

New Venture Entrepreneurship

learn & engage



For students who want to launch and scale their own venture, I&E supports courses and programs to help you move from idea to launch. You will learn to identify a problem worth solving; evaluate the financial, technical, and market opportunity of an idea; build and test a minimum viable product; build a successful startup team; map the milestones necessary to scale; and indentify the best option for financing gorwth. Leveraging resources at both Fuqua and Duke offers ample opportunity to get your startup off the ground.

LEARN THE CONCEPTS THROUGH OUR COMPREHENSIVE COURSE OFFERINGS

FOUNDATIONAL CASE-BASED COURSES

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|----------------|---------------------------|--------------------------------|
| Strategy 838 | ENTREPRENEURIAL STRATEGY | Spring 1 |
| Strategy 845 | ENTREPRENEURIAL EXECUTION | Spring 2 |
| Finance 651 | ENTREPRENEURIAL FINANCE | Spring 2 |
| Finance 660 | PRIVATE CAPITAL MARKETS | Fall 1 |
| Accounting 591 | MANAGERIAL ACCOUNTING | Fall 2 Spring 1 Spring 2 |

FOUNDATIONAL EXPERIENTIAL-LEARNING AND PROJECT-BASED COURSES

NEW VENTURES: DISCOVER

Strategy 848 || Fall 1 + Fall 2 & Spring 1 + Spring 2

Want to know where good ideas come from? New Ventures: Discovery is designed to lead you to a eureka moment by teaching you how to explore the world around you for problems worth solving. By the end of the course you will have identified more than a hundred problems and opportunities and will have gotten feedback from users about whether you are on the right track.

NEW VENTURES: DEVELOP

Strategy 849 || Fall 1 + Fall 2 & Spring 1 + Spring 2

Have an idea for a problem you want to solve or want to design a business model around someone else's problem? New Ventures: Development will lead you through the process of understanding whether an idea has teeth and if it is a business worth doing. You will learn to assess opportunities, develop and test business models, understand your financials, and build a successful team.

NEW VENTURES: DELIVER

Strategy 851 || Spring 1 + Spring 2

New Ventures: Delivery will guide you through the planning and launch process with a high-touch, customerized experience to position you and your venture for success. You will be actively working to generate revenue and position your venture for funding, if that's the desired growth path.

CASE-BASED COURSES TO ROUND OUT YOUR SKILLS

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|----------------|-------------------|--------------------------------|
| Management 745 | NEGOTIATIONS | Fall 1 Spring 1 Spring 2 |
| Management 747 | LEADERSHIP | Spring 1 |
| Marketing 738 | CONSUMER BEHAVIOR | Fall 1 |

INDUSTRY SPECIFIC COURSES

| | | |
|----------------|------------------------------|----------------|
| Management 750 | SOCIAL ENTREPRENEURSHIP | Spring 1 |
| Strategy 898 | DESIGN HEALTH 1, 2, & 3 | Fall Spring |
| Hlthmgmt 712 | MEDICAL DEVICE STRATEGY | Fall 1 |
| Finance 662 | REAL ESTATE ENTREPRENEURSHIP | Spring 1 |

HONE YOUR SKILLS THROUGH CO-CURRICULAR ACTIVITIES

PROGRAMS & EVENTS

Student Founders Program

Students at any phase of the innovation process can receive intensive coaching, mentorship, connection to community, and access to resources, including prototyping grants. This highly-selective, cross-campus program nurtures growth of both the founder and the venture.

Fuqua Fast Pitch

Students pitch their business concepts in this fast and fun, Fuqua-only competition.

STUDENT CLUBS

Entrepreneurship & Venture Capital Club (EVCC)

EVCC facilitates educational events and career opportunities in entrepreneurship and venture capital.

ENGAGE WITH EXPERTS ACROSS CAMPUS AND IN THE COMMUNITY

New Ventures Fellows (NVF)

In collaboration with the Duke Office of Licensing and Venturing, NVFs are responsible for assisting Duke start-ups with a variety of activities, from putting together investor pitch decks, to assessing the competitive landscape, to informing overall business plan development and corporate strategy.

1 Million Cups RTP

Every Wednesday at 9am local startups pitch their idea to get feedback and make connections

American Underground

American Underground, a co-working space that is home to over 275 startups, hosts frequent events for the local startup community.