

# Pathways to Start-up success

## Course Summary

### Course Summary

Pathways to Start-up Success is an intensive course that equips participants with the skills and mind-sets to successfully develop entrepreneurial ventures. We will cover tools that will aid you in navigating key entrepreneurial challenges, which I term 'the entrepreneurial silent killers'.

### Learning Outcomes

### Assessment Overview

### Teaching Methods

First, we will explore the decision to launch an entrepreneurial venture, as well as the choices associated with forming and growing the core founding team. Many start-ups fail not because they lack opportunities or market-demand, but rather due to frictions among the core team. The course will offer tangible tools and frameworks to identify and manage those challenges.

### Teaching/Contact Hours

Second, we will chart pathways to start-up success in the face of high levels of uncertainty and limited financial resources. The course will introduce frameworks that assist in orchestrating resources effectively. This aids in winning investors and customers as well as avoiding dilution and losses of control.

### Suggested Independent Study Hours

Individuals who complete this course will be better equipped to recognize, and navigate, major 'entrepreneurial silent killers'. Robust frameworks, experienced guest speakers, and multiple opportunities for simulation and role play will form the majority of our learning experience. The insights will prove invaluable to those who wish to launch their own ventures, work along a founding team, or advise/invest in start-ups.

### Course Preparation and Reading

### Course Structure

### Streams

#### COURSE FORMAT

Stream A: Regular Modular (2 sessions per week)

Stream B: Block Week

#### Course Summary Links

[View the elective briefing video introducing the course.](#)

## Learning Outcomes

Should I start my own venture? How should I go about it? Many executive and full-time MBAs ask themselves these questions as they graduate from London Business School. Rather than delaying this important question, we will tackle it together during this elective. The course will inform the aforementioned decisions and provide frameworks and insights into how you manage the financial and human capital necessary for start-up success.

The learning process will be brought to life through a series of hands-on, in-class, cases and simulations. Throughout, students will consider the tradeoffs and challenges associated with initial entrepreneurial decisions, and their critical implications to start-up success.

On successful completion of this course, you will be able to:

Understand the full range of activities necessary to successfully develop a new venture -- gain deep understanding of the pathways to start-up success.

Exposure and frameworks to managing the unique challenges associated with new ventures. For example, the timing and criteria that goes into the personal Rich vs. King decisions (i.e., raise capital but cede control versus slowly bootstrapping but risking being overtaken by competition).

Provide introduction to important issues, get everyone on the same page e.g. sources of funding, angels vs VCs.

Inform and prioritize your elective choices and extra-curricular activities while attending the program at London Business School.

## Assessment Overview

- Class Participation (Individual): 10%
- Individual Assignments 1 (individual): 20%
- Individual Assignments 2 (individual): 26%
- Group Assignments (Group): 44%

## Teaching Methods

The following teaching methods will be used on this course:

- Lecture(s)
- Guest speaker(s)
- Project(s)
- In-class simulation

## Pathways to Start-up success

teaching/contact hours: 25.0

### Suggested Independent Study Hours

Suggested independent study hours: 60.0

### Course Preparation and Reading

- Prework: Skim the cases and relevant reading ahead of the block week.
- Prepare the 1st individual assignment, due the weekend prior to the start of the course.
- Course work: Before each session, students are expected to do a thorough and in-depth prep for the assigned case, and come prepared to discuss the prep questions.
- Course materials will be distributed:

Electronically on Canvas

Course textbook (below)

"The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup," by Noam Wasserman. Princeton University Press, 2013.

### Course Structure

Each day of the course will be dedicated to understanding a critical entrepreneurial challenge. To that end, we will build on a mix of case studies, guest lectures, and in-class discussion and simulation. What will make the course the most useful for you is... your preparation! Accordingly, you will be expected to have done the reading ahead of time, and develop your own independent recommendation as to the best course of action.

### Streams

E489 A AUT24	AUT24	<a href="#">Gary Dushnitsky</a>	5 Week
E489 B SUM25	SUM25	<a href="#">Gary Dushnitsky</a>	Block Week