

# Venture Engineering

Spring 2017 | WED @ 7–10 pm

Course | 15.373J / 3.085J / 2.912J (12 units)

Instructors | Eugene Fitzgerald, Scott Stern, Bill Aulet, Andreas Wankerl



## Prepare to Design + Lead Startup Ventures

### Students

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

### Objectives

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

*This course is one of two core subjects for the  
Entrepreneurship & Innovation Minor.*

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Contact | Liz Friedman, Academic Program Manager | [lizf@mit.edu](mailto:lizf@mit.edu)  
[innovation.mit.edu/minor](http://innovation.mit.edu/minor)

