**Entrepreneurship- Essentials**

Master a Proven Framework for Building and Financing New Ventures

Entrepreneurship Essentials helps you turn an idea into a viable venture. Learn how entrepreneurs validate concepts through structured experiments, refine their business strategy, and raise the capital necessary to create value and grow their business.

**WHO WILL BENEFIT**

**Aspiring Entrepreneurs**

Whether you’re a first-time entrepreneur with the start of an idea or are exploring entrepreneurship, learn the language of the startup world.

**Early-Stage Entrepreneurs**

Gain an overarching framework to evaluate opportunities, manage startups, and finance new ventures.

**Students**

See what it takes to be a successful entrepreneur and determine whether starting a business, or working for a startup, is the right path for you.

**WHAT YOU'LL LEARN**



* Identify a business opportunity
* Evaluate an idea and assess the market
* Explore the risks and rewards of entrepreneurship
* Leverage experiments to validate concepts and refine your business strategy
* Discover the key financial decisions entrepreneurs must make in the early stages of a startup
* Understand the process of raising capital and how to speak to investors

Entrepreneurship Essentials introduces you to the entrepreneurial journey from finding an idea, to gaining traction in the marketplace, to raising capital for your venture. This course explains how entrepreneurs run structured experiments to validate ideas and refine business strategy.

About the Professor

[William Sahlman](https://www.hbs.edu/faculty/Pages/profile.aspx?facId=6544) is a Baker Foundation Professor of Business Administration at Harvard

Business School. He previously served as co-chair of the Rock Center for Entrepreneurship,

co-chair of the School’s Entrepreneurial Management unit, chairman of the board

for Harvard Business School Publishing, and Senior Associate Dean for External Relations.

He is a widely published author of numerous articles and two textbooks,

and has published more than 200 case studies on entrepreneurial ventures.