



Technology-Based Venture Realization, 7,5 cr

Matti Kaulio

CONTACT INFORMATION

Examiner & Course Director: Matti Kaulio

Affiliation: Dept. of Industrial Economics and Management, KTH

E-mail Address: mkaulio@kth.se

Office Hours: by appointment

COURSE OVERVIEW

Course Content: An underlaying 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, attract resources, navigate in the local innovation ecosystem, raise funding, negotiate strategic alliances, and recruit and lead people become key.

This course presents *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 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 Business Development Project to integrate their personal knowledge. The project can be an own project or a project with projects owners for example from KTH Innovation. Students form teams themselves and find projects themselves.

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)**, Digital written exam at campus,
Grade scale: A-F
- **INL1 (3.5 hp)**, Group assignments with presentations and discussions in a seminar,
Grade scale: A-F

The *digital written exam at campus (TEN1)* consists of two parts: a quiz and open answer questions where the latter part consists of 3-5 essays and case questions. In order to do the latter part students need Pass on the quiz.

Group assignment (INL1) is conducted in groups of 3-5 students and consists of a project assignment: a Business development Project, which is presented at a seminar. The project aims to train students in the crafting of a strategic plan for a start-up or business project. Each student group are responsible for forming their own group and finding a project. In this process tools, theories and frameworks presented in the course should be used. This assignment is graded A-F. The assignment is based on <https://kthinnovationreadinesslevel.com>

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

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De Cleyn, S. & Braet, J. (2007) The Due Diligence Process—Guiding Principles for Early Stage Innovative Products and Venture Capital Investments, *The Journal of Private Equity*, Vol. 10, No. 3, pp. 43-51.
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Miscellaneous

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