

VENTURE ENGINEERING

Spring 2016 | Wednesdays, 7-9 p.m.

Course: 15.373J/2.912J (12 units)

Instructors:

Eugene Fitzgerald

Scott Stern

Bill Aulet

Andreas Wankerl



Prepare to design + lead start-up ventures

Students

Open to **all** MIT undergraduates seeking to leverage their skills to found or join a start-up company at some point in their career.

Objectives

Students will learn to:

- Understand central challenges and choices facing start-up innovators.
- Utilize best practices for primary market research to identify and understand potential customers.
- Design and implement ventures positioned for impact and scale.

For more information, contact Liz Friedman, Academic Program Manager, at lizf@mit.edu.