

ENTREPRENEURSHIP

ENTREPRENEURSHIP STRATEGY

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Hello. My name is Sean Lux. And welcome to the Entrepreneurship Strategy course. This semester we're going to have a lot of fun. We're going to learn how to see opportunity from a process standpoint. And we just might drink a few beers virtually.

In today's world, we've got very rapid change. It's coming from a lot of innovation, a lot of technology. You absolutely have to have the skill set to identify opportunities in the marketplace. So we're going to learn several techniques and processes for looking out there and seeing what all the opportunity is.

And then also trying to figure out, based on what we have in the marketplace, several techniques for being creative as far as finding new products, new ideas, and then taking those and figuring out how to build them into a plan that we can execute.

So our class is very hands-on as much as we can be virtually. So our end deliverable is going to be a strategic plan for an opportunity that you identify in the US brewing industry.

So why brewing? Because beer's pretty easy to make. It's an incredibly competitive marketplace. It's also a very mature marketplace. So we've got some huge conglomerates that own big parts of it, some interesting start-ups in the craft brewer space. And also, it is a very regulated industry.

So if you can find an opportunity in an industry that's highly regulated, very mature, and very competitive, you could take that same process and apply it to any other marketplace out there successfully.

And so what we're going to do through this class is not only we're going to learn about the big brewing landscape from an industry standpoint, but we're also going to see lots of videos of how these three entrepreneurial teams have started their three breweries here. They're all competing within blocks of each other, and they've all launched within a month or two of each other.

So it's a great way to kind of learn different strategic perspectives both on how to identify opportunity but then also how to execute it. So it's going to be an ongoing case study that we use throughout the class. It's entertaining, and just might make you a little thirsty, too.