

# Technology Entrepreneurship

ITS 440 • Fall 2009

## -Case Study Analysis

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Goals

To gain a deep understanding of a successful technology company's founding and growth, and share those insights with the class.

Instructions

Select a chapter from *Founders at Work* and write a thorough case study presentation to make to the class. Typical case studies include the following parts:

### Part One

- External Analysis - information about the ...
  - ▶ Industry
  - ▶ Marketplace
  - ▶ Competitive landscape
  - ▶ Political and Regulatory considerations
  - ▶ Barriers to entry
- Basically, where's the value?

### Part Two

- Internal Analysis - summary of the company's ...
  - ▶ Founding conditions
  - ▶ History
  - ▶ Growth
  - ▶ Capabilities and competencies
  - ▶ Financial resources
  - ▶ Human resources
  - ▶ Current business strategy
  - ▶ **Strengths, Weaknesses, Opportunities, and Threats**

### Conclusion

- Recommendations for future strategies
- Outlook and predictions