Successful Entrepreneurship for Microsystems

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Startup Success Story…You can do it, too!

https://www.youtube.com/watch?v=mHVJF9VaWfo
Ref: Stanford Graduate School of Business
Make something people WANT and LOVE!

https://www.youtube.com/watch?v=KKYkmYuk5I8
Ref: Google for Entrepreneurs
HW 2 – Top 5 lessons from Video clips

Due on Monday, April 10th.

1.
2.
3.
4.
5.
HW 1 Student Presentations
Create product that solves a real Customer Problem…
A “must-have” for the customer…a Differentiated solution

A systematic approach to planning and execution
How DIFFERENTIATE?

...Your knowledge of Microsystems could be a key

How many APP Developers worldwide??

USER EXPERIENCE

Sensors
SW Integration
Characteristics
Power Dissipation
Battery Life

...
HW 3 – TEAM Entrepreneurial Inventory – Presentation 1

Due on Wednesday, April 9th
Be prepared to make a 1 minute presentation…we will call on all Teams

1. Introduce your Team

2. Your Entrepreneurial IDEA?

3. What Customer problem does your idea solve?

4. Who are the potential Customers?

5. Who is your Competition? How will you DIFFERENTIATE your product?

6. Who will make it?

7. How big a company do you want to build? Revenue? # people?