

## Innovation for Entrepreneurs: From Idea to Marketplace

### מרעיון למיזם

סמסטר קיץ תשפ"א

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יום/שעת קבלה: בתאום מראש, בימי א

סוג הקורס: קורס אונליין בשילוב שיעור (מצגות אורחים)

מס קורס: 193.1305

דירוג: **לסטודנטים בתואר ראשון**

דרישות קדם: פטור באנגלית

יש להירשם לקורס ולקורס המקוון בקישור למטה

קישור לקורס אונליין: <https://www.coursera.org/learn/innovative-entrepreneur>

נ"ז: 1

### רישום לקורס מתונה באישור החוג של הסטודנט

#### מטרות הלמידה

בסיום הקורס הסטודנטים יבינו את המושגים הבסיסיים בתהליך המיזם הרזה לזיהוי ופיתוח לקוחות

הסטודנטים יוכלו לנתח רעיון מוצרי לבנות עבור את קנבס המיזם הרזה – Lean Startup Canvas

#### תאור הקורס

Develop insights on navigating the innovation process from idea generation to commercialization. Build knowledge on how to create strategies to bring innovations to market. Develop an innovation portfolio and business model canvas for your venture.

We establish a framework for examining the innovation process, and quickly transition into exploring how to successfully bring innovations to market. Key questions answered within the course include.

- What are the key indicators of innovation opportunities?
- What steps are critical for entrepreneurs to bring innovations to the marketplace?
- What innovation strategies are valuable for new ventures to establish and maintain a competitive advantage?

The course includes 5 modules as follows.

1. Introduction - this module includes a welcome to the course, an orientation to our teaching approach and faculty, and an introduction to the fundamentals of innovation and commercialization.
  - Preview of the Course
  - Introduction to the Course
  - What are entrepreneurial opportunities?
  - What factors influence the feasibility of an innovation?
  - Which innovation strategy: technology-push or market-pull?
  - Product-market fit
  - How do you develop a business model
  - Walkthrough of the business model canvas
2. Customer Discovery and Validation - this module provides an overview of the customer discovery process, and insights on customer validation. The opportunities and challenges of planning, conducting, and analyzing customer interviews are also discussed.
  - What do customers want to know?
  - Customer types
  - Customer archetypes
  - Customer segments and business models
  - Customer segments, value propositions, product features
  - How to map your value?
  - How to interview customers?
  - How to get insights from your customers?
3. Product Understanding and Marketing - this module explores the commercialization process with an emphasis on research-based product planning and market segmentation.
  - Customer value
  - The DNA of customer-centricity
  - Crossing the chasm
  - Qualitative and quantitative marketing research
  - Importance and methods of market segmentation
  - Focusing on the target market
  - Beyond the chasm

- Strategic implications of beyond the chasm
  - E-commerce: The internet as a selling platform
4. Prototyping and Testing - this module introduces key principles of product (or service) prototyping and testing, and highlights tools to use in these activities.
- Planning for prototyping
  - Why and how to prototype
  - Rapid prototyping and development
  - Lean startup MVPs
  - Choosing a wireframing/UX prototyping tool
  - Anatomy of an experience map
  - What you'll learn from user testing
  - Analytics and insight
  - Troubleshooting your customer discovery
  - Levels of a product/service

5. Building a Team - this module addresses how to find, hire, and motivate your employees.

- Recruiting people to your cause
- Hiring employees
- Platforms for finding talents.
- Cross pollination and team configuration
- Directing the rider
- Motivating the elephant

ספרות:

- Osterwalder, A. et al (2014), *Value Proposition Design: How to Create Products and Services Customers Want*, Wiley
- Christensen, M. C, Hall, T., Dillon, K., Duncan, D. S., (2016). Know your customers' "Jobs to be Done", HBR, PP. 56-62
- Blank, S. and Dorf, B. (2012), "*The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*", K&S Ranch Inc.

הציון יתבסס על:

- ציון העבודות והבחנים בקורס המקוון – 60%
  - בסיום הקורס, יש להציג את צילום\סריקת ציוני הבחנים והעבודות בקורס המקוון וכן את אישור הסיום (Certificate)
- עבודת סיום קורס – 40%
- נוכחות אקטיבית בפורום הקורס – 10%

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