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WORKBOOK FOR OPTIONAL ENTREPRENEURSHIP SECTION

Please watch the Introduction lecture of this section.

There are no quizzes for this section.

There are 5 parts in this section, which can be accessed by clicking on the links in the blue box above.
Thanks

Entrepreneurship Optional Section Part 1 (Meaning Video #1):

Fast forward in the lecture to access the following topics:

00:17 Does it make sense to start a company with no entrepreneurship or work experience?

01:06 What is the main goal of an accelerator, what interests them the most in a start-up?

02:04 How important is it to have a brand name investor?

03:11 How can I keep my team focused?

04:51 Can you please explain what is mission vision and the purpose in a simple way to help us memorize it forever?

06:00 I'm participating in a venture capital competition representing my college, I would love to get your input on where to start, from seeing I have no prior VC (background).

07:17 If I want to start a company with a certain name, but wait to trademark it until I make money, what if someone else hijacks the name right now?

09:10 What is your recommendation for choosing the name of a company?

11:43 How much salary do startup founders get and who decides the amount?

13:15 If I want to start a company with a certain name, but wait to trademark it until I make money, what if someone else hijacks the name right now?

13:49 Is EDLP (everyday low prices) a good strategy for startups?

Entrepreneurship Optional Section Part 2 (Meaning Video #2):

Fast forward in the lecture to access the following topics:

00:13 How many business ideas did you scrap and what were the main reasons you did not pursue them?

05:07 Can you explain the quote “Don't be emotional about business”? I think it's pretty deep.

11:04 How do you evaluate an outsourcing service for your business?

14:13 What are the essentials to start an online business, are there any courses you can recommend?

15:16 What are your thoughts on buying and selling business for a living?

Entrepreneurship Optional Section Part 3 (Meaning Video #3):

Fast forward in the lecture to access the following topics:

- 00:18 What do you do when your employees do not do what they're supposed to do?
- 01:20 What call qualities should one look for when finding a business partner, should we need a partner or launch the startup alone?
- 06:16 How to get employees for a start-up?
- 06:52 As a board advisor the person is not legally liable, how is the role of board observer and advisor defined?
- 07:33 Should I still release a product even if my audience has not grown that much during these past months of social media marketing?
- 08:06 Can you tell us a story when you open your hedge fund?
- 10:29 They say close to 85 to 90% of startups fail within the first few years even if they went to top business schools, why do you think that is?
- 11:18 What expenses should we expect when starting a company?
- 12:08 Any tips or thoughts on making an MVP for an app?
- 14:50 Can we use the business plan to start a nonprofit or charity?
- 15:45 What does it mean when they say a business model is scalable?
- 17:13 What do you think about Elon Musk and Tesla?

Entrepreneurship Optional Section Part 4 (Meaning Video #4):

Fast forward in the lecture to access the following topics:

00:18 Can you go into further detail on what a minimum viable product (MVP) is?

01:00 What site do you recommend for researching the total addressable market (TAM)?

02:39 Do you think direct messaging prospective investors on Instagram and Twitter is a good idea?

03:34 Any tips when applying to Y-Combinator?

05:27 I am working at a SaaS startup. How much money should we raise and how much equity should we give to the investor?

10:25 Can you give a breakdown on the different seed rounds?

13:00 Why is non-dilutive funding not normally used for startups?

16:47 How did you gain your first capital for your hedge fund?

Entrepreneurship Optional Section Part 5 (Meaning Video #5):

Fast forward in the lecture to access the following topics:

00:18 What are the questions founders should ask their potential investors?

06:50 How can you make sure your product is a viable one?

09:02 Is raising more money a good or bad thing for a startup?

12:00 How do you assess the vitality and feasibility of an idea for a start-up?

12:35 Do you have any advice on setting up a fully remote company?

13:51 When startups raise funds, how do they decide where to spend the money?

14:15 What government policies should we be aware of before starting a company?