

## **ENTR 4500**    **ENTREPRENEURSHIP & TECHNOLOGY VENTURES**

**ENTR 4500    3.0**

**WINTER**

**PRE-REQUISITES:** This course is open to Year 4 BBA/IBBA students, students who have completed 60.00 engineering credits in the Lassonde School of Engineering, or students with instructor permission (Course Credit Exclusion: SB/ENTR 4600 3.00)

**INSTRUCTOR:** Julien Papon

### **COURSE OVERVIEW**

This course provides the opportunity to cohesively and effectively plan for the creation of a technology-based business start-up. Groups of students develop that business idea piece by piece, have the opportunity to make multiple pitches on their business concept and receive feedback, and craft a number of slide decks. This course is an excellent opportunity for students from Lassonde and Schulich to work together, learn and excel.

### **COURSE FACULTY**

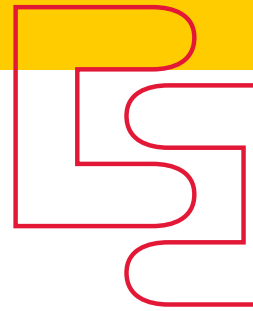


**Julien Papon** is a former automotive manufacturing executive who turned entrepreneur. Julien founded luxury cycling brand Vitess, and more recently VitessX, a unique private community of entrepreneurs, business owners & corporate leaders who view cycling as a means to not only to stay active & healthy, but also to build quality relationships and discover growth opportunities both on & off the saddle. He also founded Nexxit Capital, a specialty boutique focusing on deal origination & advisory work for LPs in the Secondaries Market. He holds a M. Sc. in Mechanical Engineering & a M. Sc. in Management of Industrial Systems from Ecole Centrale in France, and an MBA from the Schulich School of Business & the Kellogg School of Management. He is a licensed P.Eng. in Ontario.

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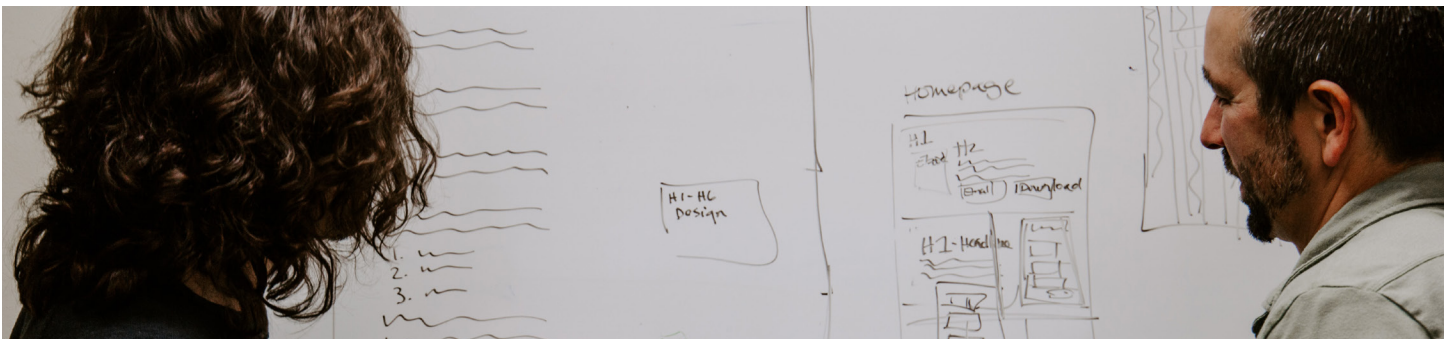
More details: [www.bestlassonde.ca/BESTCertificate](http://www.bestlassonde.ca/BESTCertificate)





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## **COURSE MODULES**



In the process of developing this business venture, students are expected to turn an idea into an enterprise, while regularly measuring the response of and engaging potential customers, learning what works and what does not, and revisiting their business' planning to focus on what customers really want. Students have the opportunity to further build their business network by meeting seasoned entrepreneurs and investors, among others, who regularly visit the class throughout the semester to share their wisdom and experience. The course also allows them to compete for prizes by pitching their ideas to a panel of judges at the end of the semester.

