

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*

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| 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, |

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| | 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.**