Interested in Turning an Idea into a Business?

Then “New Venture Creation” is the class for you!
Spring 2011 – UGBA 195T – 3 Units
Monday & Wednesday, 2:00-3:30
Professors Jennifer Walske & Dan Himelstein
http://www2.haas.berkeley.edu/Faculty/walske_jennifer.aspx
http://www2.haas.berkeley.edu/Faculty/himelstein_dan.aspx

There is no question that the first step in forming a company starts by assessing the quality of an idea. In this course, we will begin with your idea, and explore how to create a business around it. This includes “pitching” your idea to fellow students in order to build a founding team. You will also validate your idea with potential customers and mentors. Last, you will understand the business model for your idea, by turning your product or service into a company.

The final project for this class is an investor presentation and a fundable business plan. A well-written plan sets key milestones and indicates the resources needed to achieve them, in an increasingly complex business environment. Through the planning process the tight link between market and financial planning will also become evident. Finally, a business plan creates a set of standards to which your investors and teammates can evaluate future performance, laying the foundation for an “operating plan” post business launch.