

Technology Entrepreneurship

ITS 440 • Fall 2012

–Team Research Presentation

Instructions

Research one of the topics below or suggest your own for my approval. Create a professional 15-minute presentation to make to the class.

Topics

Founders at Work

Select a chapter from *Founders at Work* and develop a brief case study presentation to make to the class.

- External analysis: industry, marketplace, competition, political and regulatory considerations, barriers to entry
- Internal analysis, part one - founding conditions, history and significant milestones, growth
- Internal analysis, part two - capabilities, finances, strategy
- **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats
- Conclusion - outlook and recommendations or what happened and why?

Pricing and Business Models

Research the following business/pricing models and briefly describe each one, showing an example of that model in use, and noting some of its pros and cons:

- Advertising
- Premium
- Freemium
- Affiliate
- Subscription
- Virtual Goods
- Razor and Blades
- Cutting out the middleman
- Professional open-source
- Others - find or invent a few new models

WTF Happened to Microsoft?

Use *The Innovator's Dilemma*, *Breaking Windows*, and "Microsoft's Lost Decade" for inspiration and source material. Analyze Microsoft's financial performance (by stock price is fine) from 1990-today. What happened? What went wrong? Most importantly, why did it go so wrong? What would you do now if you were running the company, and why?

Rise and Fall of Palm and Palm OS

Describe the history of Palm and Palm OS from the beginning, though BeOS, to WebOS. What happened? What went wrong? Most importantly, why did it go so wrong? What would you do now if you were running the company, and why?

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Seed-DB trends analysis

Examine the accelerator data available on the Seed-DB web site (<http://www.seed-db.com/accelerators>) and create a summary of recent funding activity and trends. What might we learn from this recent activity? Which of those firms . . .

- are the most interesting?
- got more money than you would have guessed, and why?
- got less money than you would have guessed, and why
- seem like good places at which to apply for internships and jobs?

The Trouble with Software Patents and Patent Trolls

There is much trouble with software patents and patent trolls today. Give a history of software patents and patent trolls. What are the problems? Are software patents a threat to entrepreneurial activities? If so, how, and what can be done to mitigate those threats?