

Course Number:	55410		
Credit:	3		
Name:	Trans-Innovation Program - TIP		
Lecturers:	Name:	Mr. Michael Mizrahi	Dr. Dan Marom
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Course/Module description:

Entrepreneurship is a complex process that includes many opportunities on the one hand and on the other hand contains many difficulties. Throughout the course, the students will primarily practice the material they learn by applying it to their own technological idea. This year the course will focus on global health challenges, aiming to create new groundbreaking ventures. The course includes lectures, practical tools, pitching practice, and group discussions with mentors in a viable learning environment. The course prepares the teams for the next stage of interacting with potential investors, regulators, and other key players in the Israeli health-tech ecosystem. The course includes theoretical lectures combined with hands-on workshops taught by entrepreneurs and industry practitioners. In addition, students will visit startups, investors, accelerators and ecosystem key leaders, both in Jerusalem and Tel-Aviv.

Course/Module aims:

To expose the participants to the common steps in building a startup.

To teach and practice how to compile practical tools and skills used to design a new solution, research the market's needs, and ensure that a solution really answers the customer's needs and not only addresses it.

To give participants the ability to present their venture to potential customers, partners and investors using professional principles of presentation tools.

By the end of the course, participants should be able to:

Leverage experiments to validate concepts and refine and evaluate an idea.

Assess the market size and identify a business opportunity for their own solution, to an existing problem.

Discover the key financial decisions entrepreneurs must make in the early stages of a startup.

Understand the process of raising capital and how to speak to investors.

Create their own Mini-Project, after validating a clear economic potential.

In a professionally planned presentation, tell the story of their own venture to investors, customers, and partners and present it at the DEMO DAY event at the end of the course.

Teaching arrangement and method of instruction:

Lectures, workshops, mentoring, presentations, tours.

Requirements:

80% attendance

Participation in class

Submission of all the assignments

Grade:

20% - active participation (individual evaluation)

30% - written assignment (individual evaluation)

50% - Final presentation at the Demo-Day event at the end of the course (group evaluation)

The final grade will be calculated with in-group peer review.

Description of written assignments:

1. During the course, participants will have to assign a Business Model Canvas of one of the Startups/Companies that they will meet during the course or their own startup idea (Individually evaluated).
2. d competition report of at least 10 competitors, direct and indirect, to their own idea company or to one of the startups they have met during the course (Individually evaluated).
3. At the end of the course, participants will present, in groups, a 5-minute presentation pitch, of their own new idea for a startup, according to the presentation principles and key rules taught at the course. The group will have to emphasize on their teamwork around the idea and will be asked questions by members of the judging panel at the Demo Day (Team evaluation).

Course outlines:

The course will be divided to the following mixture of key subjects:

1. Lectures from entrepreneurs and specialist mentors
2. Hands-on Project Management Workshops
3. Tools and skills for startups
4. Meeting the VC's sessions
5. Teamwork
6. Ecosystem Field days

Week	Sunday	Monday	Tuesday	Wednesday	Thursday
#1	1/9/2024	2/9/2024	3/9/2024	4/9/2024	5/9/2024
	Welcoming and Greetings Introduction to the Program	Ben Winer, JumpSpeed Ventures		Jonathan Caras	
	Dr Dan Marom				Michael Mizrahi
	Startup Tools and Skills	Meet The VC	Group work		Startup Tools and Skills
			Group workshop Individual BMC Presentations		Business Model“ Canvas ”Workshop
		Product/Market Fit		Project Management	Dr Dan Marom
	Michael Mizrahi	Ori Choshen, VLX Ventures	Daniel Damboritz		Startup Tools and Skills
Startup Tools and Skills	Meet The VC	Startup Tools and Skills			
Ideation and Creative :Thinking ”Find Your Idea: TIPS“	Columbus – A“ Case Study of ”Entrepreneurship	Legal Aspects of“ Building ”a Start-up	”Goal Setting“		
#2	8/9/2024	9/9/2024	10/9/2024	11/9/2024	12/9/2024
		Reuven Ulmanky		Jonathan Caras	AtoBe 15:00 Startup Accelerator
		Meet The VC	Group work		Ecosystem Field day
		”Disruptive“	Chousing an Idea for the Group		
	Ecosystem Field day			Project Management	
	Michelle Schneider	Dr. Anan Copty – SynergyMed	Prof. Avi Domb		Michael 16:00 Mizrahi
Startup Tools and Skills	:Meet the Startup	Startup Tools and Skills		Startup Tools and Skills	
Marketing and the future world of work	Product“ Development - Product Differentiation /	From Academic Research to Commercial .Endeavours	Keeping Things“ ”Organized		

		Competitive "Analyses			Evaluation of Early Stage "Startups
#3	15/9/2024	16/9/2024	17/9/2024	18/9/2024	19/9/2024
	Alynnovation 13:00	Shai Hod, iArgento	TALK	Dr Dan Marom	Final Event Demo Day!
	Ecosystem Field day	Meet The VC	Startup Tools and Skills	Startup Tools and Skills	
	Assistive Technology Innovation	Investors, Start-ups" and Everything In "Between	Presentation" "Skills Workshop		
	Hadassit 15:00 Hadassha Dr. Tamar Raz	Dr.Amir Kraitzer Founder and CEO at Medibrane Ltd		TALK	
	Ecosystem Field-day	:Meet the Startup	Group work	Startup Tools and Skills	
	From a Medical Reserch to a Startup	A Personal Journey Story About Building a BioTech Startup	Teamwork - Preparing the final Presentations	Presentation Skills" "Workshop	

Remarks:

Please note that all parts of the schedule are subject to change, some/all parts of the course might be delivered online due to Covid-19 requirements.

Bibliography:

Blank, S., Dorf, B. **The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company** . (2012). K & S Ranch.

Blank, S. **Open Source Entrepreneurship**. [<https://steveblank.com/2012/11/27/open-source-entrepreneurship/>]

Blank, S. (2013). **Why the Lean Startup Changes Everything**. Harvard Business Review. May 2013. [<https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>]

Knapp, J. **The Design Sprint**. [<https://www.gv.com/sprint/>]

Knapp, J. (2016). **SPRINT: Solve Big Problems and Test New Ideas in Just 5 Days**. Simon & Schuster.

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. (2014) **Value Proposition Design: How to Create Products and Services Customers Want**, John Wiley & Sons.

Osterwalder, A., Pigneur, Y. (2010) **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers**. Self-Published Thesis.