

If You Build It, Will They Come? The Role of Law in Entrepreneurship

(Two Semester Credits)

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Legos? Facebook? The Apprentice —“You’re Fired!” Boardroom? Shark Tank? \$\$\$? Startups?

This course brings Silicon Valley and real-life entrepreneurship to the CILE Summer Programs! It teaches in a fun, interactive, and experiential format the legal issues faced in starting and operating a new business. The course consists of a variety of simulations—using Legos to build a representative product or service, interviewing local entrepreneurs, developing a business model canvas, and delivering an elevator pitch—alongside doctrinal law teaching and sample legal documents from an entrepreneurship law casebook. Topics include choice of legal entity, intellectual property, financing and fundraising, and exits via IPOs and M&As. In addition, the course explores international intellectual property law (including European Union specific issues linked to the location of the course) and international fundraising strategies for the hypothetical international launch of a new product or service. Special emphasis will be given on understanding, evaluating, and quantifying risk for starting a new business in comparison traditional legal careers. Accordingly, students will be given practical feedback on the risk and potential of their individual business model canvas and elevator pitch from a professor who has entrepreneurship experience and is a patent attorney. Students can also compare their entrepreneurial aspirations to the hypothetical entrepreneurs’ legal challenges and business successes in the course’s casebook, “Entrepreneurship Law: Cases and Materials.”