הפקולטה לניהול
ע"ש קולר
אוניברסיטת תל אביב

Coller School of Management
Tel Aviv University

The Leon Recanati Graduate School of Business Administration

MBA

1264-3227-01 Delta Startup Studio

Section	Day	Hour	Class room	Exam date	Lecturers	Email	Telephone
Second semester, 1st half	Tuesday	15:00 – 21:00	308 Dan David	Pitch/Demo Day - 24.4.18	Ms. Noga Kap	nogakapp@gmail.com	054-442-8289
					Dr. Iris Ginzburg	iris.ginzburg@gmail.com	052-447-0044
					Ms. Lihi Laskar-Dangoor	lihi.laskar@gmail.com	052-513-3363
					Ms. Hila leizerovich	hila@nafca.co.il	054-537-3453
					Mr. Yahav Levy	Yahav.levy@gmail.com	054-242-8097

Additional teaching coaches: Nitzan Waisberg, Shirley Sheffer, Leslie Broudo Mitts

Office Hours: By appointment

Course Units

1 course unit = 4 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

Course Description

Delta is an intense 7-week team-based workshop for high-performing students who want to transition from wantrepreneur to entrepreneur.

The workshop focuses on understanding and implementing principals of establishing a new venture. The course will combine practical and academic aspects, short workshops, live examples, Hackathon, discussions, tools, presentation skillset and how to pitch to investors to enable practical attributes of entrepreneurial activity.

Delta takes student teams from idea to a coherent and compelling value proposition, including some proof of technological feasibility, prototyping and business viability, which can be communicated to others in a pitch presentation.

This course will be taught in *English*.

Course Objectives

Upon completion of the course, the student will be successfully able to:

1. Understand and implement the start-up foundation process
2. It's your project so you are the boss. Get ready to level-up and lead.
3. Hands-on learning experience.
4. People are the greatest resource. Delta is about connecting people, respecting people and discovering people.
5. Delta is the safe place to fail, so you can succeed later.
6. Delta will use Design Thinking mindsets throughout: Empathize, Define, Ideate, Prototype and Test.
7. Presentation your venture in front of investors.

Evaluation of Student and Composition of Grade

Percentage	Assignment	Date	Group Size	Comments
25%	Attendance		Individual	
25%	Hackathon Presentation		team	
50%	Final Pitch		team	

* According to University regulations, participation in all classes of a course is mandatory (Article 5).
* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed.)

Course Assignment

The Delta will combine frontal lectures (combined with guest lecturer), open discussions, workshops and presentations.

Delta is intense, team-based and extremely demanding. Much of the teamwork is self-guided. Coaches and guest mentors are there at all times to support and inspire each team's process, but the teams own the process. Nobody will tell you what to do at Delta. You are your own boss!

Each team of students works with another team of students. Weekly assignments will be given by Delta coaches, but will be presented to your partner-team, which will provide structured feedback. In turn, your team will provide structured feedback to your partner-team as they present their progress and assignments.

Delta is based on three major milestones: Ideation, Validation and Convergence. Each part will be covered in a dedicated lecture and the team will work individually to explore the milestone. However, it is likely that each team will progress at a different pace.

In the middle of the Delta, we will hold Hackathon to expedite your progress even more, with the help of external guests, experienced hi-tech people from different disciplines and coaches. You are expected to participate in the Hackathon or major part of it.

Delta will end with a pitch presentation day (Demo Day), where each team will deliver their pitch in front of the entire Delta group and guests.

Grading Policy

In the 2008/9 academic year the Faculty instituted a grading policy for all graduate level courses that aims to maintain a certain level of the final course grade. Accordingly, the final average grade for this course (which is an elective course) will be in the range 83-87%. Additional information regarding this policy can be found on the Faculty website.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (GoogleDocs)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well. Course material will be available on the course site.
Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

Course Outline*

Week	Date	Subject	Class work	Home assignments
1	6.3.2018	Kickoff- Ideation	Empathy work plan	Empathy work & Synthesis
2	13.3.2018	Ideation	Insights & POV	Ideation
3	20.3.2018	Validation	From Ideation to Solution	Prototype & tests + business model + pitch deck
4	26-27.3.2018	Hackathon - Mockup	Prototype & tests + business model + pitch deck	Prototype & tests + business model + pitch deck
5	10.4.2018	Converging- get out of the building and execute & storytelling	Converging - business model + pitch deck + storytelling	storytelling & presentation
6	17.4.2018	Storytelling	Dry run - Pitch Presentations	storytelling & presentation
7	24.4.2018	Demo Day	Pitch	

Required Pre-requisites

1. Each student need to team-up with a designated team
2. Each team has to have an initial venture idea or well defined direction
3. Each team create a video of 1–2-minute-long, describing its idea and the team, submitted by Feb 9, 2018