Successful Entrepreneurship for Microsystems

Rakesh Kumar, Ph.D., Life Fellow IEEE

October 20, 2015
rakeshk@eng.ucsd.edu
Rakesh.tcx@gmail.com
858.945.3758

Teaching Assistants:
Dharmil Chandarana dharmil@ucsd.edu
Swetha Krishnakumar swk032@ucsd.edu

Course presented at UCSD CSE 190, Fall Quarter 2015
Towards a Successful Startup

…”Plan A” – an iterative process
https://www.youtube.com/watch?v=7mEQ0ono8mg
Guy Kawasaki

https://www.youtube.com/watch?v=7mEQ0ono8mg
In-class Quiz 5-1

List the 3 most important parts of Guy Kawasaki’s “Art of the Start” presentation