## Course Title

Delta Startup Studio

## Lecturer

Dr. Iris Ginzburg, Nitzan Waisberg, Noga Kap, Hila Leizerovich, Lihi Laskar-Dangur, Noam Smetana, Noga Kap

## Semester

Second

## Course requirements

None

## Final grade components

25%     Attendance and participation
25%     Hackathon Presentation
50%     Final Pitch

## Course schedule

| Class no. / Date | Subject and Requirements (assignments, reading materials, tasks, etc.) |
|---|---|
| 7.3.2021 | Kickoff, Empathy – meet the need, Sign the Delta Manifest,  Stakeholders  mapping & User research.<br>Hoe Assignment - Stakeholders  mapping & User research |
| 14.3.2021 | Eco system analysis & competitive analysis, Eco system analysis & competitive analysis and team plan.<br>Home Assignment - Eco system analysis & competitive analysis |
| 21.3.2021 | Business models and Canvas, Competition – deeper analysis, Business Model Canvas.<br>Home Assignment - Business canvas |
| 4.4.2021 | Value chain, Value chain & canvas.<br>Home Assignment - Stakeholders  mapping & User research & market research & Business canvas |
| 11.4.2021 | Prototyping & test, Building Mockup, prototyping, validation.<br>Home Assignment - Building Mockup, prototyping, validation<br>Preparation to the Hackathon |
| 15-16  .4.2021 | Thursday - Presentation skills workshop, Friday – Storytelling & Video workshop.<br>Overall - Mockup, prototyping, validation, Storytelling & Presentation<br>Home Assignment - Product Prototyping & validation, Storytelling &  Presentation |
| 18.4.2021 | *Mid-term Presentations*<br>Home Assignment - Progress based on the class feedback |
| 25.4.2021 | Business Models, Refining the Business Model.<br>Home Assignment - Progress based on the class feedback |
| 2.5.2021 | Teamwork & Progress |
| 9.5.2021 | Dry Run & Feedback, *Pitch deck First draft*, Presentation, Content, Finalization. |

| | | |
|---|---|---|
| | Home Assignment - Reworking the presentation and pitch according to feedback | |
| 23.5.2021 | Teamwork & Progress | |
| 30.5.2021 | Teamwork & Progress | |
| 6.6.2020 | Dry Run & Feedback, *Pitch deck second draft*  Presentation, Content, Finalization. Home Assignment - Reworking the presentation and pitch according to feedback | |
| 13.6.2020 | Pitch day, Demo Day, Pitch | |

## Required course reading

| |
|---|
| |

## Optional course reading

| |
|---|
| |

## Comments

Please make an effort to participate in the explanatory session and the networking event. Date TBD
Each student needs to team-up with at least one more member. Member do not have to be students.
Each team has an initial venture idea.
Each team creates a video of 1-2 minutes which will be submitted by noon, March 1st 2021.