

## **I&E Basics**

### **Description**

1. Introduction –Main definitions and interdependencies: Technology entrepreneur, Creative destruction, Risk&Reward //Causation and effectuation – decision making approach//Risk and uncertainty //To be or not to be an entrepreneur//Why start-ups fail
2. The difference between opportunity generation and opportunity creation –main question of entrepreneurship//The role of alertness and the role of search//The role of knowledge corridor in search and in opportunity creation//Serendipity in innovation//The difference between the two decision-making modes in opportunity creation (opportunity cost, risk, affordable loss)//
3. Innovation management –Innovativeness index
4. Introducing different models for idea validation// Questions based on market characteristics to validate start-up idea// Validation board
5. Short overview of „traditional” marketing theories: 4Ps and 7Ps//The SAVE model//Startup marketing &PR
6. Financials: Balance sheet//Cash-flow //Income statement//Forecasting sales//Main cost types
7. HR, management, leadership, social networks and startups
8. Business model, growth and exit strategy: Startup exit //Growth planning//
9. Project management basics: Life of a project// Project phases

### **Literature**

- I&E Basics Blueprint, EIT Digital
- Sarah Sarasvathy: Effectual entrepreneurship, Taylor and Francis, 2010
- Eric Ries: The LEAN startup, Crown Publishing Group, 2011