Course Outline

Course Code : BSN3702
Course Title : New Venture Creation With AI
Semester : Semester 1, Academic Year 2026&2027
Faculty : Mita Natarajan
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Overview

Create a new business venture through the use of AI tools for market validation, business model structuring, product development, and equity structuring with the intent to secure capital and strategic investment support in a timely manner.

The purpose of this course is to help students utilize AI effectively by :

- Understanding the process, challenges, risks and rewards of starting up a new venture
- Identifying and using AI tools for secondary research on market opportunity, customers, competition, governance needs and related risks
- Using AI tools to stress test the validity of assumptions on their business model and financial forecast
- Equip them with the analytical methodologies required to detail a business model, identify target investors, build equity structure/term sheet, negotiation strategy to secure investor funding
- Ensure business success through a well-defined stakeholder communication strategy
- Understand the problems/limitiations relating to using predictive or generative AI to secure secondary data

Course Objectives

Learning objectives include:

- Identifying and using generative and predictive AI tools to do secondary research on market opportunity, customers, competition, governance needs and related risks
- Developing a new venture idea and its related business model based on predictive AI secondary data
- Creating investor targeting strategies through identification of key investor groups and their investment mandate and using predictive AI to prioritize
- Building equity and partnership negotiation strategies using predictive AI secondary data for benchmarking
- Developing an investor pitch for funding and formally presenting
- Creating post funding investor communication strategies
- Overall understanding the problems/limitations of using predictive or generative AI in securing secondary data
- Forming and working successfully within a team

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

The following books on a range of topics, while not required, are highly recommended:

1. Business Case For AI: Kavita Ganesan
2. The Coming Wave AI, Power & Our Future: Mustafa Suleyman
3. Competing in the Age of AI: Marco Iansiti & Karim R Lakhani
4. The Startup Game – William Draper III
5. Technological Revolutions and Financial Capital - Carlota Perez
6. Venture Deals – Brad Feld, Jason Mendelson, Dick Costolo
7. The Art of Start Up Fund Raising - Alejandro Cremades
8. The Entrepreneurial Bible to Venture Capital - Andrew Romans
9. Term Sheets and Valuations - Alex Wilmerding
10. Introduction to Private Equity - Cyril Demaria
11. The Business of Venture Capital - Mahendra Ramsinghani

Assessment

Assessment Components	Weightage
Class Participation (individual)	20%
Final Report and presentation document (team)	50%
Final physical presentation (individual)	30%

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one' own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

About me . . .

Mita Natarajan has over 35 years of experience in building new ventures across the US, Europe and Asia. These ventures have included several that have listed in public markets and been sold as well. Her background also includes being on the fund raising side as well as running funds that invest in new and sustainable ventures. Her academic qualifications include a Masters degree from Harvard University. She currently working on restructuring an early stage AI venture in the US/Silicon Valley and on building an AI Lab with Oxford University and a NASDAQ listed company

Schedule and Outline

Lesson/ Week	Date	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
Week 1		Fund Raising – key elements Business Model Canvas (BMC) – LHS & RHS AI – usage to secure secondary data		
Week 2		BMC – market & competition AI – to secure secondary data BMC - financial forecast AI – stress test financial forecast assumptions		
Week 3		New Venture (NV) pitch creation NV - investor types & investment rationale AI –to prioritize target investors for funding		
Week 4		NV - founders funding options & rationale AI – to benchmark NV - investor funding rationale		
Week 5		NV - term sheet AI – to benchmark		
Week 6		NV - communication strategy		
Recess Week				
Week 7		Field work (with ongoing interaction with professor in and out of class time) Business Model Canvas - AI to secure secondary data		
Week 8		Field work (with ongoing interaction with professor in and out of class time) Financial forecast – AI to stress test assumptions		
Week 9		Field work (with ongoing interaction with professor in and out of class time) Target investors & rationale – AI to prioritize investors		
Week 10		Field work (with ongoing interaction with professor in and out of class time) Term sheet – AI to benchmark		
Week 11		Field work (with ongoing interaction with professor in and out of class time) Communication strategy & Investor pitch		

Week 12		Field work (with ongoing interaction with professor in and out of class time) Communication strategy & Investor pitch		
Week 13		Field work (with ongoing interaction with professor in and out of class time) Investor Pitch – formal for funding		