

The **Ivey Casebooks Series** is a co-publishing partnership between SAGE Publications and the Richard Ivey School of Business at The University of Western Ontario. Due to their popularity more than 60 countries, approximately 200 new cases are added to the Ivey School of Business library each year. Each of the casebooks comes equipped with instructor resources on CD-ROM available upon request. These affordable collections will not only help students connect to real-world situations, but will benefit corporations seeking continued education in the field as well.

Cases in Entrepreneurship: The Venture Creation Process is the first book to be based upon a cognitive framework of entrepreneurship. These cases are compatible with courses in Entrepreneurship, and New Venture Management at the undergraduate and MBA level in schools of business. The instructor's resources on CD-ROM includes detailed 6-10 page casenotes for each case, preparation questions for students to review before class, discussion questions, and suggested further readings.

CONTENTS

Part I

The Venture Creation Process

Chapter 1 – Searching

- The Searching Process
- Cases

Chapter 2 – Screening

- The Screening Process
- Cases

Chapter 3 – Planning/ Financing

- The Planning/ Financing Process
- Cases

Chapter 4 – Setup

- The Setup Process
- Cases

Chapter 5 – Startup

- The Startup Process
- Cases

Chapter 6 – Ongoing Operations

- The Process of Ongoing Operations
- Cases

Part II

Core Skill Building

Chapter 7 – Competitive Analysis

Chapter 8 – Venture Relationships

Chapter 9 – Business Planning

Appendix

The New Venture Expert Script

EXAMPLE DETAILS

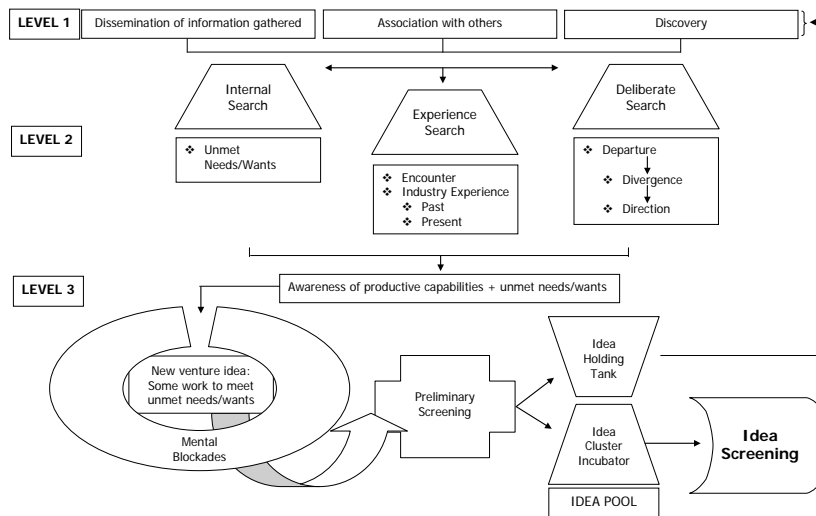
Part I

The Venture Creation Process

Chapter 1 – Searching

- The Searching Process

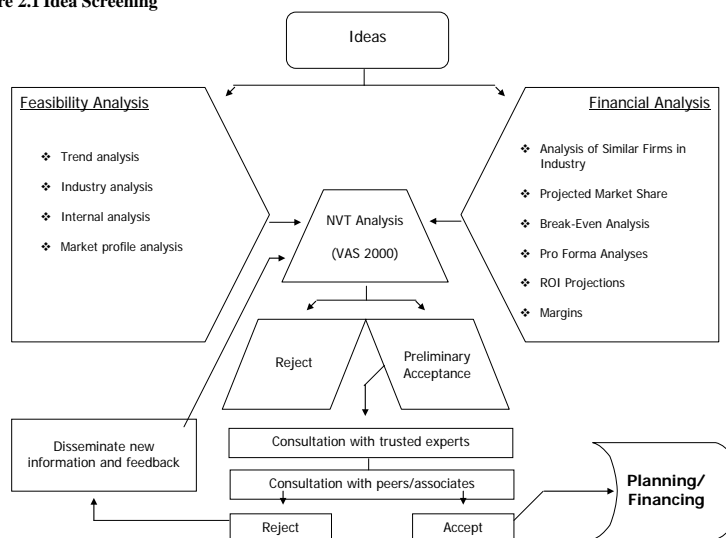
Figure 1.2 Searching (Idea Formulation)



Chapter 2 – Screening

- The Screening Process

Figure 2.1 Idea Screening



Chapter 3 – Planning/ Financing

- The Planning/ Financing Process

Figure 3.2 Planning/ Financing – Product/ Service Level

LEVEL 1: Plan/Produce Product/Service

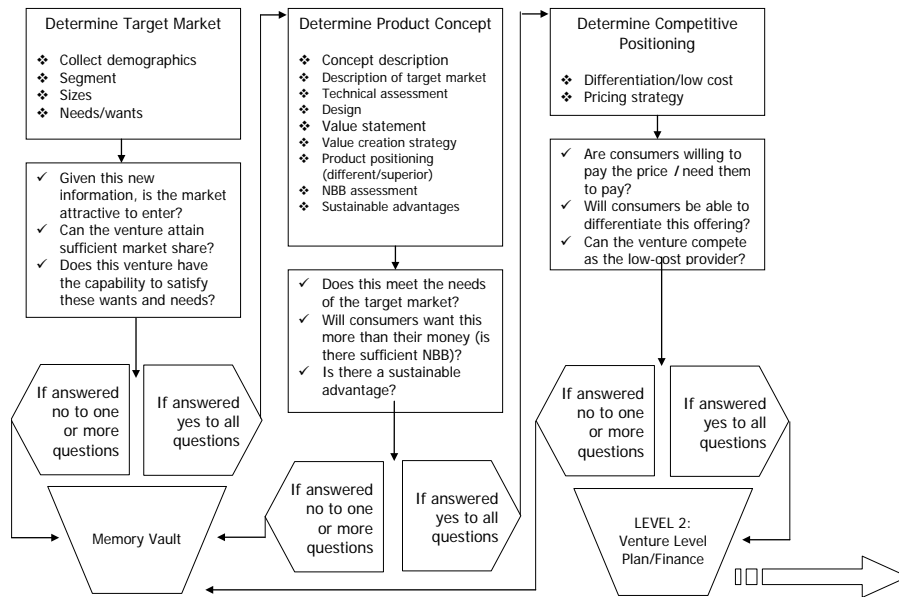
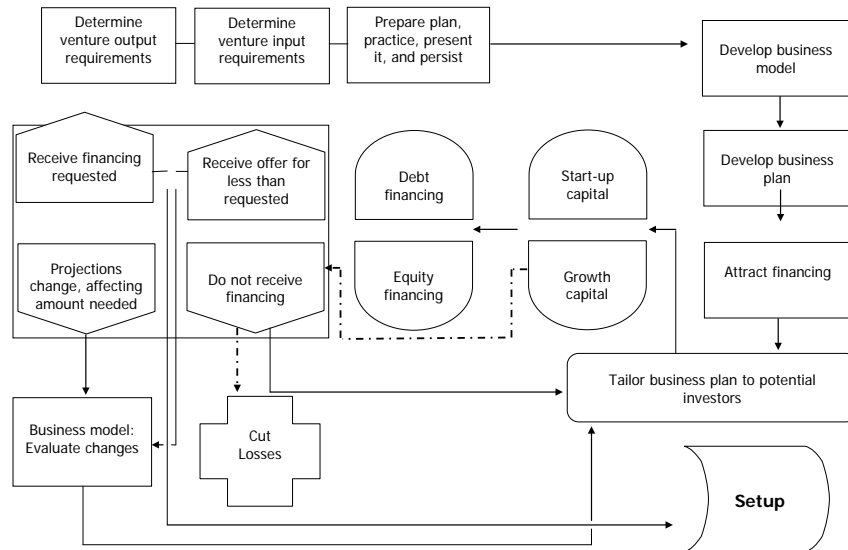


Figure 3.5 Planning/ Financing – Venture Level

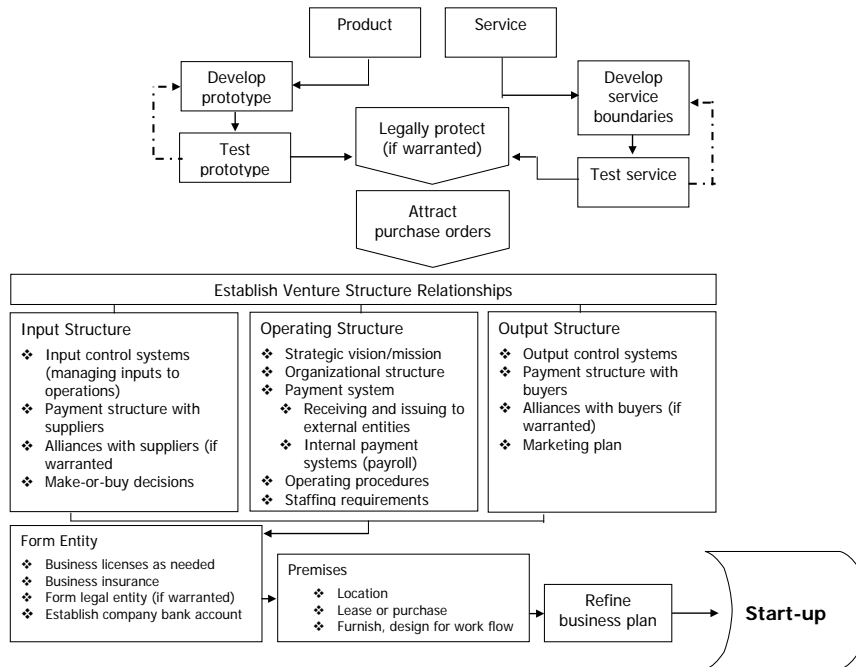
LEVEL 2: Venture-Level Planning & Financing



Chapter 4 – Setup

- The Setup Process

Figure 4.1 Setup



Chapter 5 – Startup

- The Startup Process

Figure 5.1 Start-up

