



Idea to IPO

The Technology Venture Course

Preliminary Course Syllabus for Spring 2010

Guest presenters and case-studies will be provided as arrangements are made. Please see 2009 course syllabus in past events for details on past course presenters and content.

Course Time: 6:00 - 8:00 PM

Course Dates: January 12 - April 6 (every Tuesday)

Module 1: Intellectual Property

Jan 12 Class 1: Intellectual Property and Protection of Ideas (part 1)

Jan 19 Class 2: Intellectual Property and Protection of Ideas (part 2)

Module 2: Enterprise Potential

Jan 26 Class 3: Introduction to Technology Transfer

Feb 2 Class 4: Market/Scientific Due Diligence

Module 3: Enterprise Organization

Feb 9 Class 5: Employee Incentives and Non-competes

Feb 16 Class 6: Corporate Structure: Taxes and Governance

Module 4: Enterprise Finance

Feb 23 Class 7: Structuring the Business Plan

Mar 2 Class 8: The Venture Capital Fund

Mar 9 Class 9: Term Sheets and Valuation

Module 5: Technology Marketing

Mar 16 Class 10: New Product Introduction

Mar 23 Class 11: Initial Public Offerings

Module 6: Enterprise Exit

Apr 6 Class 12: Scientist as CEO

Course Material

All materials in this course packet CANNOT be duplicated. NYAS has paid for only one copyright per course packet.

Case file numbers represent the file that from Harvard Business School Press, **www.hbsp.harvard.edu**. Case files will be provided to participants.

Course Participation

All participants will be required to participate in one team to present one case file per team. All participants will be expected to contribute to class discussions. Please e-mail **sciencealliance@nyas.org** a copy of your team presentation to be placed on the course website.

Certificate of Completion

Certificates will be awarded to those individuals who attend 80% of the class. Attendance will be taken each week, it is your responsibility to ensure that you have signed the attendance sheet.

Course Communications

The course organizer will send periodic emails regarding materials or announcements. Please ensure that the best e-mail address for you is on file.

Course Instructor: David Anthony

David Anthony is an experienced entrepreneur, venture capitalist, and educator. Since founding 21Ventures in 2003, the fund has provided seed, growth, and bridge capital to over 39 technology ventures across the globe. David Anthony sits on the board of portfolio companies: Agent Video Intelligence, 3GSolar, BioPetroClean and VOIP Logic. David is on the board of directors of publicly traded Entech Solar, there he functions as the chairman of the compensation committee. David Anthony is an Adjunct Professor at the New York Academy of Sciences (NYAS).

The Academy, based in Manhattan brings together scientists of different disciplines from around the world to advance the understanding of science, technology, and medicine, and to stimulate new ways to think about how their research is applied in society and the world. The Academy is widely recognized as one of the world's foremost organizers of scientific conferences and symposia. David's students at the Academy hail from such prestigious institutions as Columbia, NYU, Princeton, Yale, Rockefeller University, Sloan Kettering, and the Albert Einstein College of Medicine. Previously, Mr. Anthony, collaborated with Dartmouth College professor Dr. John K. Shank and consulted for Fortune 500 clients on capital investments, mergers and acquisitions, and entrepreneurship.

In addition David is an adjunct professor at the NYU Stern School of business where he began teaching technology entrepreneurship in the Fall of 2009. David received his MBA from The Tuck School of Business at Dartmouth College in 1989 and a BA in economics from George Washington University in 1982. He is an entrepreneurship mentor at the Land Center for Entrepreneurship at Columbia University Graduate School of Business. In 2002, David was awarded the Distinguished Mentor of the Year Award from Columbia University. David blogs at www.davidanthonyvc.com.

Web Site: TBA

Downloadable case files, case file numbers, guest presenters, and student presentations will be stored here.

Suggested Readings

Books

[Venture Capital Due Diligence: A Guide to Making Smart Investment Choices and Increasing Your Portfolio Returns](#)

Justin J. Camp

From Alchemy to IPO: The Business of Biotechnology

Cynthia Robbins-Roth

The Billion-Dollar Molecule: One Company's Quest for the Perfect Drug

Barry Werth

Competitive Strategy: Techniques for Analyzing Industries and Competitors

Michael E. Porter

The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail

Clayton M. Christensen

Periodicals

ACS' Chemical & Engineering News

Nature Bioentrepreneur

Nature Biotechnology

Nature Reviews Drug Discovery

The Economist

The New York Times' Science Times (Tuesdays)

The Wall Street Journal