



## **Syllabus**

### **Introduction to Entrepreneurship Course**

**Fall 2019**

**Instructor:**

Stephanie Marrus, MA MBA, Director, Entrepreneurship Center and Senior Lecturer, UCSF

**Location:** UCSF Mission Bay Campus, Mission Hall 1401

**Dates and Time:** Thursdays, from September 26 to October 17, 6-7:30 pm. Note that class will start on time. If you are coming from another campus, leave enough time to navigate Mission Bay traffic and parking.

**Course Objective**

This course is for those interested in entrepreneurship generally, are potentially starting a new life science or healthcare venture or are already working on a startup. The focus is on for-profit ventures that have the potential to scale to solve important healthcare problems.

You will gain exposure to the world of entrepreneurship and the entrepreneurial mindset in four lectures/Q&A sessions. We will cover key topics such as how to know if your idea is a commercial opportunity, business plans, business models, Intellectual property and investment. This class is a first taste of the startup world and can be a precursor to a

deeper dive, such as the Entrepreneurship Center's core class, Startup 101, offered in January.

This course is appropriate for research faculty, clinical faculty, post docs, PhD and Masters students, medical/dental students or residents who are curious about the startup world or are considering whether to do a startup.

We have kept the workload light to make the class accessible to people with busy schedules. There are no required readings, assigned mentors or team-based homework. You are welcome to augment class lectures with the readings cited below and resources on the Entrepreneurship Center website.

The instructor is available for one on one consultation by appointment.

### **Optional Readings**

There are no reading requirements for the course. However, for those who would like to delve deeper into the topics, we recommend the following readings.

- Marc H. Meyer and Frederick G. Crane, *New Venture Creation: An Innovator's Guide to Entrepreneurship*, Sage Publications, 2<sup>nd</sup> Edition. You can buy or rent this text. Excellent overall view, core text for Startup 101.
- *Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies*, Craig Shimasaki, PhD, MBA. Textbook, relevant for all life sciences sectors
- *Technology Ventures: From Idea to Enterprise* - Byers, Dorf, Nelson
- *Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist* - Feld, Mendelson, Costolo
- *The Founder's Dilemma*, Wasserman
- *Breakthrough Entrepreneurship*, Burgstone and Murphy
- *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company* - Blank and Dorf
- *Business Model Generation*, Alexander Osterwalder
- *Do More Faster*, Techstars, Cohen and Feld, Available free of charge online, search for the PDF.
- *Biodesign*, Zenios, Makower, Yock. The bible for medical devices

The Resources for Startups section of the Entrepreneurship Center website has a variety of websites relevant to startups. [https://innovation.ucsf.edu/resources\\_ucsf\\_startups](https://innovation.ucsf.edu/resources_ucsf_startups)

## **Class Schedule**

September 26 Introduction; Opportunity Recognition.

Do you have the mindset to be an entrepreneur? How do you know if your idea can be the basis for a company?

October 3 Business Planning

What are the elements of a business plan besides the technology? What are the most important elements of a plan?

October 10 Business Models; Intellectual Property

How are you going to make money with your invention? Who will pay for it?

How can you protect your invention? How does the patenting process work at UCSF? When should you speak at a conference or present a poster?

October 17 Funding Early Stage Ventures

What do investors look for? What are the types of investors and how do their needs/requirements differ? How can you attract investment?

## **Contacts:**

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## **Instructor Bio**

**Stephanie Marrus, MA, MBA, Director, Entrepreneurship Center and Senior Lecturer, UCSF**

Stephanie heads the UCSF Entrepreneurship Center, a Campus resource, delivering programs and courses enabling scientists and clinicians to create entrepreneurial ventures based on UCSF technologies. She leverages her participation in the Silicon Valley ecosystem to attract resources and entrepreneurship thought leadership to Campus. During a 25-year plus career, she has been a corporate executive, business consultant and mentor to over 1000 companies in

science- and technology-based industries, many with their technological roots at UC, Stanford, MIT and Harvard. As a former consultant, clients included venture capitalists, CEOs, National Science Foundation grantees and foreign government entities. She serves the NIH as an SBIR reviewer.

In addition to her business career, she served as Deputy Secretary of Economic Affairs for a Massachusetts governor where she took the lead on economic development and business policy. She has been president of a medical research foundation and served on the Advisory Board of a social venture startup accelerator.

She has taught on five continents and is part of the US State Department International Speaker Program. Locally, she has been a guest lecturer at Stanford University and UC Berkeley. Her academic titles have included Faculty at UC Berkeley Center for Entrepreneurship in Technology (SCET), Entrepreneur-in-Residence at the Haas School of Business, UC Berkeley; Adjunct Professor, St. Petersburg State University Graduate School of Management, Russia; and Entrepreneur-in-Residence, King Abdullah University of Science and Technology, Jeddah, Saudi Arabia.

She consults to the White House on entrepreneurship policy and is a participant in a US Government cross-agency entrepreneurship opportunity project. She recently spoke at the Global Entrepreneurship Congress in Bahrain and taught Silicon Valley style entrepreneurship to government policymakers in China.

She holds an MBA from the Wharton School, University of Pennsylvania, a MA from Columbia University and an AB from Cornell University.