

## *The Hebrew University of Jerusalem*

### *Syllabus*

### *Applied Entrepreneurship 2 - 47722*

*Last update 05-02-2025*

*HU Credits:* 4

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* MATAR - Interfaces of Technology, Society, and Networks

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* English

*Campus:* E. Safra

*Course/Module Coordinator:* Raissa Hacohen

*Coordinator Email:* [raissa.hacohen@huji.ac.il](mailto:raissa.hacohen@huji.ac.il)

*Coordinator Office Hours:*

*Teaching Staff:*

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Ms. Raissa hacohen

Course/Module description:

General Overview:

*The MATAR Venture Lab course provides students with the opportunity to acquire knowledge, skills and hands-on experience in building a startup from scratch.*

*During the second semester, you will work in interdisciplinary teams to develop your own venture from scratch. You'll have the opportunity to experience the challenging entrepreneurial journey first hand and craft a compelling and validated business case.*

*We will start by exploring problems of interest and analyzing market needs. Then we will engage in a significant number of customer interviews and user journey mapping exercises, which will help us define our market needs. Lastly, we will ideate various solutions to our selected problems, prototype the solutions, and build relevant business models.*

*The semester will culminate in a demo day during which each group will pitch its venture and the groups will each submit an investment memorandum for their venture.*

Course/Module aims:

The Course's Goals:

- Expose you to the nitty gritty of building a venture
- Ideate on various problems
- Experiment with solutions while evaluating sustainable business models

Learning Outcomes:

*Market Research - Acquire practical tools and frameworks on conducting a comprehensive market research such as evaluating a market size, analyzing a competitive landscape and identifying supportive trends.*

*Validation process - Acquire practical skills and experience in validating a market opportunity by interacting with potential users and customers, gain insights from user research, prototype different concepts and figure out how to apply your insights for crafting a desirable solution and a viable business model.*

*Value Proposition - Understand what it takes to craft a unique value proposition and how to communicate it as part of your selling proposition to customers and pitch to investors.*

*Business model - Gain knowledge in the basics of creating a viable business model for your venture and get familiar with different pricing models, revenue models and go to market strategies.*

*Pitching - Get familiar with startup presentations frameworks and gain practical*

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*experience in pitching your venture.*

*Startup & Market Analysis - How to analyze the attractiveness of a market and how to evaluate a viable startup*

*Learning outcomes - On successful completion of this module, students should be able to:*

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*Pitching - Get familiar with startup presentations frameworks and gain practical experience in pitching your venture.*

*Startup & Market Analysis - How to analyze the attractiveness of a market and how to evaluate a viable startup*

*Attendance requirements(%):*

*100*

*Teaching arrangement and method of instruction:*

*Course/Module Content:*

*Communication & Platforms:*

*The ongoing communication during the course will be via email (a whole-class group for general notifications & a group with each team)*

*The content platform of the course will be in Moodle*

*Some of the assignments will be filled via Google forms.*

*Classes will be held in person and certain sessions will be over zoom as well.*

*Required Reading:*

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N/A

Additional Reading Material:

Grading Scheme:

Written / Oral / Practical Exam 35 %

Presentation / Poster Presentation / Lecture 35 %

Attendance / Participation in Field Excursion 30 %

Additional information: