

## **INFORMATICS ENTREPRENEURSHIP**

### **Assessment Overview**

#### **I. Case Study Analysis Write-up No. 1: (30%)**

500 word maximum

Individual work

Due Date: Weds, November 16<sup>th</sup>, by 12:00 p.m. to Informatics Teaching Office

#### **II. Case Study Analysis Write-up No. 2 (30%)**

500 word maximum

Individual work

Due Date: Weds, November 23<sup>rd</sup>, by 12:00 p.m. to Informatics Teaching Office

#### **III. Business Plan / Feasibility Study (40%)**

1500 word minimum

2000 word maximum

plus:

a 10-15 slide presentation using PowerPoint or similar software

Individual work

-Due Date for slide presentation: November 28<sup>th</sup> by 12:00 p.m. to Informatics Teaching Office

-Due Date for Final Draft of Write-up: January 9<sup>th</sup> by 12:00 p.m. to Informatics Teaching Office

Using the Seven Domains of an Attractive Opportunity model as set forth by Mullins in “The New Business Road Test”, frame your idea and opportunity in the form of a business plan. Weighted 32% of total mark.

10-15 Slides for presentation to the venture capital and angel panel. Weighted 8% of total mark. **Slides Due Monday Nov. 28 By 12.00 - ITO**

**Total: 100%**

### **Explanation**

There are a total of seven case studies that may be formally analysed for your assessment. You can choose any two of the following case studies, all of which are included in your course packs, some of which we will discuss in-class as well.

#### **Cases – 7**

Read all 7 to discuss in-class (1 hour each). Choose any 2 to write-up. Questions are given below. Each case is worth 30% of your total marks.

The following cases can be found in the **Technology Ventures** by Tom Byers.

##### **Case 1: Danger, Inc. D.**

Describes a wireless device startup in Silicon Valley that must analyze and decide on the best companies for its portfolio of manufacturing and carrier partners. Relevant Chapters: 13, 15, 19.

**Case 2: Biodiesel, Inc. – A. First Case Discussed.**

A mini-case that explores a possible opportunity and business model for commercializing biodiesel, a renewable organic product. Relevant Chapters: 2, 3, 4, 5.

**Case 3: Yahoo! 1995: First Round Financing – G. Last Case Read and Discussed.**

Under time pressure, the founders must analyze and choose their seed financing: selling their company, partnering with a corporate sponsor or starting an independent business. Relevant Chapters: 2, 3, 4, 8, 18.

**Case 4: Global Wireless Ventures - B.**

Offered venture capital in three locations, founders must choose the best entrepreneurial context to local the headquarters of their company. Relevant Chapters: 8, 11, 13.

**Case 5: Jon Hirschtick's New Venture - F. penultimate case read.**

Examines advantages and disadvantages of single vs. staged financing options for this young computer aided drafting (CAD) company. Relevant Chapters: 12, 13, 18.

**Case 6: Artemis Images - C.**

A dynamic media company founded on digitizing photo and video archives for special interest groups discovers that even with a solid strategy, execution is easier said than done. Relevant Chapters: 10, 16, 17, 18, 20.

**Case 7: RADCO Electronics E.**

A successful startup based on using chemical sensors to probe agricultural fields must deal with 'growing pains' (organizational, political and strategic) as it expands. Relevant Chapters: 10, 11, 12.

Choose any two of the above seven case studies. Turn in your first case write-up by 12:00 p.m. on Weds, November 16<sup>th</sup>, and your second case write-up by 12:00 p.m. on Wednesday, November 23<sup>rd</sup> by 12:00 p.m.