Mohaddeseh Heydari Nejad

CONTACT INFORMATION

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Faculty Member for Letter of Recommendation: Avi Goldfarb

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EDUCATION

University of Toronto, Toronto, Canada

- PhD in Economics — Sep 2019 – 2025
  - Supervisors: Avi Goldfarb, Victor Aguirregabiria

Sharif University of Technology, Tehran ,Iran

- M.Sc Student in Economics — Sep 2016 – Jun 2019
  - Graduate School of Management and Economics (GSME)
- B.Sc Degree in Electrical Engineering — Sep 2011 – Sep 2016
- Minor Bachelor Degree in Computer Engineering , Software — Sep 2011 – Sep 2016

RESEARCH EXPERIENCES AND WORKING PAPERS

University of Toronto, Toronto ,Canada

- A structural model of mentorship in startup accelerators: Matching, learning, and value creation — 2023
  - Supervisors: Victor Aguirregabiria, Avi Goldfarb

University of Toronto, Toronto ,Canada

- Learning about product demand using Crowdfunding — 2021
  - Supervisor: Victor Aguirregabiria

University of Toronto, Toronto ,Canada

- Two-sided markets: Literature Review — 2021
  - Supervisor: Avi Goldfarb

Sharif University of Technology, Tehran ,Iran

- Effect of credit constraint on firms performance — 2018
  - Supervisors: Seyed Ali Madanizadeh and Amineh Mahmoudzadeh
- Poverty and Environment: Climate Change — 2018
  - Supervisor: Mohammad Vesal
- Chaoization of DC motor: Simulation and Implementation of a Chaotic System — 2014 – 2015
  - Supervisor: Ali Tavazoei

PHD COURSES

Industrial Organization II: A+

Marketing Theory II: Strategy: A

Economic Applications of Machine: A

Industrial Organization I: A

Empirical Methods in Finance: A-

Empirical Applications of Economic Theory: A+

Microeconomics Theory II: A

Macroeconomics Theory II: A

Econometrics II: A-

Financial Econometrics: A

Microeconomics Theory I: A+

Macroeconomics Theory I: A

Econometrics I: A

TEACHING EXPERIENCE

Econometrics II: Adonis Yatchew and Victor Aguirregabiria

- Teaching Assistant (PhD Course: University of Toronto)

Econometrics I: Adonis Yatchew and Yuanyuan Wan

- Teaching Assistant (PhD Course: University of Toronto)

Empirical Industrial Organization: Victor Aguirregabiria

- Teaching Assistant (Undergraduate Course: University of Toronto)

Principles of Microeconomics: Allie Devlin

- Teaching Assistant (Undergraduate Course: University of Toronto)

Introduction to Economics: Tenzin Yindok

- Teaching Assistant (Undergraduate Course: University of Toronto)

Principles of Macroeconomics: Loren Brandt and Nathanael Vellekoop

- Teaching Assistant (Undergraduate Course: University of Toronto)

Macroeconomic Theory and Policy: Joseph Steinberg

- Teaching Assistant (Undergraduate Course: University of Toronto)

Macroeconomics I: Seyed Ali Madanizadeh

- Teaching Assistant (Graduate Course: Sharif University)

Math Economics: Shiva Zamani

- Teaching Assistant (Graduate Course: Sharif University)

Advanced Programming: Ali Hashemi

- Teaching Assistant (Undergraduate Course: Sharif University)

Essay

Mohaddeseh Heydari Nejad

As a PhD student in Economics at the University of Toronto, my academic path has been focused on mechanisms that drive entrepreneurial success. My first research paper, titled *"Learning about Product Demand through Crowdfunding"*, investigates how entrepreneurs leverage crowdfunding not just for fundraising but also as a means to understand market demand for their product and to gain marketing advantages. I introduce a Bayesian learning model wherein entrepreneurs adjust their beliefs about product demand based on the sales data from their crowdfunding campaigns. Entrepreneurs face a decision: prioritize immediate profit or acquire knowledge about market demand that could enhance future profits. Using data from Kickstarter, the largest reward-based crowdfunding platform, my research assesses the degree to which entrepreneurs use crowdfunding for market demand learning. Results show that less experienced entrepreneurs often set higher prices, aligning with a stronger learning motives. In contrast, more experienced entrepreneurs who has better understanding of the market tend to offer significant discounts to capitalize on the marketing potentials of the crowdfunding platform. Moreover, entrepreneurs with more innovative and unique products show a greater focus on learning about market demand over immediate marketing gains. This work highlighted the importance of early feedback from the market, especially for new entrepreneurs or those with innovative ideas, showing that the value of crowdfunding goes beyond immediate financial contributions.

Continuing on this path, my current research, titled *"A Structural Model of Mentorship in Startup Accelerators: Matching, Learning, and Value Creation"*, focuses on exploring the impact of mentorship on the growth and development of startups, examining the key characteristics of startups, mentors, and their relationships that enhance the mentorship value. I investigate how the structure and dynamics of mentorship in accelerator programs influence startup success, and what the implications are for optimal design and policy interventions. In this paper, I use the data from Creative Destruction Lab (CDL), a leading global entrepreneurship program that provides a setting where entrepreneurs seek business support from mentors. I use text analysis and Machine Learning techniques to create new measures of the mentorship advice and explore how these measures contribute to the value creation of mentorship. The CDL program connects early-stage startups with a network of experienced mentors, entrepreneurs, investors, and industry experts. These mentors work closely with the startups to help them refine their business models, develop their technologies, and secure funding. I develop a structural model for a dynamic game of incomplete information in which mentors, as potential future investors, experiment with and learn about startups to reduce their uncertainty and simultaneously have a positive impact on the actual success probability of the startups. I plan to estimate the model and run counterfactual experiments to identify which elements of mentorship programs are most effective for success of different types of startups.

In summary, my research focuses on better understanding the economic aspects of entrepreneurship. The Entrepreneurship Research Boot Camp offers the perfect setting to advance this goal, allowing me to deepen my knowledge and grow my network. This boot camp is an excellent chance to connect with the latest research, learn from leading scholars, and improve my research skills within a community that shares my interests. The chance to engage in thoughtful discussions will provide critical insights that will help shape my future research. I am looking forward to being part of this academic experience and to how it will influence my ongoing research journey.

Joseph L. Rotman School of Management
University of Toronto

Rotman

Feb 15, 2024

I am writing to express my strong support for Mohaddeseh Heydari Nejad to attend the NBER entrepreneurship summer bootcamp. Mohaddeseh is an excellent economics PhD student working under my co-supervision (with Victor Aguirregabiria) at the University of Toronto. Her research takes data about the Creative Destruction Lab to understand optimal design as well as mentor decision-making. She builds a dynamic structural model of mentor decision-making that shows off an impressive set of skills in econometrics, theory, and entrepreneurial strategy.

Please get in touch if you have questions.

Best,



Avi Goldfarb
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