Entrepreneurship Program

April 18, 2020
SF Bay Area Entrepreneurship Ecosystem
Resource and Opportunity Assessment

- Technology Readiness
- Complementarities
- Intellectual Property
- Production Capability

- Customer Needs
- Market Potential
- Regulatory Conditions
  - Risk Factors

- Expertise & Experience
- Temporal Analysis
- External Expertise
- Compensation

- Cost & Revenue
- Sources of Financing
- Timing & Terms
- Financial Returns
Launching and Scaling New Ventures (required) Fall 2020

This course covers how launching new ventures requires identifying, understanding, and assessing opportunities and offering viable business models, market fit, and business planning. The course also presents how scaling new ventures requires understanding resource requirements, operational planning, and managerial issues.

Entrepreneurship Practicum (required) Spring 2021

Application of entrepreneurship skills through the development of start-ups either as a new venture or assisting with an entrepreneurial venture at an existing company. Course includes identifying problems/opportunities; analyzing industries, competitors, and markets; designing products/services; and developing new ventures.
Entrepreneurship Concentration

Business Model Innovation (elective) Fall 2020

This course examines novel business models used by entrepreneurial and established companies and addresses how to identify key elements of business models, evaluate their strengths and limitations, and assess how to improve existing business models to achieve greater competitiveness.

Social and Environmental Entrepreneurship (elective) Spring 2021

This course applies entrepreneurial thinking to the relationship between business development and its social, environmental, and economic impacts and also focuses on how the principles of entrepreneurship can be applied to solving social and environmental problems.
Pitch-day 2019

Pitch - Day 2019 Video
# Dr. Alex Makarevich

![](image)

## Alex MAKAREVICH

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California State University East Bay  
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Hayward, CA 94542  
alex.makarevich@csueastbay.edu  
Tel: (510) 885-3684

## POSITIONS HELD

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Position and Institution</th>
</tr>
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<tbody>
<tr>
<td>08/2019</td>
<td>present</td>
<td>Associate Professor of Management, College of Business and Economics, California State University East Bay</td>
</tr>
<tr>
<td>09/2011</td>
<td>08/2019</td>
<td>Assistant Professor, ESADE Business School, Spain</td>
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<tr>
<td>09/2017</td>
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<td>Visiting Scholar, Department of Sociology, Stanford University, USA</td>
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<td>07/2014</td>
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<td>Visiting Scholar, Graduate School of International Corporate Strategy (ICS), Hitotsubashi University, Japan</td>
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<td>06/2010</td>
<td>06/2011</td>
<td>Graduate Lecturer, Stanford University, USA</td>
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</tbody>
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Dr. Kourosh Shafi

Kourosh Shafi
Assistant Professor of Entrepreneurship
California State University, East Bay

Publications

2019

2018
- Henry Sauermann, Chiara Franzoni, Kourosh Shafi. Crowdfunding scientific research: Descriptive insights and correlates of funding success. PLOS ONE.
Dr. Gregory Theyel