

National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	11220IPMT300600	學分 Credit	3	人數限制 Size of Limit	35
中文名稱 Course Title	數位經濟新創事業導論				
英文名稱 Course English Title	Introduction to new venture creation in digital economy				
任課教師 Instructor	郭展榮 David Kuo				
教師聯絡方式 Contact Information	- 0952509872 - david@iinfo.co / chanjungkuo@mx.nthu.edu.tw				
上課時間 Time	M5M6M7 Monday 星期一 (13:20 PM - 16:20 PM)	上課教室 Room	台積421		
先修科目 Prerequisite(s)	none				
本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives					
<ul style="list-style-type: none"> ● By the end of the semester, students will have developed a comprehensive understanding, a non-intuitive mindset, and practical skills for launching ventures in the digital economy, aiming for 10x progress and a lower rate of failure. ● Through engaging mini-workshops, in-depth case studies, and interactive lectures, students will learn to bring their innovative ideas to fruition. They will master creating and validating business models, advancing towards generating sales with prototypes and preliminary service offers, launching new product/service landing pages, and crafting a 2-minute fundraising pitch. ● This course equips students with the knowledge, mindsets, and skill sets necessary for transforming ideas into viable business ventures, focusing on real-world application and hands-on experience. It caters to all backgrounds and needs, whether for students seeking jobs/internships in startups, launching their own venture, or innovating within a family business. 					
課程目標 Course Objectives					

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1. Equip Students with Practical Skills in a Resource-Constrained Environment: Empower students to bring innovative ideas to life, emphasizing creativity and efficiency in utilizing limited resources.
2. Implement Silicon Valley Best Practices in Business Model Creation and Validation: Guide students through the methodologies used by top startups in Silicon Valley for developing and validating sustainable business models.
3. Introduce a Comprehensive Framework for Venture Building: Offer a step-by-step approach, from ideation to prototyping to market launch, equipping students with a solid framework for successful venture building in the digital economy.

課程說明 Course Description

Course Description

Embark on an exhilarating journey to launch a new business or startup in the digital economy with our hands-on course. We focus on creating technology-driven business models in burgeoning industries like Web3, HealthTech, and FinTech.

This 16-week program includes a unique 'Launching a Startup in 30 Days' module, which guides you from concept to a market-ready venture. Most coursework is completed in class through individual and group workshops, with clear instructions provided every step of the way.

No prior experience? No problem. By the end, you'll have a professional pitch deck, a compelling landing page, and a validated business model, equipping you to make a significant impact in the digital world.

Who Should Enroll?

This course is designed for:

1. Curious Minds: Gain a deep understanding of high-growth digital companies.
2. Entrepreneurial Mindset Students: Develop skills to navigate startup challenges and impress potential investors.
3. Family Business Innovators: Learn to integrate innovative digital strategies into existing businesses.

Special remark (Things to acknowledge before enroll in this class)

- Conducted in English, our course offers interactive 3-hour class sessions, replacing traditional homework with practical, hands-on in class activities.
- Students are encouraged to bring laptops or digital devices, as class work, including

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validating business ideas, creating pitch decks, and designing landing pages, is completed in-class with team members. This approach minimizes outside homework, focusing on collaborative, real-time project development.

- The 16-week program, featuring the 'Launching a Startup in 30 Days' module, mirrors an incubator/accelerator environment, fostering an immersive learning experience."

Skills Taught (What will the student actually learn?)

1. **Differentiating Venture Types:** Understand the differences between startups and traditional businesses.
2. **Innovation Concepts:** Delve into disruptive versus incremental innovation.
3. **Business Model Canvases:** Practice using both the business model canvas and the lean canvas.
4. **'Good Enough' Validation:** Learn to validate and price products/services based on actual sales.
5. **Launching via Landing Page and Pivoting:** Develop skills in launching ideas through landing pages and adapting strategies based on market feedback.
6. **How to pitch and fundraise in 2-minutes:** Master the 30-second elevator pitch and the 2-minute Silicon Valley-style pitch deck.
7. **Market Insight for Investors:** Acquire the ability to derive market insights that appeal to investors.
8. **Unfair Advantages:** Identify and leverage both personal and startup unfair advantages.
9. **Entrepreneurial Mindsets and Traits:** Cultivate the mindsets and characteristics of successful venture founders.

指定用書 Textbooks

ENTREPRENEURSHIP: The Art, Science, and Process for Success - 4th Edition

- Author: Charles Bamford and Garry Bruton
- ISBN10: 1260682420 / ISBN13: 9781260682427
- Year: Copyright: 2022
- Publisher: McGraw Hill
- URL:
<https://www.mheducation.com/highered/product/entrepreneurship-art-science-process-success-bamford-bruton/M9781260682427.toc.html>

參考書籍 References

- The Startup Owner's Manual
 - by Steve Blank
- Zero To One
 - by Peter Thiel
- No Rules Rules: Netflix and the Culture of Reinvention
 - by Reed Hastings, Erin Meyer, et al.

教學方式 Teaching Approach

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- **Language and Format:** Course conducted in English, using facilitation-led discussions, workshops, and presentations.
- **Active Participation:** Students must actively participate in both individual and group work.
- **Focus on Practical Skills:** Emphasis on acquiring skills, mindsets, and knowledge for venture creation in the digital economy.
- **Assessment Method:** No traditional tests or exams; grading based on performance in practical assignments and active class participation.
- **Personalized Learning Outcomes:** Outcomes vary depending on each student's objectives and engagement in the course.

評分標準 Grading

#	Item	Deliverable	%
1	Attendance & report	> Sign-in (within 10 minutes of class) and out (within 10 minutes after class) > 3 class notes on lesson learnt	15
2	New idea submission	> 3-pages PPT 90 sec-pitch per person (individual work)	10
3	Group Case Presentation	> 5 minutes case-analysis 8-pages powerpoint presentation (group work)	15
4	Group Case Write-Up	> 4-pages case analysis in word file format (group work)	15
5	New venture landing page validation & report	> Website landing page (group work) > Validation & insight analysis report (group work)	25
6	New venture pitch	> 2-minutes pitch (group work)	20

教學進度 Course Schedule

Week	Topic	Workshop	Reading / Homework
1	Type of venture & digital economy		【reading】Chapter 1 (The Twenty-First-Century Entrepreneur)
2	How to pitch a million dollar idea	90 sec pitch practice	【reading】Chapter 3 (Business Idea Generation and Initial Evaluation.
3	How to build an A+ team	official 90 sec pitch	【homework】3-pages PPT 90

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		+ Group formation	sec pitch per person (individual work) 【reading】Chapter 2 (Individual Leadership and Entrepreneurial Startups) 【additional reading】No rules rules
4	How to validate & collect market insight	validation exercise	【reading】Chapter 4 (External Analysis) 【additional reading】Zero to one
5	How to create business model	business model canvas creation	
6	How to create a scalable venture		【reading】The Startup Owner's Manual
7	case #1 analysis: Tesla + Simon Sinek: Golden circle analysis		【reading】Chapter 5 (Business Mission and Strategy)
8	case #2 analysis: AirBnB + YC: do things don't scale		
9	Group presentation - failed startup analysis + How to build an unfair advantage		【homework】5 minutes case-analysis 8-pages powerpoint slide & presentation (group work)
10	How to create a pitch that wows investor	3-minutes pitch deck workshop #1	【homework】4-pages case analysis in word file format (group work)
11	[30-days startup launch module] + The 6 un-intuitives tips to building of a successful startup	current vs desired state & offer workshop #2	
12	[30-days startup launch module] + Why investors invest in business model and not passion	landing page & go-out of building workshop #3A	
13	[30-days startup launch module] + Startup investment & fundraising	landing page & go-out of building workshop #3B	
14	validation & market analysis sharing		【homework】validation landing page
15	3-minutes pitch practice		【homework】validation report

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16	3-minutes final pitch		【homework】3-minutes pitch PPT
課程相關連接 Course Related Links			
https://www.davidkuo.me/			