

Innovation and Entrepreneurialship

University of Geneva

COURSE SYLLABUS

IMPORTANT:

- This course meets **every Thursday from 4pm-7pm**
- AND also on several Fridays (see below). **Friday sessions are from 9Am to 12Noon**
- AND Jan 5-8 in Israel. As part of the course we work with Israeli startups and the course concludes with a four-day trip to Israel in early January- making final presentations to startups and VCs and learning about the Israeli tech Eco-system.
- This course is worth 12 credits.

Why?

- Inside corporation
- Inside banks (innovation, digitalization, fintech)
- Start-up firms

How?

- Product Management
- Go-to-market strategy
- Valuation
- iTrek—hands on experience: work with startups

iTrek 2020

University of Geneva

University of Geneva iTrek

The University of Geneva iTrek is an intensive experience that meaningfully immerses students with:

- The innovation ecosystem*
- Entrepreneurial spirits and way of thinking*
- Multi-cultural experience*
- 12 credits*

- ★ Learn how to evaluate startup and investment decisions
- ★ Go-to-market strategy
- ★ Business model
- ★ Pricing strategies
- ★ Product Management

- ★ Engage with participating startups from Israel
- ★ Learn from leading VCs and incubators/accelerators
- ★ Hear from industry leaders, entrepreneurs and VCs
- ★ Bring back to Switzerland and Geneva the knowledge you gained about innovation and entrepreneurship
- ★ Cultural visits of Tel Aviv, Jerusalem, Haifa, the Dead Sea and Masada

Timeline

Sep 19, 20, 27: intensive courses on PM, competitive analysis

Sep 20: Matching startups and students and Introduction to companies;

Sep 20-27—learnings the environment of your startup (industry, competition, product)

Sep 29-oct 1: First weekly call with companies (through December)

Oct 3: Milestone zero

Oct 3-Dec 19: Each team meets with instructors at least every two weeks (either in person or via skype)

Oct 31: First milestone

Nov 28: Milestone zero.1

Dec 5: Second Milestone

Dec 19: Milestone zero.3

Timeline (continue)

Jan 5 (Sunday): iTrek starts in Tel Aviv @AM

Jan 8 (Wednesday): iTrek ends @ 5pm in Tel Aviv

Jan 8 (PM)-Jan11: Optional cultural tour of Israel

Expectations

- ★ Approx. 120 hours per student dedicated to company during fall semester.
- ★ Deliverables; highlight: 20 min presentation plus final report.
- ★ A 4 days of work in Israel (from approx. 8:30am – 5:00pm) followed by exploring other aspects of Israel.
- ★ Weekend (Thursday-Friday-Sat) devoted to culture and fun (optional).
- ★ Our KPIs:
 - Companies adopt recommendations
 - Companies, VCs and industry experts are impressed with UniGe students excited about our students
 - Students view the experience as great
 - Experience enables students to contribute to the innovation eco-system in Switzerland

Grading Policy

45% Fall Semester Activities

- ★ Milestone 1 and Milestone 2
- ★ GTM session assignment
- ★ Respond to milestone feedback in meaningful ways
- ★ Discussion with instructors
- ★ Thorough, thoughtful, and timely weekly updates

35% iTrek

- ★ Quality participation throughout all iTrek events
- ★ Represent UniGe community in a positive way
- ★ Maintain a level of professionalism throughout trip

20% Overall assessment

- ★ commitment and performance

Meet the Startups

 Mine[®]

Mine Overview

- Mine was founded in late 2018, by three experienced co-founders from the cybersecurity and consumer space, to provide people with ownership over their data, online.
- Mine empowers both individuals and businesses to discover their digital footprint, which consists of all their sensitive data that is being collected and stored by other companies. Mine then puts its users in the driver's seat by providing them with the opportunity to control their data through the exercising of privacy regulations worldwide (GDPR, CCPA, and alike) to permanently delete it.
- This process is done on a simple, easy to use, mobile web-based app.
- Mine's goal is to help individuals and businesses to minimize potential risks by reducing their unnecessary online exposure.



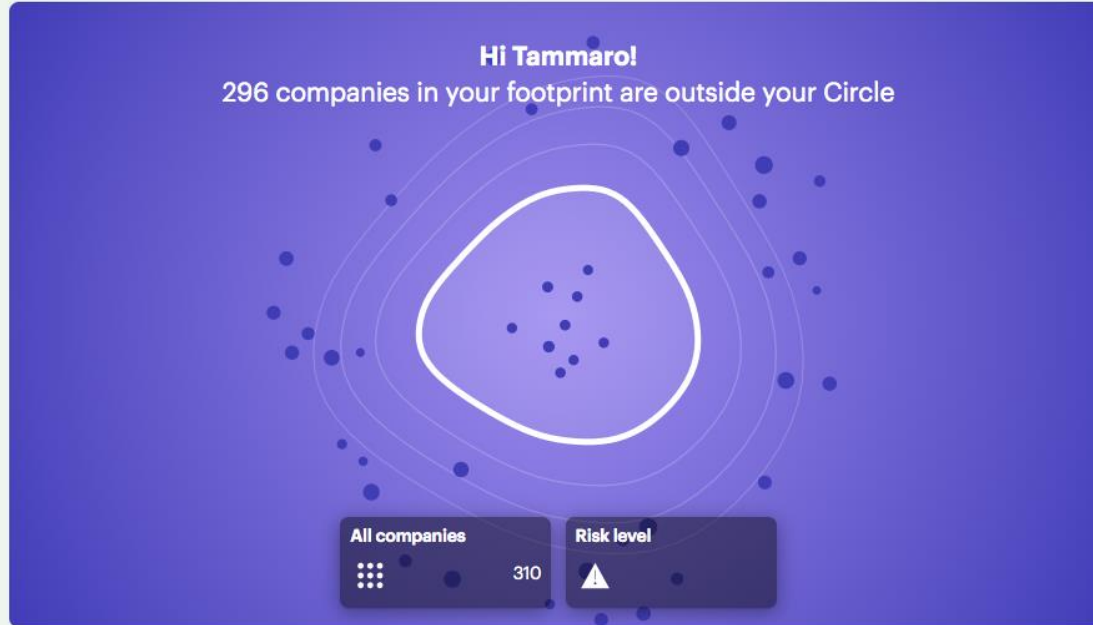
Mine



Reclaimed



Profile



YOUR FOOTPRINT HIGHLIGHTS

YOUR FOOTPRINT HIGHLIGHTS

Are you still using these recently joined services?



Take action

Feeling social? Are you still using these social accounts??



Take action

Wake-up call: Are you still using ALL these telecom services?



Take action

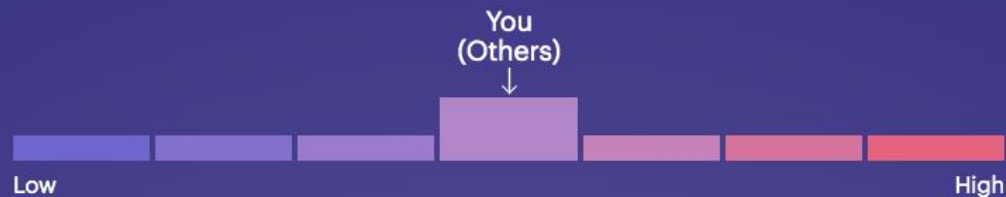
Quick Buck: Take a close look on your financial services



Take action

< Back

Risk Level



Financial Information

Personal Information

37 services hold your financial information, such as your credit card or bank account



google.com



paypal.it



germanwing



edreams.com

R

ryanair.com



UNIVERSITÉ
DE GENÈVE

Mine challenge 1 : Go-to-market plan in Europe

RQ: What would be the best penetration strategy in order to achieve this goal?

- Please describe a plan with different strategies, as for how to tackle each. In your plan, include advantages and disadvantages.
- Test your hypothesis with A/B testings, together with the company's executives.

Examples:

- Engage with local publishers, looking for privacy-oriented items
- Engage with local digital communities on Facebook, LinkedIn, Twitter
- Engage with local colleges and universities

Mine challenge 2: Business Model - B2C Pricing Model

Mine intends to charge its B2C users for a subscription or freemium payment model.

RQ: Based on Mine's key product features and future ones, what would be the right B2C model for the company? What features will be included or not?

A/B test using landing pages to test your thoughts. Provide a detailed plan with the Pros and Cons of each option.

Bear in mind:

1. A subscription model includes all product features while a freemium gives some portion of the product for free and the rest is had to be paid for. There are Pros and Cons for each one.
2. What is the right pricing point? Should we use different pricing packages/tiers (if at all)?
3. Provide market pricing benchmarks on different Direct and Indirect competitors in the market that uses similar business models

watchful

Creating Competitive Advantage

Watchful Overview

Industry: Competitive intelligence, B2B, In-app intelligence | Funding Stage: Seed financing

- Watchful taps into a gold mine of information hidden within mobile apps. We perform a deep dive analysis into your competitor's product - revealing exactly WHAT they are doing to make it successful.
- Watchful reveals all of your competitors' (successful or failed) innovations, enabling proactive, timely response.
- Watchful continuously tracks and reports all UI/UX changes competitors have made to their app, with a simple-to-track dashboard that shows the evolution of their product and identify emerging trends.
- With Watchful, benchmark the performance of your app on critical parameters such as time, network utilization and battery consumption, providing you with clear KPIs to follow - no more assumptions.

Watchful's situation

Watchful's solution is capital intensive and so, requires to use the company's findings in scale, to increase the return on the investment needed in the data found process.

To do that, the company is interested in enriching their Go to Market expertise, establishing a better understanding of what companies should they offer their product to.

Watchful's challenges: Go To Market

1. Research what kind of companies can be interested in the findings Watchful already hold, and why? Translate these findings into a cohesive strategy
2. Research what kind of companies may need new findings by Watchful, however, may generate the company higher profit margins? Translate these findings into a cohesive strategy

This comprehensive research will potentially lead you to build the company's go-market-strategy and to find potential partners and investors, for their solution.

So if you realize that there are no low-tech industries anymore, and if you are interested in

- Hands on learning experience
- How the VC world works;
- How startup operate; the challenges, the opportunities
- Valuation
- How to make effective presentation in front of VIPs
- GtM
- Pricing
- Business Models
- How to effectively deal with smart people from different cultures
- Explore Israel