

“Green Entrepreneurship” Spring 2006

Course Summary

This 3-credit course will explore the challenges and goals of creating a start-up venture in environmental science or technology. The “green” technology or science itself is not necessarily a market opportunity. Just because it’s the right thing to do does not mean the customers will buy. Learn how to recognize trends in the marketplace, and where commercial opportunities can be created. Analyze the potential to create a sustainable venture. Other key topic areas include critical success factors, along with understanding the key start-up issues unique to science and technology firms.

Course Instructor

Gary Lim, a 20-year Silicon Valley “veteran”, President of Aurarius LLC, and Visiting Professor of Entrepreneurship at ESF.

Who Should Attend?

This course is for ESF graduate-level students and undergraduates with senior or junior standing. Students interested in launching science/engineering start-ups someday, or who are interested in working for new or young technology firms will find this course useful.

Learning Objectives

Be able to:

- Recognize trends in environmental science or technology fields and how they might apply to problems that need solving
- Combine those trends with creativity and foresight to discover potential market opportunities
- Analyze the feasibility of implementing technology opportunities
- Perform due diligence to assess the commercial potential, and understand how to look at long-term market potential
- Understand the phases, dynamics, culture, and key issues of the founding and early growth of a technology firm
- Write a concise written venture summary
- Create and deliver an effective “elevator pitch” and venture fair presentation for a new venture
- Gain a basic understanding of the issues of debt and equity funding, including angel, seed, and venture capital rounds, as they relate to science/technology start-ups

Class Format

One 3-hour class meeting per week. Classroom time will involve lecture, class discussion, guest speakers, summary of readings, assignments, and multimedia material.