

## Japan Lecture Series for Bill Aulet for December 16-18, 2014 @ TokyoTech

### Tuesday December 16, 2014:

- 9:00 – 10:30 am: Lecture #1: Why is Entrepreneurship Important? What is it? Can it be taught? 7 Harmful Myths about Entrepreneurship (Readings: WSJ articles, Tale of Two Entrepreneurs, Introduction of “Disciplined Entrepreneurship” book, pages 1-9)
- 10:45 – 12:15 pm: Lecture #2: What is Disciplined Entrepreneurship? (Reading: “Six Themes of the 24 Steps,” Disciplined Entrepreneurship, pages 11-13)
- 12:30 – 1:10 pm: Break for Lunch
- 1:20 – 2:50 pm: Lecture #3: Nucleation I: Generating Ideas for a New Venture (Reading: “Getting Started,” Disciplined Entrepreneurship, pages 15-21)
- 3:05 – 4:35 pm: Lecture #4: Nucleation II: Building a Team for a New Venture

### Wednesday December 17, 2014:

- 9:00 – 10:30 am: Lecture #5: Theme #1: Who is Your Customer? (Reading: Steps 1-5, Disciplined Entrepreneurship, pages 23-81)
- 10:45 – 12:15 pm: Lecture #6: Primary Market Research (Reading: Talking to Humans ebook)
- 12:30 – 1:10 pm: Break for Lunch
- 1:20 – 2:50 pm: Lecture #7: Theme #2: What Can You Do for Your Customer? (Part I) (Reading: Steps 6-11, Disciplined Entrepreneurship, pages 83-138)
- 3:05 – 4:35 pm: Lecture #8: Theme #2 (cont.): What Can You Do for Your Customer? (Part II) (Reading: “Our Dangerous Obsession with the MVP” article - <http://techcrunch.com/2014/03/01/our-dangerous-obsession-with-the-mvp/>)

### Thursday December 18, 2014:

- 9:00 – 10:30 am: Lecture #9: Theme #3: How Does Your Customer Acquire Your Product? (Reading: Steps 11-12, Disciplined Entrepreneurship, pages 139-156)
- 10:45 – 12:15 pm: Lecture #10: Theme #4: How Do You Make Money Off Your Product? (Reading: Steps 13-19, Disciplined Entrepreneurship, pages 157-217)
- 12:30 – 1:10 pm: Break for Lunch
- 1:20 – 2:50 pm: Lecture #11: Themes #5 & #6: How Do You Design & Build Your Product? & How Do You Scale Your Business? (Reading: Steps 20-24, Disciplined Entrepreneurship, pages 219-259)
- 3:05 – 4:35 pm: Lecture #12: Beyond the 24 Steps – Entrepreneurial Culture and Leadership (Reading: Postlude, Disciplined Entrepreneurship, pages 261-262, “Avoid Stagnation: Acceleration Trumps Incubation” article, <http://techcrunch.com/2014/03/15/avoid-stagnation-why-acceleration-trumps-incubation/>, and Mini-Case Study #6: Entrepreneurial Culture - *Intergalactic Research*)