

# INSTRUCTORS



## Ed Zschau

Senior Research Specialist I,  
Keller Center for Innovation  
in Engineering, Princeton

- Since 1996, Ed has been teaching at Harvard Business School, Princeton, Caltech, University of Nevada, Reno.
- In the 1970s, he was the Founder and CEO of System Industries, which became a public company in 1980.
- In the 1980s, Ed served for two terms as a US Congressman representing the Silicon Valle area of California.
- In late 1980s and early 1990s, he was a General Partner of Brentwood Associates (a California venture capital firm), the CEO of Censtor Corporation (one of Brentwood's portfolio companies), and the General Manager of the \$6.5 billion IBM Storage Systems Division.
- His volunteer activities during that time included serving as the Founding Chairman of The TECH Museum of Innovation in San Jose, CA.
- He is currently a Board member and investor in six technology companies including two that he helped to start with his former Princeton students right after their graduation. Ed now resides in Genoa, Nevada, while coming frequently to Princeton in support of courses, programs, and activities for Princeton student entrepreneurs.

**Email:** ezschau@princeton.edu



## Tom Iseley

The College of Engineering  
Entrepreneurial  
Ambassadors, Beavers  
Heavy Construction

Distinguished Fellow and  
Professor and Professor of  
Engineering Practice,  
Construction and Engineering  
Management, Purdue

- From 1982, he served on the faculty of Mississippi State University, Purdue University, Indiana University-Purdue University Indianapolis, and Louisiana Tech University.
- In 1989, he established the Trenchless Technology Center (TTC) at Louisiana Tech University.
- He is a founding director of the North American Society for Trenchless Technology (NASTT). He also served for three years as the chairman of the National Utility Contractors Association's (NUCA) Trenchless Technology Committee. He serves as the Chair for the Utility Risk Research and Education Council of the ASCE Utility Engineering and Surveying Institute (UESI), and a member of the EXCOM for the Risk Management Division.
- In 2004, he founded BAMI (Buried Asset Management Institute), non-profit professional organization, committed to providing training and certification for water infrastructure asset management.
- He serves as board of director in the WTC-Indy where he provides a unique pathway to transfer technical and management solutions to the global underground infrastructure industry through the 320+ WTC franchises.

**Email:** diseley@purdue.edu

# HIGH TECH ENTREPRENEURSHIP

(3 CREDIT HOURS) FALL SEMESTER 2022

**Time:** TR – 3:00 - 4:15 pm  
**Classroom:** Room 2108: HAMP Hall

## COURSE OVERVIEW

- This course is designed for undergraduate juniors, seniors and graduate students in the Purdue College of Engineering who are interested in starting up high tech companies early in their career or who want to become key contributors in new emerging technology companies after graduation.

## COURSE HIGHLIGHT/APPROACH

- Its focus is on the process of searching for, identifying, and evaluating technologies in research organizations such as university laboratories that have commercialization potential in a startup enterprise.
- Harvard Business School cases teaching: assignment requires each student to find a technology at the Purdue University and evaluate its potential to be the basis of a startup company. It requires students to understand the tech transfer process at the university as well as how to find technologies and how to learn about them from the professors and researchers on the campus.
- Based on the results from the assignment, student teams are formed to formulate business plans for creating tech companies to commercialize the most promising technologies. At the end of the course, each team has the opportunity to present their plans to panel of local investors.
- Guest speaker: Learning from Entrepreneurs who got their start by completing the High Tech Entrepreneurship course
- It was continuously improved and freshened with new case material and teaching notes.

## COURSE HISTORY/REVIEW

- During the 24 years, Ed Zschau was offering the course a total of 40 times:
    - 31 semesters for about 1,600 Princeton students.
    - 3 semesters for about 80 Caltech students.
    - 6 semesters for about 230 University of Nevada, Reno (UNR) students.
  - 400 graduates survey data (2015):
    - 94.7% of graduates that found a company believe the course played at least some role in that life choice/success
    - In 2015, 100% of graduates cite the course as a factor in their career choices and success (#1 and #2) on a class basis.
    - 61.2% Of the 116 founders wrote a textbox response for how the course shaped their life decisions.
- Some Quotes from Founders on Course Influence:
- “One of my top 5 most influential courses in shaping my view of myself and my ambitions.”
  - “Inspired me to want to be a creator & an entrepreneur in technology”
  - “Inspired me to “Go For It”; “Desire to build a future”;
  - “Gave me some tools, and sharpened others...but mostly gave me the encouragement to really take on what I had been dreaming about.”
  - “Definitely helped inspire me to try my hand at entrepreneurship”
  - “The confidence to overcome self-doubt in not following a traditional big company career path.”
- Survey summary: It was more than just a course, it was a mentorship between a professor and his students, a relationship not alike a father’s—Zschau inspired his students with life lessons that stayed with them long after graduating. It appears as though it was not about discounted cash flows, attracting resources for an enterprise, negotiating techniques, and writing business plans. It was about life, and what matters.

