

Entrepreneurship

363-1077-00L

Project-Based Education in Action

SELECTED TRANSFERABLE COMPETENCIES

FOSTERED:



Problem Solving



Cooperation and Teamwork

ASSESSED:



Project Management



Customer Orientation



Creative Thinking

Lecturers and people in charge of project:

Prof. Bart Clarysse, Dr. Maria Gradillas

Further involved person/s:

Dr. Laurens Vanderweghe, Wouter Beernaert, Rhea Li, Manon Fryges, Samira Haghbin

Department:

D-MTEC; Chair of Entrepreneurship

Credits:

3 ECTS

Class size and study programme:

Up to 100 students in Integrated Building Systems Master, Management, Technology and Economics Master, MAS in Management, Technology and Economics. Open to any students with a general interest in entrepreneurship and building technology ventures

Context:

Relevance and Real-World Connection

Driving question:

How can we develop a business idea into a viable business plan and pitch it to an expert jury?

Practice context:

During the course, teams will create a business plan, and the best plan (voted by a panel of external experts) will go to compete in the Innova Europe Business Plan competition.

Learning objectives/key knowledge/key skills:

After completing this course, students will be able to understand:

- How technologies develop from science to commercial products
- What kind of entrepreneurial opportunities emerge from this cycle
- How assumptions are tested in the market and evolve into business plans
- The importance of founding teams and how to build them
- How to raise money from various sources such as crowd funding, ICO, business angels and venture capitalists
- How to develop a business case
- How to negotiate and structure a funding deal

Process: Freedom and Independence

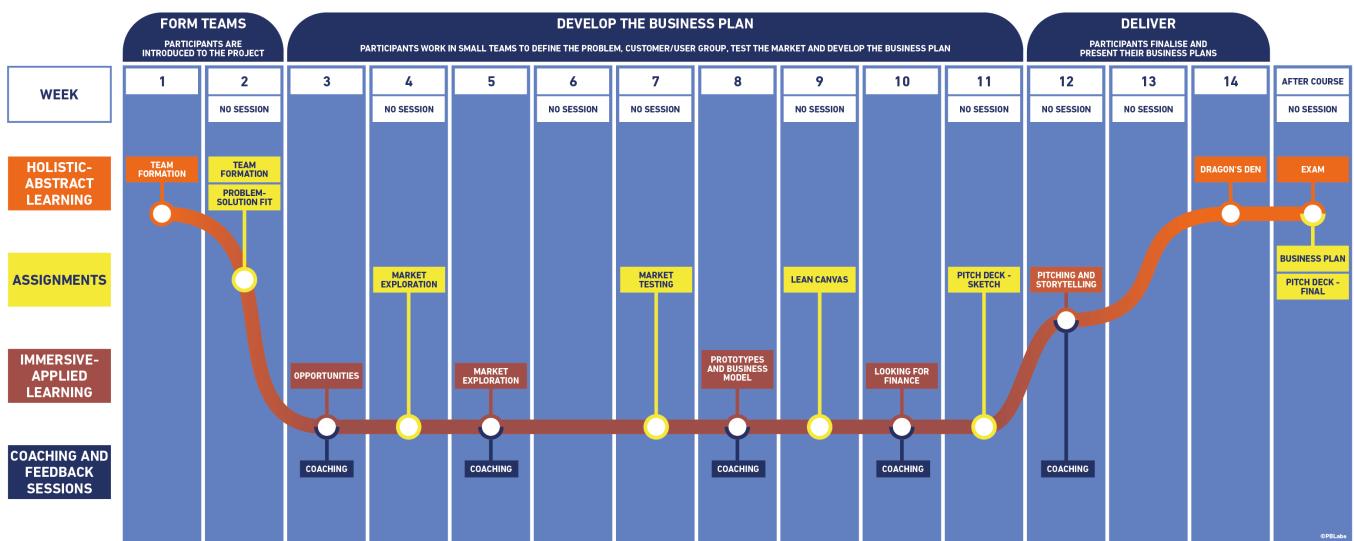
Length/format of module:

- 14 weeks (Frühlingssemester)
- 6 lecture inputs
- 5 coaching sessions (timed to be after the lectures)
- Pitching event to an audience of external jury members, combined with an apéro
- Team formation process

Student agency in the project:

- Students can bring their own business idea or select an idea to join via a marketplace where other student ideas have been shared.
- All students go through a self-assessment process designed to tell them what sort of team member they are, using tools like Kolb's Learning Style Questionnaire. Based on this, they have to form teams of 5-6 people who have complementary team styles.

ENTREPRENEURSHIP LEARNING JOURNEY



Guidance: Collaboration and Mentoring

- Coaching sessions offer groups feedback and direction based on their deliverables.

Learning: Reflection and Evaluation

- Feedback on assignments and grade can be requested at any time

Outcome: Results and Assessment

Formal assessment

- 5 project deliverables that encourage students to form a team, identify a problem and solution, explore markets and prototype their ideas (10%)
- Public pitch – Dragon's Den style (20%)
- Business plan (20%)
- End-of-Semester Exam (50%)

Informal assessment

- None

Anything else that makes this project special?

The winning team of the Dragon's Den style pitching event get an all-expenses paid trip to compete with their business plan at the INNOVA Europe 2024 competition (<https://innova-europe.com/>) in September, as part of the "Idea Stage" competition track.

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