

Master of Mathematical Finance, University of Toronto

Innovation and Entrepreneurship, MMF2032H

ON-LINE

SUMMER SEMESTER 2020, JULY 20-AUG 7

Course Description:

This program introduces you to the nature, structure, financial and innovative gateway model to the entrepreneurship basic venture. It focuses on the main factors involved in the launching of a profitable, sustainable and viable business venture as a founder or as an employee, from the ideation, to the execution and implementation of your startup.

Program objectives include a meaningful understanding of:

1. The digital business environment.
2. The business concepts and principles behind creating and launching a successful innovation venture.
3. How to produce, present, and critique business proposals and plans for ventures, and how to develop business simulation and forecasting models in support of these plans.
4. How to converse with and present to investors, executives, judging panels, incubators and accelerators.
5. Upon successful completion of the course, you will have first-hand experience of the stages, processes, and challenges involved in transforming an idea into an investable and scalable business venture, and will be ideally positioned to begin launching your own entrepreneurship venture.

In this program, you will learn methodologies that will give you a distinct career advantage whether or not you intend to work in an entrepreneurship mindset. It is designed to give you a true-to-life experience of the thought processes behind successful business ventures, which apply whether you are planning on creating your own startup or working for an established employer.

You and your team will devise a cool, innovative solution to a significant market problem. This will involve researching your customer base, forming and testing hypotheses, and producing a value proposition that will form the basis for your business model. You will investigate your customer base and market by identifying the key activities, resources and partners needed for fulfillment. This process culminates in a business model that both makes sense in a financial context and resonates with a venture capital (VC) or funding audience—the kind of audience who will eventually be visiting the class to critique your final product and business model. This program sets very high standards for you because the business world demands nothing less.

This program will involve guest speakers and panelists including entrepreneurs and investors that are currently active in the industry. Each will share their unique real-world experiences, insights, and perspectives on the future of entrepreneurship.

Grade Breakdown

[Team grade 60%, individual grade 40%, optional individual bonus 2.5%]

[Assignments 75, final exam 25]

- **Assignment 1:** Individual Written Introductions (2.5% bonus)
- **Assignment 2:** Market Analysis, and Startup Team (10%)
- **Assignment 3:** Team Pitch (15%)
- **Assignment 4:** Team Written Customer Segment (10%)
- **Assignment 5:** Team Written Value Proposition, Competition, Tech Know How (15%)
- **Assignment 6:** Team Pitch (10%)
- **Assignment 7:** Team Written Business Plan Outline (15%)

- FINAL EXAM: (25%) Financials and risk essay