This course aims to provide students with an experience-based introduction into the initial phase of starting a technology company. It is a real life simulation of the process that founders go through when analysing a technological business opportunity.

At the end of the course, the student will be able to use the tools analysis of analysis that are used in the entrepreneurship world to assess a technological business opportunity and to present the results appropriately.
### Dedicació total: 30h
#### Hores grup petit:

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### Analysis of the technology

**Descripció:**
The objective is to know and practice tools devoted to generate perform an analysis of the technology when analysing a technological business opportunity.

It includes topics 1 to 5:
1. Innovation and technological business ideas.
2. Obtaining of information.
4. Evaluation parameters.
5. Technology forecasting.

**Activitats vinculades:**
Project, deliverable 1: Analysis of the technology

**Objectius específics:**
The analysis of the technology is critical to develop a business project based on technology. Having at hand information from different perspectives on the technology or technologies involved and analyse them in deep is critical. Our main interest is in the information that help to establish the appropriateness of a technological solution to solve certain problems or needs.

### Business model development tools

**Descripció:**
The objective is to know and practice the tools devoted to develop a business model. It includes topics 6 to 9:
6. Customer value analysis
7. Segmentation
8. MVP and product specification
9. Process analysis and Supply chain
10. Marketing and sales

**Activitats vinculades:**
Project, deliverable 2: Business model development tools

**Objectius específics:**
Know and practice several tools to relate a technological business opportunity with future customers, including Customer value analysis, Segmentation, MVP and product specification, Process analysis and Supply chain, and Marketing and sales.
240SEL83 - SEL83 - Emprenedoria Tecnològica: Desenvolupament de Plans d'Empresa

Preparando el reporte

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Descripció:
The objective is to know and practice the canvas analysis, the obtaining of conclusions of the analyses performed and the preparation of a report. It includes topics 11 to 13:
11. Use of canvas: unique value proposition.
12. Use of canvas: rest of the elements.
13. Advises for the presentation.

Activitats vinculades:
Project, final deliverable.

Objectius específics:
Know and practice the canvas analysis: concept and use of canvas analysis, alternative canvas models and blocks of the canvas (Problem, Solution, Key metrics, Unfair advantage, Unique value proposition, Channels, Customer segments, Cost Structure and Revenue streams). Know how to obtain conclusion of the different analysis performed and how to present the results.

Sistema de qualificació

Continuous assessment, the final mark will come from class activities and deliverables.

Final grade = 0.1 * class activities + 0.2 * deliverable 1 + 0.2 * deliverable 2 + 0.25 * final deliverable (document) + 0.25 * final deliverable (presentation)

If the subject is not passed, the deliverables can be re-submitted during the re-evaluation period.
Bàsica:


