



(www.engr.ncsu.edu/eep)

Class of Spring 2003

ECE 292C, 292E, 492C, 492E, 480-Section 5, 481-Section 5

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Spring 2003

Engineering Entrepreneur's Program - Lecture 1
(www.engr.ncsu.edu/eep)

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Course Objectives

What?

Train NC State Engineering, Science, Mathematics, and Technology Students as the 21st Century Renaissance Leaders

Why?

Expose Students to Entrepreneurship as a Potential Career Path

How?

Teach the “Art” of applying science & technology to the identification of real world problems and to the design and creation of cost-effective and efficient solutions to them

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EEP Students...

- Learn...
 - ✓ to identify a problem that should be solved
 - ✓ how to organize as the 'primordial-soup' product development team of a startup company
 - ✓ how to actually prototype a product
 - ✓ the fundamentals of running a startup company
 - ✓ the professional skills of leadership, teamwork, and communication – these are used for a life-time
- Attend weekly seminars where they hear the experiences of 'real-life' Entrepreneurs and Development Professionals

EEP Topics Include

- | | |
|--|---|
|  The Entrepreneurial Mindset |  Sales |
|  What's a Business Plan? |  The 'Bert & Ernie' versions of: |
|  The ABC's of Human Resources |  Business Models |
|  How do you lead a team? |  Finance |
|  What is Management? |  Operations |
|  Learn about FDD
(Focus, <u>D</u> edication, and <u>D</u> iscipline) |  Stock Options |
|  What is Marketing? |  Funding |
|  How to do an 'Elevator Pitch' |  Intellectual Property |
| |  Licensing |

Team Names & Compositions (as of 1/22)

Team Name	Seniors	292C	292E	492C	492E	Total
<i>ROMA</i>	4		1			5
<i>Supercomputing</i>	4	1				5
<i>TeKnowledgey Greenhouse</i>	3	6				9
<i>BoX</i>	3	1			2	6
<i>BioMed</i>	4			2	2	8
<i>Mobile DeskTop</i>	4				3	7
<i>CelluLAN</i>	4	1				5

Schedule for next week: Team Presentations

Monday January 27th:

- 1 ROMA
- 2 SUPERcomputing
- 3 TeKnowledgey Greenhouse
- 4 BoX

Wednesday January 29th:

- 5 BioMed
- 6 Mobile Desktop
- 7 CelluLAN

Team Presentations

A PowerPoint presentation with...

1. **Intro slide:** Company name, Logo, Day's date, and slide numbers
2. **Organization slide:** Executive's names & titles
(i.e. A. Geeke, CEO)
3. **Team members slide:** Names, titles, and responsibilities
4. **'Stuff' slides' (At most 3 slides):** State: What? - you are going to do, How? - you are going to do it, and When? - you are going to have it done by.

Note, this is a high-level milestone chart that is also called a Gantt Chart - you can use MS Project to create it.

The Entrepreneur Mindset

- Entrepreneurs have a passion for new Ideas for helping People
- Entrepreneurs "Do Stuff"
- Entrepreneurs are consummate *problem finders*
- Entrepreneurs figure out...

How to build things that people need, or want, and at prices they can afford

Materials

Getting Started as an Entrepreneur, by The National Collegiate Inventors & Innovators Alliance

Required for all sections

Price: Through a bulk purchase, we are able to provide you with this book for under \$15.

The Monk and the Riddle : The Education of a Silicon Valley Entrepreneur, by Randy Komisar

Required for 292E, 492E, 480 and 481, optional for others

Price: Through a bulk purchase, we are able to provide you with this book for under \$15.