

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 (5+5+5+5)

- 1) List the typical sources of funding high-tech firms and place them on a company development (from idea to IPO) timeline. Give a short description of the funding 'instrument'. 5 points
- 2) Provide an example of a start-up using viral marketing. Why does it work? 5 points Viral marketing (page 279).
- 3) List the 4 most relevant IPRs for a high tech start-up and explain how the start-up can use them. 5 points (page 237)
- 4) Give one example of each type of innovation (use max two lines to explain the innovation) 5 points
- 5)

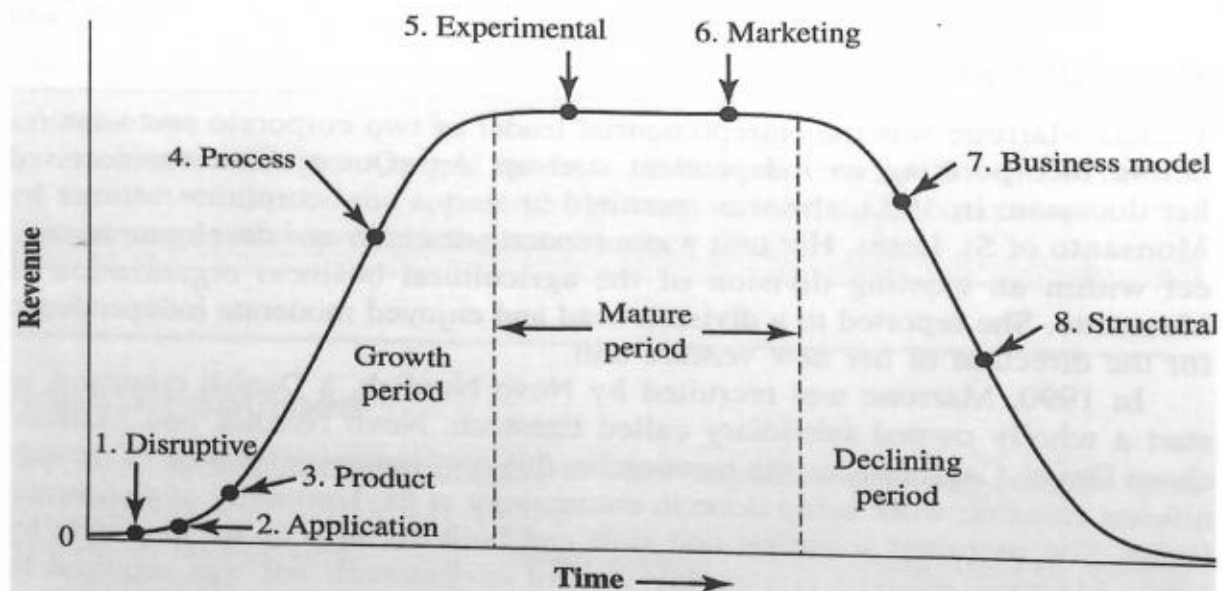


FIGURE 8.6 Eight types of innovation and the life cycle of a market.
Source: Moore, 2004.