

# THE CES ENTREPRENEURSHIP ROADMAP: A GUIDE FOR STUDENTS

Welcome to the GSB, a school well known for its strength in entrepreneurship. We offer a wide-array of entrepreneurship courses taught by an exceptional ensemble of tenure-line faculty and industry leaders. We hope that you are excited to learn more about entrepreneurship during your time at the GSB, and we've prepared this roadmap to give you some ideas on how best to take advantage of all that the GSB offers. This is by no means comprehensive or mandatory, but simply some suggestions to help get you started.

## FIRST YEAR FALL

- ❑ Join and become an active member of one or all of the entrepreneurially-oriented GSB student clubs, including the Entrepreneur Club, the Venture Capital Club and the Private Equity Club.
- ❑ Volunteer to help organize the annual Entrepreneur Conference with the Entrepreneur Club. This is a great opportunity to meet exciting entrepreneurs/investors and to get grounded on hot topics in entrepreneurship.
- ❑ Interested in venture capital? Attend the VC Club "VC 101" presentation
- ❑ Want to learn about what's going on in entrepreneurship at the Engineering School? If so, sign-up for the BASES digest. It will tell you about events going on across campus and in Silicon Valley.
- ❑ Attend any or all of the Entrepreneurial Thought Leader presentations each quarter on Wednesday afternoons (typically at 4:30)

## FIRST YEAR WINTER

- ❑ Attend the all-day Entrepreneur Conference February 25, 2009. Tickets go on sale in January and it typically sells out early.
- ❑ Participate in some of the many Entrepreneur club, VC, and Private Equity club activities.
- ❑ Attend the Entrepreneurial Summer Program (ESP) information session. It's usually held in February. Check with the CES for details.

## FIRST YEAR SPRING

- ❑ Consider running for a leadership position in one of the entrepreneurial clubs.
- ❑ Sign up for S353 with Chess/Reiss. This session has ½ MBA1's and ½ students from across the street. This is a great way to meet other graduate students.
- ❑ Sign up for one of the 2<sup>nd</sup> Year Seminars: S513: New Venture Seminar or S508: Entrepreneurship from the Perspective of Women. These are taught the week before school starts 2<sup>nd</sup> year but sign up is in the prior spring.

## SUMMER

- ❑ Use this summer to learn more about entrepreneurship by working in a start-up, venture capital or even on your own business idea. Consider an ESP internship for a mentored summer in an early-stage company.

## SECOND YEAR FALL

- ❑ Start thinking about a business idea and team for S356: Evaluating Entrepreneurial Opportunities. Attend fall seminars & mixers and have your application in by the deadline (typically around Thanksgiving) for the Winter-Spring course. More information available on the CES website: <http://www.gsb.stanford.edu/ces>

## SECOND YEAR WINTER

- ❑ Attend the all-day Entrepreneur Conference held at the end of February.
- ❑ Start S356 course.
- ❑ Interested in a career in Venture Capital, receiving VC funding, or just learning more? Take S354: Entrepreneurship and Venture Capital.

## SECOND YEAR SPRING

- ❑ Complete S356 with a final presentation to a panel of entrepreneurs and venture capitalists.
- ❑ If you are starting a company or engaging in some other entrepreneurial venture, check-in to see if the CES can help with contacts or other advice.
- ❑ Sign up in the Entrepreneur Resource Database (or any time during your GSB career).
- ❑ When you are granted access by the Alumni Office, sign up for the Alumni Entrepreneur Distribution List on the Alumni Website. That is how we communicate with our alumni.

## ADDITIONAL YEAR-ROUND ACTIVITIES FOR 1<sup>ST</sup> AND 2<sup>ND</sup> YEARS:

- ❑ CES Programs and Seminars are scheduled throughout the year. This fall we have seminars on entrepreneurial opportunities in different industries leading up to S356. But the seminars are open to everyone. Please see the CES website for more information.
  - Wednesday, October 22, 2008: Internet Industry Seminar
  - Thursday, October 23, 2008: Energy Industry Seminar
  - Wednesday, October 29, 2008: Retail Opportunities
  - Thursday, October 30, 2008: Healthcare Industry Seminar
- ❑ CES Advisory Sessions: These are individuals who block out time to meet with individual or student teams about a business career, career decisions, or general counsel. The only guidelines are that you may not ask for a job or for money. These are advertised through the Monday Messages and students apply through the CES website submitting a resume and an explanation of why they want to meet with this person. The advisor selects those s/he thinks s/he can be most helpful to.
- ❑ Club events, including speakers, small group dinners, and workshops.
- ❑ If you are looking for project work, look at the CMC job board for “Experiential Projects”. ALL companies/individuals are directed there to post their requests for student projects.

## COURSES:

*The GSB does not offer a core course in entrepreneurship. Instead we have 20 electives, most to be taken in your second year at the GSB. A sample of some of the entrepreneurship courses that we highly recommend include:*

- ❑ **S353: Formation of New Ventures** This course addresses the issues faced in starting a new venture. It is offered for students who at some time may want to undertake an entrepreneurial career by pursuing opportunities leading to partial or full ownership and control of a business as well as those who want to understand the entrepreneurial process as a background for other careers. The course deals with case situations from the point of view of the entrepreneur/manager rather than the passive investor. It takes the perspective of a general manager who must understand and lead an entire enterprise. Many cases involve visitors, since the premise is that opportunity and action have large idiosyncratic components. Students must assess opportunity and action in light of the perceived capabilities of the individuals and the nature of the environments they face. The course is integrative and will allow students to apply many facets of their business school education. We have about 6 sections of this class each year with a bias towards different industries.
- ❑ **S355: Managing Growing Enterprises** This course is offered for students who, in the near term, aspire to the management and full or partial ownership of a new or newly acquired business. The course will deal in some depth with certain selected, generic entrepreneurial issues, viewed from the perspective of the owner/manager. Broad utilization will be made of case materials, background readings, visiting experts, and role-playing. Throughout the course, emphasis will be placed on the application of analytical tools to administrative practice
- ❑ **S356: Evaluating Entrepreneurial Opportunities** This course is an excellent way to hone your skills for evaluating a business opportunity, learning how to wisely consider management structure, financial projections, a marketing strategy and more. It is an excellent “dry run” of starting a business and is taught by a collection of successful entrepreneurs. You must apply with a team, including one member who is a graduate student in another program at Stanford (law, engineering, medicine, etc.), and you must have a business idea for your application. Applications are generally due around Thanksgiving,

and the CES will host mixers in the fall to help facilitate meeting graduate students from the other Stanford programs.

## **CLUBS:**

*The CES works closely with student clubs that are focused on entrepreneurship. We recommend that you become an active member of one or all in order to find events and opportunities akin to your entrepreneurial interests.*

**Entrepreneur Club:** The Entrepreneur Club provides exposure to mentorship and networking opportunities with outside business owners and builds relationships between the GSB and the entrepreneurial community in Silicon Valley. This club, along with the CES, sponsors the largest conference at the GSB, bringing together exciting entrepreneurs, venture capitalists, and faculty members for a daylong conference on entrepreneurship.

**Venture Capital Club:** The Venture Capital Club sponsors a variety of group events with venture capitalists and entrepreneurs, including small group dinners, speaker presentations, workshops, and other social events. Club members range from those with previous experience to those who are exploring the venture industry for the first time.

**Private Equity Club:** The PE club is devoted to fostering awareness of and interest in the private investment industry. Club activities focus on middle-stage growth equity and late-stage LBO investments.

## **SUMMER INTERNSHIPS:**

One of the best ways for students to learn about entrepreneurship is to work for a young company between their first and second year of school. The CES works hard each year to find opportunities in these types of companies for our students. If the company cannot afford MBA wages, they can apply for supplemental funding through our Entrepreneurial Summer Program (ESP). Over 20 students find entrepreneurial summer experiences each year through ESP. See the CES website for more information.

## **CES:**

The CES offers a wide-variety of resources for students (see CES resource hand-out for more information), and one of the best things you can do as a student is to come up and get to know us. We hold institutional memory on types of experiences and paths that have been forged before as well as some personal contacts, and we'd love to share that with you to help with your entrepreneurial plans after meeting with you. In addition, the CES offers job counseling and other advice on entrepreneurial interests.

The CES also offers Advisory Sessions with entrepreneurs and Venture Capitalists. These are individuals who block out time to meet with individual or student teams about a business career, career decisions, or general counsel. The only guidelines are that you may not ask for a job or for money. These are advertised through the Monday Messages and students are asked to apply through our website with a resume and the reason they want to meet with this person. The advisor selects those s/he thinks s/he can be most helpful to.

**Entrepreneurship Resource Database (ERDB):** This online database allows student and alumni entrepreneurs to search for other entrepreneurs, mentors, investors and service providers by experience and expertise. Alumni contacts and recommendations are included. Many of the mentors and investors have requested that their contact information remain confidential—the CES staff can provide you with these details on request.

<https://gsbapps.stanford.edu/erdb/>