



## What the students think



**Stephan Schmitz (D-MAVT - Mobility):**

It was the first time in my whole studies that I did a course like that. Therefore I had no detailed expectation. Nevertheless I wanted to get a first small view into starting an enterprise.

Definitely recommend it! It is the first time you really start to work and learn in your study! This also means a lot of work!



**David Gómez Lillo (D-MAVT - Mobility):**

Really this course met my expectations, then as I imagined it is something different, original, is not the typical course, and it makes you thinking about different opportunities in your life.

I would recommend it to other students. I will say it is one of the most interesting and open courses I have made.



**Emilia Gustafsson (D-MATL - MSc):**

I came here with almost no expectations. First I was frightened, especially for all questions asked to the students during class. But I'm really glad I stayed and took it! Usually no answers are wrong.

It is a class with quality. Prof. knows what he's talking about and you always get good examples. I like all metaphores and that the Prof. is focussed on the subject (even if some one is on the wrong track - quick back again)

## Up-Close and Direct Hands-On Business Studies

Through a unique learning environment, the participants explore the essential ingredients of creating a new enterprise. The course contents are formulated around the personal experience of the lecturer, and other practitioners, being augmented by real life stories of entrepreneurs as well as the use of selected case studies.

While not everyone would be entrepreneurs, engaged participants leave this course having thought through and felt what it takes to be one.



## Contact

For more information regarding the NEFE course or other courses we offer, please email us at:

nefe@ethz.ch

Alternatively, we can be found at:  
New Enterprise for Engineers  
ETH Zürich, MLJ 33  
Sonneggstrasse 3  
CH-8092 Zürich

[www.nefe.ethz.ch](http://www.nefe.ethz.ch)

## The Course

Propose the role of Needs-Driven Opportunities for new technology enterprises.

Explore links between entrepreneurship and engineering; such as problem solving, planning, system analysis, can-do attitude!

- Making it happen - through sales, marketing, planning, staffing, implementation, financing, and growth. Detailed Plans and execution
- Survival (and success) through cash flow management
- Explore the human issues in any new enterprise
- Alignment of interests between providers of value (founders and staff, VC's) and the providers of capital (Angels, VC's, Corporation)
- Transformations of enterprises along growth path

## Approach

- Weekly lectures including discussions of international case studies
- Exercises to develop and present modules of new plans
- Extensive class interactions capped with presentation by each (group) student of new enterprise plan

### Focus Students:

Elective, MSc or PhD  
Engineering or natural sciences.

### Course Instructor:

Prof. Reza S. Abhari

### Typical Guests:

- Successful new companies founder
- New companies founder
- Venture Capital and business Angel
- Corporation Executives



## Is this course for me?

### Yes, if you are:

- curious on how to build a new organization and business
- would like to address a market through innovative technological solutions
- keen to work in a self-organized team
- engage in an intensive manner

### No, if you are:

- unable to commit the time
- a passive participant
- not interested in team work

