

Any material including the book, a computer, and internet searches are allowed.
The exam is an individual work. No communication with other persons is allowed during the exam.

T-128.2500 Management of a Software Venture

BOOK: Byers, T; Dorf, R; Nelson, A. Technology Ventures: From Idea to Enterprise, 3rd Edition, ISBN-13:978-0-07-338018-6

Please, use clear hand writing. You may draw diagrams and pictures.
The maximum number of points from this exam 20 points (8+4+4+4)

- 1) A partnership between a social entrepreneurship course at Stanford University and the nonprofit Light Up the World Foundation (www.lutw.org) worked to bring safe, affordable lighting to people in Mexico, China, and India. Students in engineering and business worked to design a lamp appropriate to the needs of villagers (page 206).

Develop a brief plan for a social entrepreneurship project with an international nonprofit for your school (= any university). You may use your assignment ideas and materials. 8 points

- 2) Viral marketing (page 279).

Provide an example of/for a start-up using viral marketing to promote and sell its product or services. Why does it work? 4 points

- 3) Intellectual Property Rights (page 237)

List IPRs and explain how each is relevant to a high tech start-up. 4 points

- 4) Given an understanding of the waves of innovation throughout history (Figure 1.5 on page 20), explore opportunities that are created in a wave after the peak.

How can an entrepreneur take advantage of a mature or declining market? 4 points

