



TECHNOLOGY ENTREPRENEURSHIP

Incubate your ideas, ignite innovation

Overview

In the Technology Entrepreneurship course, explore the intersection of innovation, technology, and business, gain the insights to bring a new venture to market, and finally, pitch your idea to a panel of venture capitalists.

Designed for innovators in any field or ready to break into any field, learn the fundamentals of the venture creation process, reinforce those lessons by testing the viability of your own ideas, and bring technology ideas to market.

Johns Hopkins world-class faculty will lead you through the necessary steps to make a successful pitch. Then leverage the experience of experienced business mentors, participate in engaging course discussions, and take on experiential projects to full develop your idea. The course culminates in the pitch of your products or services to a panel of venture capitalists, industry experts, and experienced entrepreneurs.

Who should attend?

This program is designed for corporate venture officers, startups, and those who would like to develop or strengthen a climate of entrepreneurship in their corporation or aspiring entrepreneurs interested in starting their own company from a technology product or service idea. Teams of entrepreneurs are encouraged to participate together or individually.

Program Details

February 9, 2021 - April 27, 2021 (dates & times may vary)

Virtual

\$4,950 investment



Faculty

Supriya Munshaw, PhD **Senior Lecturer, Carey Business School**

Supriya Munshaw is a Senior Lecturer in the Practice Track. Her primary interest lies in commercialization of early-stage technologies especially in the life science and medical device industries. At Carey she has taught several courses including Discovery to Market, Pharmaceutical Strategy, Statistical Analysis, Business Leadership and Human Values and, New Product Development. She is one of the founders and organizers of the Johns Hopkins Bootcamp for Biomedical Entrepreneurs. She serves as the Chair of the Committee on Diversity and Inclusion for faculty and staff at Carey. Outside of Carey, she is very involved in the entrepreneurial ecosystem in Baltimore by investing in and advising local tech, biotech and medtech startups. Additionally, she has served as adjunct faculty for the NSF I-corps program and on several NIH SBIR grant review panels.

Phillip Phan, PhD **Alonzo And Virginia Decker Professor of Strategy And Entrepreneurship**

Phillip Phan is Alonzo and Virginia Decker Professor at the Johns Hopkins Carey Business School with joint appointments in the Johns Hopkins Medicine Department of Medicine, Whiting School of Engineering Malone Center for Engineering in Healthcare, and the Johns Hopkins Armstrong Institute for Patient Safety and Quality. He is Associate Director at the Johns Hopkins Medicine Institute for Clinical and Translational Research. His research focuses on governance and innovation management in healthcare. He has published more than 190 peer-reviewed articles, abstracts, and conference proceedings and is author of 8 books. He is Editor of the Academy of Management Perspectives, Academic Editor of Medicine® (non-clinical medicine section), and Associate Editor of the Journal of Technology Transfer. He serves on review panels for the National Academies of Sciences, Hong Kong Research Grants Council, National Science Foundation, and Science Foundation Ireland.

Ning Li, PhD **Associate Professor, Carey Business School**

Ning Li is an Associate Professor at the Johns Hopkins Carey Business School. Her research interests include business-to-business marketing strategy, global marketing strategy, and marketing ethics. She has taught both online and onsite courses to MBA, MS, EMBA, and undergraduate students.

Robert Mislavsky, PhD **Assistant Professor, Carey Business School**

Rob Mislavsky is an Assistant Professor on the research track. He joined Carey in 2018. His research primarily focuses on how consumers form preferences and evaluate uncertainty.



Course Agenda

Week	Synchronous Session	Instructor	Asynchronous Work
Week 1 Feb 9, 2021 7:00-9:00pm	Introduction and Creativity	Phil Phan	Brainstorm on your own or with a group to come up with ideas
Week 2 Feb 16, 2021 7:00-9:00pm	Developing your idea a. Value Proposition b. Customer Segments	Supriya Munshaw	Identify your customer segments and value proposition for each segment
Week 3 Feb 23, 2021 7:00-9:00pm	Market Research Methods	Rob Mislavsky	Start planning market research
Week 4 Mar 2, 2021 7:00-9:00pm	Intellectual Property	Supriya Munshaw	Continue market research
Week 5 Mar 9, 2021 7:00-9:00pm	Office Hours (optional but highly recommended)	Supriya Munshaw Phil Phan Rob Mislavsky	Continue market research
Week 6 Mar 16, 2021 7:00-9:00pm	Developing your Idea a. Channels b. Customer Relationships	Ning Li	Continue market research



Course Agenda

Week	Synchronous Session	Instructor	Asynchronous Work
Week 7 Mar 23, 2021 7:00-9:00pm	Developing your Idea a. Revenue Streams b. Cost Structure	Phil Phan	
Week 8 Mar 30, 2021 7:00-9:00pm	Office Hours (optional but highly recommended)	Ning Li Phil Phan Supriya Munshaw	Continue market research & revenue/cost
Week 9 Apr 6, 2021 7:00-9:00pm	Starting a company/team formation/conflict resolution	TBD	Continue market research & revenue/cost/team formation
Week 10 Apr 13, 2021 7:00-9:00pm	Funding a company	Phil Phan	Continue market research & revenue/cost/team formation & funding
Week 11 Apr 20, 2021 7:00-9:00pm	How to pitch	Supriya Munshaw	Work on pitch
Week 12 Apr 27, 2021 7:00-9:00pm	Shark Tank	Guest Judges	