



Course Number:	55662		
Credit:	6		
Name:	Trans-Innovation Program - TIP		
Lecturers:	Name:	Mr. Michael Mizrahi	Dr. Dan Marom
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Course/Module description:

Entrepreneurship is a complex process that includes many opportunities on the one hand and on the other hand contains many difficulties. Throughout the course, the students will primarily practice the material they learn by applying it to their own technological idea. The course includes lectures, practical tools, pitching practice, and group discussions with mentors in a viable learning environment. The course prepares the teams for the next stage of interacting with potential investors, regulators, and other key players in the Israeli tech ecosystem. The course includes theoretical lectures combined with hands-on workshops taught by entrepreneurs and industry practitioners. In addition, students will visit startups, investors, accelerators and ecosystem key leaders, both in Jerusalem and Tel-Aviv.

Course/Module aims:

- To expose the participants to the common steps in building a startup.
- To teach and practice how to compile practical tools and skills used to design a new solution, research the market's needs, and ensure that a solution really answers the customer's needs and not only addresses it.
- To give participants the ability to present their venture to potential customers, partners and investors using professional principles of presentation tools. By the end of the course, participants should be able to:
 - Leverage experiments to validate concepts and refine and evaluate an idea.
 - Assess the market size and identify a business opportunity for their own solution, to an existing problem.
 - Discover the key financial decisions entrepreneurs must make in the early stages of a startup.
 - Understand the process of raising capital and how to speak to investors.
 - Create their own Mini-Project, after validating a clear economic potential.
- In a professionally planned presentation, tell the story of their own venture to investors, customers, and partners and present it at the DEMO DAY event at the end of the course.

Teaching arrangement and method of instruction:

Lectures, workshops, mentoring, presentations, tours.

Requirements:

- 80% attendance
- Participation in class
- Submission of all the assignments

Grade:

- 20% - active participation (individual evaluation)
- 30% - written assignment (individual evaluation)
- 50% - final presentation at the Demo-Day event at the end of the course (group evaluation)

The final grade will be calculated with in-group peer review.

Description of written assignments:

1. During the course, participants will have to assign a Business Model Canvas of one of the Startups/Companies that they will meet during the course or their own startup idea (Individually evaluated)
2. During the course, participants will have to assign an elaborated competition report of at least 10 competitors, direct and indirect, to their own idea company or to one of the startups they have met during the course (Individually evaluated).
3. At the end of the course, participants will present, in groups, a 5-minute presentation pitch of their own new idea for a startup, according to the presentation principles and key rules taught at the course. The group will have to emphasize on their teamwork around the idea and will be asked questions by members of the judging panel at the Demo Day (Team evaluation).

Course outlines:

The course will be divided to the following mixture of key subjects:

1. Lectures from entrepreneurs and specialist mentors
2. Hands-on Project Management Workshops
3. Tools and skills for startups
4. Meeting the VC's sessions
5. Teamwork
6. Ecosystem Field days

Week	Sunday	Monday	Tuesday	Wednesday	Thursday
#1	9-7 ^{yr}	10-7 ^{yr}	11-7 ^{yr}	12-7 ^{yr}	13-7 ^{yr}
17:00		Opening Day "Welcoming and Greetings - Introduction to the Program"	Dan Marom The best practices for entrepreneurship: an introduction Startups Tools and skills	Project Management Aron T Startups Tools and skills	Ben Wiener, Jumpspeed Ventures Product/Market Fit Meet The VC
18:30		Michael Mizrahi Find Your Idea: Ideation and Creative Thinking Startups Tools and skills	Michael Mizrahi "Business Model Canvas Workshop" Startups Tools and skills		Michael Mizrahi Group Work: Find your idea Group work
#2	15-7 ^{yr}	17-7 ^{yr}	18-7 ^{yr}	19-7 ^{yr}	20-7 ^{yr}
17:00	Barbara Elstein Lean Customer Discovery Startups Tools and skills	Dr. Anan Coptly – SynergyMed Product Development - Product Differentiation Competitive Analyses Meet The Startup	Ori Choshen, VLX Ventures "Columbus – A Case Study of Entrepreneurship" Meet The VC	16:00 SNC The Story of Startup Nation - Idit Podoler Ecosystem Field day	Project Management Aaron T Startups Tools and skills
18:30	Reuven Ulmansky Disruptive Meet The VC	Dan Marom Impact Innovation Startups Tools and skills	Nimrod Kremer Common Mistakes of Entrepreneurs Meet The Startup		
#3	23-7 ^{yr}	24-7 ^{yr}	25-7 ^{yr}	26-7 ^{yr}	27-7 ^{yr}
17:00	Daniel Damboritz Legal Basics for Startups Startups Tools and skills	16:30 - Peres Center Tour	Project Management Aaron T Startups Tools and skills	Tishaa Beav - Closed	Tishaa Beav - Closed
18:30	Dan Marom Funding Innovation Startups Tools and skills				
#4	30-7 ^{yr}	31-7 ^{yr}	1-7 ^{10k}	2-7 ^{10k}	3-7 ^{10k}
17:00	Shai Hod Investors, Start-ups and Everything In Between Meet The VC	Gila Halleli Weiss Budgeting Basic for Businesses Startups Tools and skills	16:00 - BioHouse: Tour Olga Finger Ecosystem Field day	Project Management Aaron T Startups Tools and skills	Dan Marom Crowdfunding & Crowd-Powered organization Startups Tools and skills
18:30	Michael Mizrahi "Evaluation of Early Stage Startups" Startups Tools and skills	Yaron Magal The Israel Center for Advanced Photonics (ICAP) Startups Tools and skills	Hadasit - TTO Models Tamar Raz Ecosystem Field day		Prof. Avi Domb From Academic Research to Commercial Endeavors. Meet The Startup
#5	6-7 ^{10k}	7-7 ^{10k}	8-7 ^{10k}	9-7 ^{10k}	10-7 ^{10k}
17:00	Amir Kraitzer A Personal Journey of Building a Medical Device Start-up Meet The Startup	Dr. Ayelet Root Company valuation approaches & WeWork case study Meet The Startup	13:00 - ALYNnovation Tour Ecosystem Field day	Project Management Aaron T Startups Tools and skills	Dan Marom Q&A Startups Tools and skills
18:30	Gilad Newman How to give a winning pitch Startups Tools and skills	Gad Benett IP&Patents - Basics for Startups Startups Tools and skills	15:00 - AtoBe Tour Ecosystem Field day		Uri Gordon Imagine meets "The Sounds of Silence" Startups Tools and skills
#6	13-7 ^{10k}	14-7 ^{10k}	15-7 ^{10k}	16-7 ^{10k}	17-7 ^{10k}
17:00	Gilad Newman	Dan Marom Presentation training Startups Tools and skills	Michael Mizrahi Preparing for DemoDay Startups Tools and skills	DEMO DAY	
18:30	Presentation Skills workshop Startups Tools and skills	Michael Mizrahi Group work	Michael Mizrahi Group work		