Harvard Business School Online

Entrepreneurship Essentials

Syllabus

Entrepreneurship Essentials introduces you to the entrepreneurial journey from finding an idea, to gaining traction in the marketplace, to raising capital for your venture. This course explains how entrepreneurs run structured experiments to validate ideas and refine business strategy. You will dive deep into the numbers behind how entrepreneurs and their investors make financial decisions to create value and grow their operations.

Modules	Case Studies	Takeaways	Key Exercises
Module 1 **Ideas and Opportunities**	• Dr. John's Spinbrush	• Identify an entrepreneurial idea • Evaluate an entrepreneurial idea • Gain comfort with twists and turns	• Sizing the market • Estimate willingness to pay
Module 2 **Building a Business**	• Rent the Runway	• Apply the POCD (People, Opportunity, Context, Deal) framework • Manage risk and reward through experimentation • Make decisions with the future in mind	• Evaluating POCD elements and fit • Designing and learning from tests • Anticipating change and reacting to new information
Module 3 **Financing a Business**	• N/A	• Determine how investment can help you create value for yourself and your investors • Consider risk and reward through various forms of analysis • Discover when to solicit investment and how much you will need to seek out	• Understanding and presenting key financial metrics • Determining investment needs
Module 4 **Sources of Investment**	• Intuit	• Understand the opportunities and tradeoffs associated with different sources of financing • Defining key financing terms • Apply the tools of valuation to start-up ventures	• What do entrepreneurs get from investors? • Calculating the value of a start-up

Learning requirements: In order to earn a Certificate of Completion, participants must thoughtfully complete all 4 modules by stated deadlines.

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