-up or business project.
- Formulate appropriate negotiation strategies considering strategic, financial, and management challenges.

Examination: The course comprises of two (2) examination elements:

- **TEN1 (4 hp)**, Individual home exam, (literature-based and case-based),
Grade scale: A-F
- **INL1 (3.5 hp)**, Group assignments (literature-based and case-based) with presentations and discussions in a seminars,
Grade scale: A-F

The *individual home exam* is a "24-hour exam" that is done individually. The home exam consists of 3-5 essays and case questions. The exam is handed in on Canvas (under Assignment). Chat GPT or equivalent is not allowed as tool. All questions will be tested on ChatGPT and compared with submitted answers.

Group assignments are conducted in groups of 3-6 students and consists of two parts:

- Project assignment 1: A "Pre-written case study" to be solve and presented in a seminar
- Project assignment 2: A "Pro Bona business coaching project" presented in another seminar.

Project assignment 1 aims to apply existing knowledge in tech-based entrepreneuring as well as train teamworking. This assignment gives P/F

Project assignment 2 aims to train students in the crafting of a strategic plan for a start-up or business project. Each student group works either with their own case or is matched with an entrepreneur/entrepreneurial team with the task of supporting the entrepreneur(s) business development. In this process tools, theories and frameworks presented in the course should be used. This assignment is graded A-F.

The *final grade* of the course is received according to the matrix below.

TEN1	A	B	C	D	E
INL1					
A	A	A	B	C	C
B	A	B	B	C	C
C	B	B	C	D	D
D	C	C	D	D	E
E	C	C	D	E	E

Schedule & Teachers

See separate document.

Literature

See separate document.

Miscellaneous

The course is open only for students following KTH's Master program in Technology-based Entrepreneurship (TTBEM).