

MEDIA SUPPLEMENTS FOR STUDENTS AND INSTRUCTORS

The 4th edition is supplemented by two websites, collectively bringing students and instructors the most extensive resources available for technology and high-growth entrepreneurship courses. Visitors to either website can link to the authors' social networking sites in order to interact with the authors and other readers.

McGraw-Hill Website
www.mhhe.com/byersdorf

Accessed with a password, the McGraw-Hill website for instructors features:

- Answers to end-of-chapter exercises
- Teaching notes in Word and PDF format for the cases in appendix B
- Extensive sample presentations based on the text

Sample presentations provide instructors with a framework for organizing their lectures, and reference topic-related videos on the textbook's websites.



3 Vision and the Business Model

TABLE 3.8 Elements of a business model.

■ Customer selection:	Who is the customer? Is our offering relevant to this customer?
■ Value proposition:	What are the unique benefits?
■ Differentiation and control:	How do we protect our cash flow and relationships? Do we have a sustainable competitive advantage?
■ Scope of product and activities:	What is the scope of our product activities? What activities do we do, and what do we outsource?
■ Organizational design:	What is the organizational architecture of the firm?
■ Value r...	

3 Vision and the Business Model

The business design answers three key questions:

- Who is the customer?
- How are the needs of the customer satisfied?
- How are the profits captured and profitability protected?

3 Vision and the Business Model

3.4 The Business Model

Technology Ventures: From Idea to Enterprise

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Stanford University Website <http://techventures.stanford.edu>

Rich with content, the author-created Stanford website provides relevant media for each chapter in *Technology Ventures*, including:

- Video clips and podcasts of entrepreneurial leaders including founders, CEOs, venture capitalists, authors, educators, and policy makers.
- Suggested case studies from Harvard Business School and other universities around the globe.
- Resources on how to best integrate the book's business plans and case studies into entrepreneurship courses.
- Links to compelling resources on entrepreneurship.
- Additional sample business plans to augment the executive summary in appendix A.
- Sample syllabi including one from an actual Stanford University course for students of all majors.
- A collection of the videos listed in the "Video Resources" section at the end of each chapter in this textbook.

