



## KEI510: Understanding Startups

**Class Time** MTWThF 9:00 – 12:00, T 19:00 – 21:00  
(Class is from July 9-13)

**Location** To be announced

**Credit** 1

**Instructor** Professor Steve Ahn, Ph.D. ([steveahn@kaist.ac.kr](mailto:steveahn@kaist.ac.kr))

**Required Materials**

### Course Summary

#### ★ Course description

This course is intended for both undergraduate and graduate students who are interested in starting their own business sometime in their career. This is an introductory course covering the key components of starting a new business. The key components include business model, entrepreneurial finance, presentation skills, startup team and leadership.

The purpose of this course is to gain practical knowledge through various methods such as lectures, case discussions, team project(s), and invited talk(s). Students who complete this course will understand the basics to starting new business.

This is a 5-day course with lectures between 9 AM and 12 PM from Monday to Friday and a practice session on Tuesday from 7 PM to 9 PM. Students will earn 1 unit.

#### ★ Course schedule\*

Day 1:

- Course introduction and entrepreneurial journey
- Team formation
- Idea and value proposition

Day 2:

- Presentation skill 1
- Customer interview
- Accounting and financial statements
- KAIST Startup Simulation game

Day 3:

- Business model
- Presentation skill 2

Day 4:

- Funding
- Founders and the team
- Presentation skill 3

Day 5: Demo day

- Team presentations
- Invited talk

★ Lecturer Information

Steve Ahn, Ph.D.  
Professor of K-School, KAIST

Worked for semiconductor companies in Silicon Valley, Japan and Korea.  
Founded Leadis Technology, a fabless semiconductor startup and brought it public at NASDAQ.

BS in Metallurgical Engineering at Seoul National University  
MS in Materials Science at KAIST  
MS in Electrical Engineering at Stanford University  
Executive MBA, Joint program of Tsinghua and INSEAD  
Ph.D. in Materials Science and Engineering at Stanford University

## Course Evaluation

30% Class participation  
50% Group work  
20% Individual work

\*Details of the course are subject to change without prior notice