

The Venture Mentoring Program™ Workshop

– Introduction to Start-up Business Planning –

Description

Introduction to Business Planning is part of the Venture Mentoring Program at Duke University – an entrepreneurship curriculum developed by entrepreneurs for entrepreneurs. Taught by successful, serial entrepreneurs with deep experience in marketing, finance and start-up operations, the program is targeted at technology enthusiasts who want to develop the broad skill-set needed to start and grow a new venture.

This program is based on the instructors' direct experience from past and present ventures, with a focus on fundamental and practical aspects of starting, growing and exiting a technology company. To accelerate their learning, students are provided examples and tools that they can immediately apply to their own career or entrepreneurial venture.

Our two-day workshop, "Introduction to Start-up Business Planning," introduces key concepts for starting a business. Main topics of the workshop are:

- ❖ How to evaluate a business opportunity;
- ❖ Identifying a value proposition;
- ❖ Communicating value to the market/customer base;
- ❖ Identifying a practical implementation path;
- ❖ Developing a plan for execution.

The workshop is designed for new entrepreneurs and those wanting to learn more about marketing and business planning.



Workshop Details

Topic	Education	Exercise	Resources	Time (Hrs.)
Introduction	Entrepreneurship Overview	Discussion	Lab-to-Market Paper	3
Technology Validation	Opportunity Identification	Microrelay Opportunity Analysis	Case Study (Cronos 1)	3
Company Formation	Marketing	Positioning Statement	Integrated Marketing Reading	3
Business Planning	Business Plan Development	Cronos Business Plan	Case Study (Cronos 2)	3
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Workshop Leader

Jesko von Windheim is a Professor of the Practice in Environmental Entrepreneurship at Duke University. Dr. von Windheim is a technology entrepreneur who is focused primarily on early-stage innovations in the physical sciences. He was a co-founder of Cronos Integrated Microsystems, a microelectromechanical systems company (acquired by JDS Uniphase); he was CEO and founder of Nextreme Thermal Solutions, fabricator of the "world's smallest refrigerator" (acquired by Laird Technologies); and he is currently CEO of Zenalux Biomedical (www.zenalux.com) which uses light to monitor health outcomes and diagnose disease.

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