Global Green MBA – Damia Class

Course Name: Green Entrepreneurship- Entrepreneurship in Cleantech Industry – From idea to a Start-up

Course Number: 209.8250

Course Period: 17, July 2017 – 4 September 2017

Lecturer Name: Dr. Kobi Inbar

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Phone: 052-6219269

Appointment Times: By personal arrangement

Course Objectives:

1. Providing knowledge and business skills in establishing and managing innovative and technological ventures in the Cleantech and Sustainability industry.
2. Providing perspective of an entrepreneur and a senior executive in planning, design, implementing and managing a business strategy from idea to an established business entity.

A Brief Description of the course:

Even the best idea needs someone that will be able to realize and fulfill its full business potential. This process is not as simple as it might look (even if very common in our places). For an idea or technology to be successfully realized, it is necessary to carefully combine and coordinate between a number of factors and critical steps such as: IP protection (patent writing, for example), proper evaluation of the market need and market potential; writing a comprehensive and applicable business plan; raising capital, establishing a company, recruiting people and most of all, proper and professional management.

So far, apparently, all well-known and might even be familiar to some of us from own personal experience. However, the world of life sciences, biotechnology and Clean-technology has unique characteristics that make entrepreneurship in these areas so special and significantly different from other businesses, including hi-tech and even the medical device industry. These differences and uniqueness are the subject matter of this course.
The course will deal with the challenges faced by entrepreneurs and executives in the Green Technology industry in its various aspects and segments (e.g., water technology, agricultural biotechnology, alternative energy, environmental sustainability etc.). Students will be exposed to the various critical issues involved in establishing and managing a successful venture in the field of clean technology. In addition to frontal lectures, students will meet with guest speakers and entrepreneurs from the field, analyze case studies and gain hands-on experience in practical work of setting up an enterprise.

**Teaching methods:**
Frontal lectures, guest speakers, analysis of case studies in groups, students’ presentations.

**Participation in class:** According to Faculty “Classroom Guidelines”

**Course Grading:**
1. Group pitch in Session 8 – 40%
2. Opportunity Evaluation - 30%
   (Submitted for evaluation and presented in class, in groups)
3. Vision/Mission statement – 20%
   (Submitted for evaluation and presented in class, in groups)
4. Active participation and involvement in class – 10%

**Course Outline and Schedule***:

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Green Entrepreneurship</td>
<td>17.7.17</td>
<td>17:00-20:00</td>
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<td>2</td>
<td>Opportunity screening and evaluation</td>
<td>24.7.17</td>
<td>17:00-20:00</td>
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<tr>
<td>3</td>
<td>Opportunity screening and evaluation</td>
<td>31.7.17</td>
<td>17:00-20:00</td>
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<td></td>
<td>(Presentation by students to the class, in groups)</td>
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<td>4</td>
<td>Establishing a company, Skill Sets and team building; The Founders Dilemmas; Guest speaker – TTOs</td>
<td>7.8.17</td>
<td>17:00-20:00</td>
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<td>5</td>
<td>Financing a Clean Tech Enterprise; the business plan – Guest speaker from VC/Incubator</td>
<td>14.8.17</td>
<td>17:00-20:00</td>
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<td>6</td>
<td>Growing your Business; Company Management Life Cycle; Guest Lecture by Cleantech Entrepreneur.</td>
<td>21.8.17</td>
<td>17:00-20:00</td>
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<tr>
<td>7</td>
<td>The Business presentation and “Pitch”; Students’ presentation of the Vision and Mission of their Project.</td>
<td>25.8.17 08:00-11:00</td>
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<td>8</td>
<td>Presentations of projects “Pitch” by the Students to the class and a panel of professional</td>
<td>4.9.17</td>
<td>17:00-20:00</td>
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* The schedule may be subject to variation.
Course material - Literature and Suggested reading:

15. Additional links:
   d. http://www2.cleantechopen.org/
   e. http://israelnewtech.gov.il/English/Pages/default.aspx
   f. www.cleantech.com