

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 which includes many opportunities on the one hand, and on the other hand contains many difficulties. Throughout the course the students will mostly practice the material they learn, by applying it on their own new technological idea. This year the course focus is on global impact challenges, aiming to create new ground-breaking ventures. The course includes lectures combined with practical tools, pitching practice, and group discussions with mentors in a viable learning environment. The course prepares the teams for the next stage that are interacting with potential investors, regulators, and other key players in the Israeli impact-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 is really answering the customer's needs and not only addressing it.
- To give participants the ability to present their venture to potential customers, partners and investors, using professional principals of presentation tools.

By the end of the course, participants should be able to:

- Leverage experiments to validate concepts, refine and evaluate an idea
- Assess the market size and Identify a business opportunity of 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.
- Tell the story of their own venture, in a professionally planned presentation, 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)

Description of written assignments:

1. During the course, participants are required to create two sample slides presenting solutions based on the fundamental principles of TIPS, "The Theory of Inventive Problem Solving," as covered in the lessons. Each participant will present their slides to the class (Individually evaluated).
2. 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 of their own idea startup (Individually evaluated).
3. During the course, participants will have to assign an elaborated competition report of at least 10 competitors, direct and in-direct, to their own idea company or to one of the startup they have met during the course (Individually evaluated).
4. At the end of the course, participants will be asked to present 5 minutes presentation pitch in groups, of their own new idea for a startup, according to the presentation principals and key rules taught at the course. The group will have to put an emphasis on their team work around the idea, and will be asked question by members of 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 sessions
4. Meeting the VC's sessions
5. Teamwork
6. Ecosystem Field days.

Sunday	Monday	Tuesday	Wednesday	Thursday
	7-Jul	8-Jul	9-Jul	10-Jul
	Opening Day "Welcoming and Greeting - Introduction to the Program" Michael Mizrahi Find you Idea: Ideation and Creative Thinking Startup Tools and Skills	Dan Marom The best practises for entrepreneurship: an introduction Startup Tools and Skills	Ben Wiener, Jumpspeed Ventures The Only Thing That Matters - Product/Market Fit. Meet the VC Michael Mizrahi Startup Tools and Skills	16:00 AlinInnovation & AtoBe TOUR Ecosystem Field Day
13-Jul	14-Jul	15-Jul	16-Jul	17-Jul
Shai Hod Investors, Start-ups and Everything in Between Meet the VC	Shir Kahanov Impact Tech in Israel Impact	Yaron Suissa Meet The Startup	Barbara Elstein Lean Customer Discovery Startup Tools and Skills	
Michael Mizrahi "Evaluation of Early Stage Startups" Startup Tools and Skills	Dan Marom Impact Innovation Startup Tools and Skills	Michael Mizrahi "Business Model Canvas Workshop" Startup Tools and Skills	Michael Mizrahi Find your idea Group Work	
20-Jul	21-Jul	22-Jul	23-Jul	24-Jul
	16:00 Peres Center TOUR Ecosystem Field Day	Prof. Claudia Goldman Impact Dan Marom Impact	Gila Halleli Weiss Budgeting Basic for Businesses Startup Tools and S... Michael Mizrahi Group Work	Moran Hadad Impact Dan Marom Impact
27-Jul	28-Jul	29-Jul	30-Jul	31-Jul
Michelle Schneider Marketing and the future world of work Startup Tools and Skills		Prof. Avi Domb From Academic Research to Commercial Endeavours Meet The Startup	Gad Benett IP&Patents - Basics for Startups Startup Tools and Skills	
Michael Mizrahi Impact		Michael Mizrahi Startup Tools and Skills	Michael Mizrahi Impact	
3-Aug	4-Aug	5-Aug	6-Aug	7-Aug
Tishaa Beav - Closed	Reuven Ulmansk Disruptive Meet the VC Michael Mizrahi Impact	Yaron Magal The Israeli Center for Advanced Photonics (ICAP) Startup Tools and Skills Michael Mizrahi Group Work Group Work	Gilad Newman How to give a winning pitch Startup Tools and Skills Michael Mizrahi Impact	16:00 ASPER HUJI Innovate TOUR Ecosystem Field Day
10-Aug	11-Aug	12-Aug	13-Aug	14-Aug
	Dan Marom Presentation Training Startup Tools and Skills Dan Marom Q&A Startup Tools and Skills	Gilad Newman Presentation Skills Workshop Startup Tools and Skills	Michael Mizrahi Preparing for DemoDay Startup Tools and Skills Michael Mizrahi Group Work Group Work	DEMO DAY

Remarks:

Please note that all parts of the schedule are subject to change, some/all parts of the course might be delivered online.

Bibliography:

Blank, S., Dorf, B. **The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company** . (2012). K & S Ranch.

Blank, S. **Open Source Entrepreneurship** .
[<https://steveblank.com/2012/11/27/open-source-entrepreneurship/>]

Blank, S. (2013). **Why the Lean Startup Changes Everything** . Harvard Business Review. May 2013. [<https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>]

Knapp, J. **The Design Sprint**. [<https://www.gv.com/sprint/>]

Knapp, J. (2016). **SPRINT: Solve Big Problems and Test New Ideas in Just 5 Days** . Simon & Schuster.

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. (2014) **Value Proposition Design: How to Create Products and Services Customers Want**, John Wiley & Sons.

Osterwalder, A., Pigneur, Y . (2010) **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers** . Self Published Thesis.