

Course Handbook

ITE4330 Entrepreneurship project

Objectives:

The aim of the course is to give thorough overview and knowledge of starting a company following Start-up principles. Participants have the chance to experience the process of modelling services and products in interdisciplinary and multi-cultural teams by having practical hands-on sessions.

Assignments have all the information you need to successfully go through the course and end up with a prototype of a start-up project. Every task is designed to imitate the tasks you need to go through in real life to build a strong fundament for your project.

Prerequisites:

No prerequisites

Outcomes of the course:

- Understands the concept of Start-ups and is able to implement its principles into entrepreneurial activities;
- As a team member is able to work under time-, information- and peer pressure constraints in an international and multicultural team with diverse experiences from different domains;
- Creates a marketing research plan, defines marketing activities and conducts a market research using various tools in digital and traditional marketing. Also capable of building a thought-through advertising strategy using relevant channels;
- Defines and analyses the business idea of the e-service/product by using Business Model Canvas and SWOT table;
- Understands key financial documents (Profit & loss statement, Cash Flow statement, etc.) and capable of doing financial projections for the chosen business model;
- Refines the business idea up to a level of a visualised prototype and pitches it to potential investors.

Evaluation and assessment:

As the focus of the course is on team-projects and teamwork, participant have to follow all the assignments given for the team to pass the course. Team consists of 3-5 people, which compliment with their skills to the final outcome of the teamwork. Teams must include only the students who are taking this course in OIS. ***NB! TTÜ Mektory STARTERtech participants cannot be included into teams.***

The final grade consists of:

Participation (attendance will be recorded during the lectures) – 10 %

Presentation and one-pager – 40 %

Assignments – 50 %

The final evaluation is based on “pass” or “fail” principle.

To pass the course and get "pass" mark, student needs to get a minimum of 51 points. All of the assignments are mandatory.

Schedule and outline of lecture*

Meeting 1.	January 28, 16.00-17.30 Mektory – Business Model Lab	Introduction to the course Regina Sirendi
Meeting 2.	January 29, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 1
Meeting 3.	February 5, 12.00-15.00 SOC-308	Practice session with Regina 2
Meeting 4.	February 12, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 3
Meeting 5.	February 15, 13.30-18.00 Mektory Main Room	STARTERtallinn Launch event
Meeting 6.	February 18, 17.00-19.30 Mektory Main Room	Kick-off: Forming teams and generating ideas (Leadership and team development)
Meeting 7.	February 19, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 4
Meeting 8.	February 25, 17.00-19.30 Estonian Business School, A. Lauteri 3	Business Models and Value Proposition
Meeting 9.	February 26, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 5
Meeting 10.	March 4, 17.00-19.30 Tallinn University, Narva mnt 29, room M-225	Feedback session 1: Finalising teams and canvas
Meeting 11.	March 11, 17.00-19.30 Estonian Academy of Arts, Põhja pst 7, room A101	Design Thinking (and prototyping)
Meeting 12.	March 18, 17.00-19.30 Estonian Academy of	Feedback session 2: Finalising the one-liner,

	Music and Theatre, Tatari 13	practicing pitch for SSDN
Meeting 13.	March 26, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 6
Meeting 14.	March 27, 17.30-... Erinevate Tubade Klubi, Telliskivi 60-A1, 4th floor	Start-up Speed Dating Night
Meeting 15.	April 1, 17.00-19.30 Mektory	Go-to-Market Strategy (sales and marketing)
Meeting 16.	April 2, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 7
Meeting 17.	April 8, 17.00-19.30 Mektory	Finances, taxes, legal issues
Meeting 18.	April 9, 12.00-15.00 Mektory – Business Model Lab	Practice session with Regina 8
Meeting 19.	April 15, 17.00-19.30 Estonian Entrepreneurship University of Applied Sciences, Suur- Sõjamäe 10a, room Saal	Feedback session 3: Finalising one-pager, getting ready for pitch training
Meeting 20.	April 22, 17.00-19.30 SEB Innovation Centre	Perfect Pitching: How to present your idea?
Meeting 21.	April 29, 17.00-19.30 Tallinn University Narva mnt 29, room Maximus	Feedback session 4 and preliminary rounds
Meeting 22.	May 6, 17.00-19.30 Tallinn University Narva mnt 29, room Maximus	Feedback session 4 and preliminary rounds
Meeting 23.	May 16 TBC	STARTERtallinn Spring 2019 Demo Day during Latitude59

Detailed information about the STARTERtallinn sessions and presenters is brought out in: <https://starteridea.ee/STARTERtallinn/>

Registering for the programme is obligatory and the final due date for that is **MARCH 1.**