MGP 244 – New Ventures  
UC Davis GSM, Winter 2010  
M. Lowe, Rev 10/25/2009

BASIC COURSE INFORMATION

UC Davis, Day Program  
Sacramento: Working Professional  
Room: 2310 Gallagher  
Room: One Capitol Mall, OCM 2  
Class Meets: Wed, 3:00-6:00 pm  
Class Meets: Wed, 6:30-9:30 pm

Instructor: Marc Lowe, BS, MBA  
Office hours: Before day and after evening class. Conference calls by appointment.  
Phone: 650.283.8100, Fax: 650.851.7773  
Email: mdlowe@ucdavis.edu


COURSE SYNOPSIS

For much of the past 100 years, entrepreneurs have been the creators of many great enterprises. Many consider the formation of venture capital backed ventures to be the “extreme sports” of business. In this course we consider the formation of a significant new venture. The course is focused on the development and management of the new business ventures as an entrepreneurial enterprise. We will examine the characteristics of the successful entrepreneur and determine the critical steps in building or acquiring a growth business from startup to revenues of greater than $10 million in a period of three years or less. Teams will develop a business plan that can be used to obtain the resources to build this business. The proposed new enterprise can be a new venture within an existing firm or the start of a completely new firm. Entrepreneurs build new businesses and create jobs and wealth. This is a course focused on the student participating in the building of the plan for an important new enterprise. A special focus will be on new ventures that create or use a new technology to create significant new value.
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| 1   | Wednesday, Jan 6 | The Entrepreneur Opportunity    | Chapter 1, 2 | Teams formed | Dan Castles  
President + CEO  
Telestream |
| 2   | Wednesday, Jan 13 | Competitive Advantage          | 3, 4     | Team Business Concept (1-pg) + 5 min “elevator pitch” |                          |
|     |               | Strategy Development          |          | Case #1 prep: Artemis Images         |                                            |
| 3   | Wednesday, Jan 20 | Innovation                   | 5, 11    | Case #2 prep: Yahoo!                 | Kevin Coyle  
Law Partner,  
DLA Piper |
|     |               | Go-to-Market Strategy         |          | Conference call for biz strategy coaching |                          |
| 4   | Wednesday, Jan 27 | Knowledge, Legal              | 9, 10    | Business Strategy Summary due (3-page desired, 5-page max) |                          |
|     |               |                                 |          |                                      |                                            |
| 5   | Wednesday, Feb 3 | Biz Model Formulation        | 16, 17   | Case #3 prep: Aegis Analytical (handout) |                          |
|     |               | Financial Plan                |          |                                      |                                            |
| 6   | Wednesday, Feb 10 | Sources of Capital           | 6, 7, 18 | Concall to discuss financial plan  
1st draft financial plan due Friday, 2/13 |                          |
|     |               | Risk and Return               |          |                                      |                                            |
|     |               | The Business Plan             |          |                                      |                                            |
| 7   | Wednesday, Feb 17 | Global Business, Harvest, Mergers & Acquisitions | 15, 16 | Team Financial Plan due (5-page max + spreadsheet)  
Biz Model preso (15-min) | Michael Brownrigg  
Managing Director,  
ChinaVest |
| 8   | Wednesday, Feb 24 | Execution, Organization, Resources | 12, 13, 14, 20 | Case #4 prep: Danger | Bill Schroeder  
Chairman + CEO  
Oxford  
Semiconductor |
<p>| 9   | Wednesday, Mar 3 | Corporate Ventures            | 8, 19    | Case #5 prep: Hirschtick’s Venture   |                                            |
|     |               | Presentation, The Deal        |          |                                      |                                            |</p>
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<tr>
<td>Wednesday, Mar 10</td>
<td>Team Presentations (20 min incl. Q&amp;A)</td>
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<tr>
<td>Monday, Mar 15</td>
<td>Final Biz Plan Due</td>
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