

**Engineering 140A - Management of Technology Ventures (21 April 2009)**

Session #	Date	Class Topic	Guests/Instructors	Case	Block	Team Opening
1	31-Mar	MFP and E140A Introduction	Tom and Tina		A1	
2	2-Apr	Job Search Workshop I	MFP Alumni, Sarah, and Tina		A2	
3	7-Apr	Secret History of Silicon Valley	<i>Steve Blank</i>		A3	
4	9-Apr	"Running the Numbers" Workshop	<i>Ann Miura-Ko</i>		C1	
5	14-Apr	Models and Frameworks	Tom		B1	
6	16-Apr	Market Strategy I	<i>Donna Novitsky</i>	California Vision Tools	B2	
7	21-Apr	Market Strategy II	<i>Steve Blank</i>	IMVU	B3	1
9	23-Apr	Life Sciences Entrepreneurship	<i>Brook Byers</i>	Genomic Health	B4	2
8	28-Apr	Green Tech Entrepreneurship	<i>Kathy Ku &amp; Linda Chao</i>	Trexel	B5	3
10	30-Apr	Market Strategy III	<i>Jeff Miller</i>	Documentum	B6	4
11	5-May	Job Search Workshop II	Sarah and Tina		A4	
<i>ETL 1</i>	6-May	<i>ETL Seminar + Debrief Session</i>	<i>Steve Ballmer and Tina</i>		C2	
12	7-May	The Business Plan	<i>Srinija Srinivasan &amp; David Filo</i>	Yahoo!	C3	1
13	12-May	Sources of Venture Capital	<i>Scott Kriens</i>	Juniper	C4	2
<i>ETL 2</i>	13-May	<i>ETL Seminar + Debrief Session</i>	<i>Jeff Hawkins and Tina</i>		C5	
14	14-May	Startup Teams	<i>Josh Schwarzapel &amp; Nathan Furr</i>	Cooliris	C6	3
15	19-May	Founder-CEO Succession	<i>Peter Fenton</i>	Wily Technologies	C7	4
16	21-May	Ethics and Entrepreneurship	Tom and Tina	Randy Hess	C8	
17	26-May	Entrepreneurial Leadership	<i>John Hennessy and Tina</i>		C9	
<i>ETL 3</i>	27-May	<i>ETL Seminar + Debrief Session</i>	Tina		C10	
18	28-May	Term Project	Mayfield Fellows		A5	
19	2-Jun	E140A Summary and Looking Ahead to E140B	Tom and Tina		A6	

**Block Legend**

A - Mayfield Fellows Program
B - Opportunity: Product and Market Strategy
C - Resources: Financial and Team Strategy