

Technology Ventures

From Idea to Enterprise

Thomas H. Byers

Stanford University

Richard C. Dorf

University of California, Davis

Andrew J. Nelson

University of Oregon

 UNIVERSITÄT
LIECHTENSTEIN
Bibliothek

 **Mc
Graw
Hill**) *Connect
Learn
Succeed™*

BRIEF CONTENTS

Foreword, xiii

Preface, xv

PART I VENTURE OPPORTUNITY, CONCEPT, AND STRATEGY

- 1 Economic Growth and the Technology Entrepreneur 3
- 2 Opportunity and the Concept Summary 25
- 3 Vision and the Business Model 51
- 4 Competitive Strategy 75
- 5 Innovation Strategies 107

PART II VENTURE FORMATION AND PLANNING

- 6 Risk and Return 137
- 7 The Business Plan 161
- 8 Types of Ventures 179
- 9 Knowledge, Learning, and Design 209
- 10 Legal Formation and Intellectual Property 231

PART III DETAILED FUNCTIONAL PLANNING FOR THE VENTURE

- 11 The Marketing and Sales Plan 251
- 12 The New Enterprise Organization 281
- 13 Acquiring and Organizing Resources 307
- 14 Management of Operations 329
- 15 Acquisitions and Global Expansion 349

**PART IV FINANCING AND BUILDING
THE VENTURE**

- 16 Profit and Harvest** 369
- 17 The Financial Plan** 391
- 18 Sources of Capital** 415
- 19 Presentations and Deal Negotiations** 455
- 20 Leading Ventures to Success** 467

References, 489

Appendices, 509

Glossary, 656

Index, 666