

**May 2009: Technopreneurship enrichment course**

<b>Session Number</b>	<b>Session Name</b>	<b>Dates in 2009</b>	<b>Instructor</b>
1	<p>New Business Creation</p> <p>Business Validation Module</p> <ul style="list-style-type: none"> <li>• Idea Generation / validation</li> <li>• Understanding the match between the founder and the opportunity</li> <li>• Understanding the markets</li> <li>• Competitive analysis</li> </ul> <p>Module 2</p> <ul style="list-style-type: none"> <li>• Defining the markets</li> <li>• Technology Marketing</li> <li>• Marketing Strategy</li> <li>• Compliance / regulation awareness</li> </ul>	<p>4 May 9.00am – 6.00pm @ SIS SR 2.3</p>	<p>Rahul Harkawat CEO Mobitila Pte Ltd.</p>
2	<p>Entrepreneurship</p> <p>Company formation module</p> <ul style="list-style-type: none"> <li>• Registering a company</li> <li>• Identifying key management team's characteristics</li> </ul> <p>Setting up the functions module</p> <ul style="list-style-type: none"> <li>• Contract negotiations</li> <li>• Setting up support functions</li> <li>• Choosing business partners</li> <li>•</li> </ul> <p>Planning the marketing module</p>	<p>May 7 9.00am – 5.30pm @ SIS SR 2.3</p>	<p>Jeff Chi Managing Partner Vickers Ventures</p>

	<ul style="list-style-type: none"> <li>Identifying early adopters</li> <li>Erecting entry barriers</li> <li>Business development</li> <li>Planning the execution</li> </ul>		
3	<p>New Venture Financing</p> <p>Business Plan Module</p> <ul style="list-style-type: none"> <li>Writing a Business Plan</li> <li>Strategies to be used for the right budgeting</li> <li>Determining the cash flow requirements</li> <li>Deciding exit strategy</li> <li>Planning for Trade Sale / IPO</li> </ul> <p>Funding strategy Module</p> <ul style="list-style-type: none"> <li>Developing strategies for fund raising</li> <li>Defining multi-round funding strategies</li> <li>Leveraging government grants</li> <li>Leveraging academic institutions</li> </ul> <p>Fund Raising Module</p> <ul style="list-style-type: none"> <li>Courting Business Angels</li> <li>Finding seed stage funding</li> <li>Identifying lead investors</li> <li>Identifying smart investors matched to the business</li> <li>Identifying Placement agents</li> </ul>	<p>May 5</p> <p>8.30am – 4.00pm @ SIS SR 2.3</p>	<p>Frederic De Bure Partner</p> <p>IDG Ventures SEA</p>

4	<p>New Product Development</p> <p>Product Development Module</p> <ul style="list-style-type: none"> <li>• Translating an idea into a prototype</li> <li>• Designing the product or service</li> <li>• Developing the product or service</li> <li>• Lab testing the prototype</li> <li>• Review and redesigning the prototype</li> </ul> <p>IP Strategy Module</p> <ul style="list-style-type: none"> <li>• IP Strategy</li> <li>• Writing Patents</li> <li>• Filing Patents</li> <li>• Valuing Patents</li> <li>• Valuing other IP</li> </ul>	<p>May 12 8.30am – 5.00pm @ SIS SR 2.3</p>	<p>Mike Holt CEO Get2Volume</p> <p>Axis Intellectual Capital</p>
5	<p>Growing the Business</p> <ul style="list-style-type: none"> <li>• Recruiting key management team</li> <li>• Assembling a board of advisors</li> <li>• Assembling a board of directors</li> <li>• Planning the details for expansion / growth</li> </ul>	<p>May 19 9.00am – 8.30pm @ SIS SR 2.3</p>	<p>Mike Holt CEO Get2Volume</p>

For more information, please contact Professor Desai Narasimhalu at [arcotdesai@smu.edu.sg](mailto:arcotdesai@smu.edu.sg)