

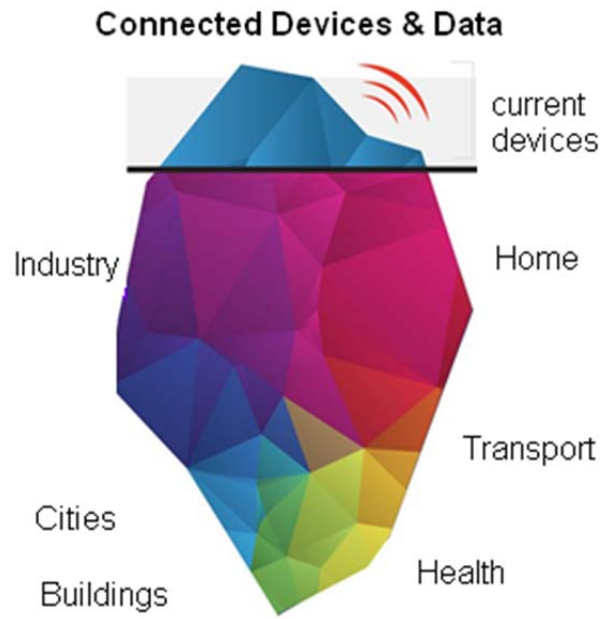
Digital Ventures Design 3.0

“Internet of Things & Data” Edition



Caltech

Now
2020

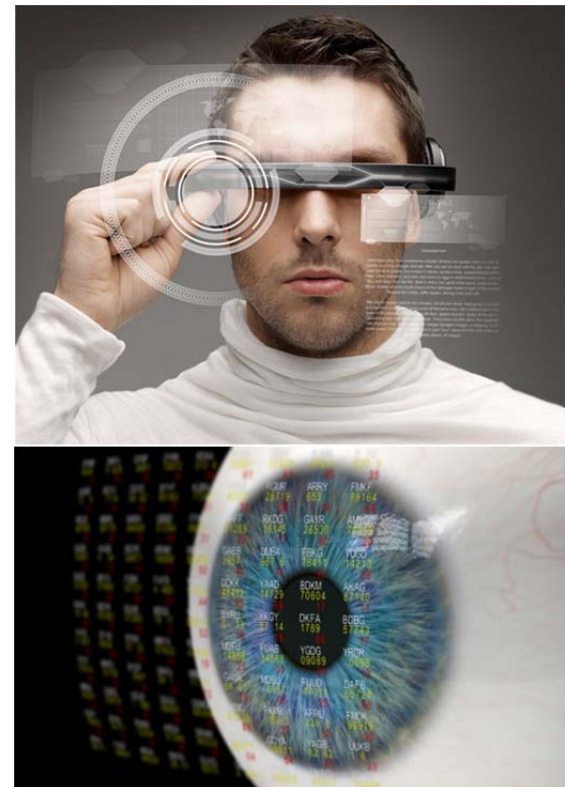


Course Topics

- Fundamentals of Internet of things and big data
- Understanding the user-oriented design
- Creating an innovative product offering
- Technology enablers and requirements
- Value proposition and core competency
- Business models, unit economics and viability
- Launch of services, promotion and product planning
- Feedback, improvement, data analysis and BI

Key Features

- Analyzing elements of success & failure of digital ventures with industry invitees
- Combined experience on team-based design, engineering, and entrepreneurship
- Term project to conceive an innovative digital product concept, prototype and business model
- Showcasing the project outcomes in a final event



Contact Information
 Instructor: Farshad Lahouti
 Email: lahouti@caltech.edu

Schedule
 MWF 13:00-14:30, Lectures and recitation
 Moore 080

digitalventures.caltech.edu