National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	11120UPMT 300600	學分 Credit	3	人數限制 Size of Limit	40
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@iiinno.co				
上課時間 Time	M5M6M7 週一(Mon.) 13:20~ 16:20	上課教室 Room	223		
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

- By the end of semesters, through hand-on mini-workshop and actual new digital economy venture cases discussion and in-class lecture, the students will have gained new knowledge, mindsets and skill sets to be able to bring their innovative idea to life by creating and validating the business model and possibility generate sales with prototype and preliminary service offer.

課程目標 Course Objectives

- Equipe students with knowledge and skill to bring idea to life in a resource constrained environment
- Guide students to implement Silicon Valley best practice in business model creation and validation
- Introduce common idea to prototype to market to venture building framework

課程說明 Course Description

Course Description (what is unique about this course?)

This course aims to accelerate the learning process of required mindsets and skill sets to increase the success of launching a venture in the digital economy. Examples of digital economy ventures such as Facebook / AirBnB/Twitter may be B2B or B2C business models with multiple revenue streams in solving a problem that current products/services may not solve or remove the pain points of the problem.

Industries such as Web3, HealthTech, FinTech, PropertyTech, and online-merge-offline (OMO) commerce are great examples of a digital economy industry with great potential to be disrupted. Startup companies leverage technologies such as AIoT/blockchain and creative business models to bring value and impact to consumers and businesses with faster

service, more convenience, better user experience, and lower cost to achieve the desired state.

The 16-week courses offer a near-real experience and proven framework for bringing an idea to a fundable business. Students will learn to capture market opportunities, select an impactful business-sound idea, conduct market validation and iteration, create a scalable business model and complete a world-class startup pitch deck.

Student Profile (who should enroll in this class?)
This highly interactive workshop and teamwork-driven learning environment of this course welcome THREE types of students:
> Type #1: Students who may not have a strong desire to establish an actual company now or shortly in the next 2~3 years but are very curious about how high-growth companies in the digital economy work and how to start one. Type #1 students will learn about the required entrepreneurial mindsets and be able to analyze new and existing companies on their opportunities, unvalidated assumptions, and path to discover product-market-fit and financial sustainability.
> Type #2: Students who are doing a startup or are thinking of launching one in the next 2~3 years and wish to learn the critical mindsets and required knowledge and skill sets of overcoming the 95% failure rate. Type #2 students will learn and practice the shorter path to market validation, create a pitch deck that wow investors and government resource judges, and most importantly, acquire a solid foundation for building a viable and scalable business.
> Type #3: Students with the opportunity to work or take on the family business are looking for ideas and processes to introduce new business models or capture digital economy opportunities. Type #3 students will acquire effort and steps in building an incremental or disruptive business and identify the potential gap and challenges of internal business change management.

Special remark (Things to acknowledge before enroll in this class)
- This course is taught in English with facilitation-led in-class discussions, workshops, and presentations. Students will need to participate in both individual and group work actively.
- Creating an actual business is not required and is not the objective of the course. However, students are welcome to bring one's business plans or real startups to class work if they wish.
- The 16 weeks offer a light touch experience of enrolling and participating in an actual incubator/accelerator with mentoring for clarity and group mentorship to accelerate peer learning.

Skills Taught (What will the student actually learn?)

- Ability to recognize different type of venture (business vs startup)
- Truly understand the concept of disruptive vs incremental innovation
- Practice different business model building canvas: business model canvas vs lean canvas
- Embrace the concept of "good enough" and successfully validate new product/service price points with actual sales.
- Actually launch new idea to market and practice pivot technique to derive possible foundeble business model
- Practice 30 sec elevator pitch and learn to build Silicon Valley 2-minutes pitch deck
- Learn how to derive market insight that investor would invest
- Capture one's own unfair advantage
- Embrace new venture founder's characters & mindsets

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

- This course is conducted in English with facilitation-led in-class discussions, workshops, and presentations.
- Students will need to actively participate in individual & group work to achieve outstanding performance and acquire the knowledge/skillsets/mindset for new venture creation in the digital economy.
- There will be no test or exam in the class. Grading is based on individual & group work and active participation.
- The learning outcome of the course depends on the purpose of each student. Everyone will have different experiences and impactful takeaways depending on the students' objective in enrolling in this class.

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 learn	15

2	New idea submission	- 3-pages PPT 90 sec pitch per person (individual work)	10
3	Group Case Presentation	5 minutes presentation (group work) Over 8 pages ppt (group work)	20
4	Group Case Write-Up	Case analysis in word file format (group work)	20
5	New venture validation report	Validation report & insight analysis (group work)	15
6	New venture pitch	- 3-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 + Group formation	【homework】3-pages PPT 90 sec pitch per person (individual work) 【reading】No rules rules 【reading】Chapter 2 INDIVIDUAL LEADERSHIP AND ENTREPRENEURIAL START-UPS
4	How to validate & collect market insight	validation exercise	【reading】Zero to one 【reading】Chapter 4 EXTERNAL ANALYSIS
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	How to create a pitch that wows investor	3-minutes pitch deck workshop #1	
10	How to create a pitch that wows investor	3-minutes pitch deck workshop #2	
11	Group presentation #1 - failed startup analysis + How to build an unfair advantage		【homework】group case presentation（5 minutes presentation + ppt)
12	Group presentation #2 - failed startup analysis + Why investors invest in business model and not passion		【homework】group case presentation（5 minutes presentation + ppt)
13	Group presentation #3 - failed startup analysis + The 6 un-intuitives tips to building of a successful startup		【homework】group case presentation（5 minutes presentation + ppt)
14	Startup investment & fundraising		【homework】group case write-up (word)
15	3-minutes pitch practice	3-minutes pitch deck workshop #2	
16	3-minutes final pitch		【homework】3-minutes pitch PPT
課程相關連接 Course Related Links			
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