

Errata Sheet for Dorf and Byers
Technology Ventures: From Idea to Enterprise
Second Edition (First Printing)
ISBN 0-07-352922-2

Chapter 1 - Page 11

The term "entrepreneurial capital" should be bold to indicate its presence in the glossary.

Chapter 1 - Page 14

In the "See the DVD" icon, "Handspring" should be changed to read "Palm."

Chapter 2 - Page 28

In paragraph 3, line 7, "over \$8 billion in 2004" should read "over \$18 billion in 2006."

Chapter 2 - Page 44

In the "Next Big Thing" box, line 4, delete the word "multibillion."

Chapter 2 - Page 51

In the second paragraph, line 7, the word "Invertors" should be "investors."

Chapter 3 - Page 71

In the text box at the bottom of the page, "IPod" should change to "iPod."

Chapter 3 - Page 78

The "See the DVD" icon for Pam Marrone (AgraQuest) should move to the start of Section 3.8 at the bottom of page 76.

Chapter 3 - Page 79

In exercise 3.3, the phrase "dominant MP3 player" should change to "dominant audio player."

Chapter 4 - Page 92

In line 5, "little capital investment" should read "modest capital investment."

Chapter 4 - Page 101

Venture Challenge 1 should read: "Develop a SWOT analysis for your venture using the format of Table 4.4."

Chapter 5 - Page 129

In the last sentence of Exercise 5.1, "business model" should read "innovation strategy."

Chapter 7 - Page 160

In the "See the DVD" icon, "Govdon" should change to "Gordon."

Chapter 7 - Page 175

For the last exercise at the bottom of the page, "7.9" should change to "7.8."

Chapter 8 – Page 194

"See the DVD" 8.7 should read: "Classes of Innovations in the Product Leadership Zone" – Geoffrey Moore (MDV).

Chapter 9 - Page 209

In the text box, the title should read: "Neurocrine Biosciences: A Learning Organization in Disease Therapies."

Chapter 9 – Page 211

"See the DVD" 9.4 should read "Design Is Risk-Taking" - David Kelley (IDEO).

Chapter 10 - Page 241

In Exercise 10.4, the exercise should read: "Describe the advantages and disadvantages of a company name that is also widely used as a generic verb (e.g., Xerox, Kleenex, and Google)."

Chapter 11 - Page 248

The first sentence of the first paragraph should read: "The target segment for Starbucks can be described as customers seeking an attractive café in an urban setting and who want affordable luxury and casual social interaction in a clean place with a good range of high-quality coffee and bakery products."

Chapter 11 - Page 263

In the "See the DVD" icon, "Goy Kawasaki" should read "Guy Kawasaki."

Chapter 12 – Page 274

"See the DVD" 12.1 should read: "The Strength of a Team" - Vinod Khosla (KPCB).

Chapter 12 - Page 284

In the "See the DVD" icon, "Thompson" should read "John Thompson."

Chapter 13 - Page 311

In the text box, the first two sentences should read: "Salesforce.com offers a service called "utility computing" as an application service provider (ASP). The firm offers software for rent that is delivered to customers online through a Web browser [Clark, 2003b]."

Chapter 14 - Page 322

The title of the text box should read: "VeriSign's Value Chain Participation."

Chapter 14 - Page 322

The last sentence of the text box should read: "VeriSign participates in successful value chains of firms providing trusted e-commerce (www.verisign.com)."

Chapter 14 - Page 323

In the "See the DVD" icon, "Spacex" should change to "SpaceX."

Chapter 14 - Page 338

In the third item of the Venture Challenge box, "Draw a draft ..." should read "Create a draft"

Chapter 15 - Page 347

In the "See the DVD" icon, "Auctioncs" should change to "Auctionco."

Chapter 15 - Page 354

The second item of the Venture Challenge box, should read: "For your venture, discuss the plans for acting globally and describe your approach using Figure 15.1 and Table 15.7."

Chapter 16 - Page 359

The title of the textbox change from "JBoss Generates Revenue Through Service and Support" to "JBoss: Generating Revenue Through Service and Support."

Chapter 16 - Page 371

In the fourth paragraph, the text should change from "may describe a plan to harvest their venture" to "may describe an **exit strategy** for their venture."

Chapter 16 - Page 373

The "See the DVD" icon should align with the start of Section 16.5 and "Richardson (E. Piphany)" should read "Richardson (E.piphany)."

Chapter 17 - Page 380

The last sentence of the 3rd paragraph should read: "Please visit this textbook's websites for helpful tools and links regarding the financial plan."

Chapter 17 - Page 399

In the text of Exercise 17.3, the equity investment should read: "\$1 million" instead of "\$10,000."

Chapter 18 - Page 414

In the "See the DVD" icon, "Flevry" should read "Fleury."

Chapter 18 - Page 423

In the second paragraph, the phrase "... price-to-earnings ratio (PE)..." should read "...price-to-earnings or **PE ratio**" PE ratio is a term found in the glossary.

Chapter 18 - Page 424

In the third paragraph, the term "**pre-money** (before the investment) **value**" should be bold because it is in the Glossary.

Chapter 18 - Page 424

In the third paragraph, the term "**post-money value**" should be bold because it is in the Glossary.

Chapter 19 - Page 446

In the "See the DVD" icon, "Roizer" should read "Roizen."

Chapter 19 - Page 453

In exercise 19.5, the web address "usfcu.edu" should be "usfca.edu".

Glossary

Additional terms and definitions:

asset velocity Ratio of sales to net assets.

taxable corporation An enterprise subject to taxes on its reported profits.

Change "**intrapreneur**" to "**intrepreneurship**." Replace the definition with the following: "The entrepreneurial process within the confines of an established corporation."

The term "**postmoney valuation**" should change to "**post-money value**."

The term "**premoney valuation**" should change to "**pre-money value**."

References - Page 478

In the reference for Christensen, Anthony, and Roth [2004], the title should be italics because it is a book.

References - Page 479

For the "Corstijens" reference, the correct the spelling of her name is "Corstjens."

References - Page 480

In the reference for El-Haik and Roy [2005], the title should be italics because it is a book.

References - Page 486

For the Prahalad and Ramaswamy [2004] reference, the book title is *The Future of Competition: Co-creating Unique Value with Customers*.

Appendix A - Page 508

The next-to-last line in the table should have an asterisk behind the word "Taxes" and then the corresponding text added: "*Assumes no use of net loss carryforward to reduce tax liability."

Appendix C - Page 639

In C13, "Houstan" should read "Houston."

Appendix C - Page 640

In C14, "sr2.org" should read "sv2.org."