

Course Syllabus – Fall 2024



Course **ENTP 6360**
Course Title **Startup Launch**
Professor Robert Wright
Term Fall 2024
Meetings Wednesdays 4:00 p.m. – 9:45 p.m.
 JSOM 13.510

Instructor Contact Information - *preferred method of contact

	Office Phone	Other Phone	Office Location	Email Addresses	Office Hours by appointment at
Robert Wright Professor	(972) 883-5960 (unavailable)	(214) 695-3747	JSOM 4.102 (appointment)	rgw091000@utdallas.edu*	rgw091000@utdallas.edu

General Course Information

Pre-requisites, Co-requisites, & other restrictions	Permission of instructor
Course Description	<p>This course is designed to refine and validate a specific business concept based upon a student’s business idea. The course utilizes a structured customer discovery/validation methodology that requires early customer engagement and the development and validation of a comprehensive business model. Key assumptions will be validated utilizing primary and secondary market research, interviews with prospective customers and other industry participants, and testing Minimum Viable Products (MVP) in the field.</p> <p>The course offers a proven, comprehensive, integrated and step-by-step road map to creating innovative and highly successful products.</p>
Learning Outcomes	<p>Upon successful completion of the course, students will have answered:</p> <ol style="list-style-type: none"> 1. Who is your initial target market segment (Beachhead Market)? 2. What critical value can you create for your customer? (Quantified Value Proposition) 3. How does your customer acquire the product/solution? (decision-Making Process) 4. How do you make money from your solution? (Unit Economics) 5. How should you build your solution? (Minimum Viable Product) 6. How do you scale your business? (Product Plan for Follow-on Markets)
Required Texts, Viewings & Materials	<ul style="list-style-type: none"> ▪ Aulet, Bill. 2024. <i>Disciplined Entrepreneurship: 24 Steps to a Successful Startup</i>. John Wiley & Sons. Hoboken, NJ. ISBN 978-1394222513 (cloth) DO NOT BUY. I will bring you a copy on 8/28. ▪ Aulet, Bill. 2017. <i>Disciplined Entrepreneurship: Workbook</i>. John Wiley & Sons, Hoboken, N.J. ISBN 978-1-119-36577-8 (ePDF) Workbook Here
Supplemental Texts & Materials	None

Assignments & Academic Calendar

The course has been designed to allow flexible management of your time. Grades will be based on work assignments, a final project presentation, and your attendance and contributions to class discussions. Assignments, their due dates, slide limits, and their relative weights in determining your final grade are summarized in the table below:

Work Assignment	Due Date	Team or Individual	Format	Deliverable Length	Weight
1. Midterm In-Progress Presentation (in class) Slide deck uploaded to eLearning	Oct. 8 Day of class @ 11:59am	Individual	PowerPoint & Oral Presentation	PowerPoint slides sufficient to support 20-minute presentation (uploaded to eLearning); 10-minute oral presentation (with 15-minute Q&A)	30%
2. Final Project Presentation (in class) Slide deck uploaded to eLearning	Dec. 3 Day of class @ 11:59am	Individual	PowerPoint & Oral Presentation	PowerPoint slides sufficient to support 30-minute presentation (uploaded to eLearning); 15-minute oral presentation (with 15-minute Q&A)	50%
3. Class Participation	Each session	Individual	Attendance, peer feedback		20%
					100%

Reports and Documents

- It is your responsibility to ensure you have internet access to submit deliverables by the scheduled due dates. **Deliverables must only be submitted via eLearning. Email submission of any assignment, deliverable, or document to an instructor receives a grade of zero, no exception.**
- A late assignment will receive a grade of zero or "F", and there will be no make-up. If an assignment is a team assignment, all team members will receive a grade of zero or "F", and there will be no make-up.** This policy is strictly enforced because it is an integral part of developing skills expected in the professional community.
- Computer problems, lack of network access, and extended upload times for large documents are not acceptable excuses for late submissions. Do not submit documents a few minutes before the deadline, instead, allow yourself enough time in case there is an issue with your system, internet, or document. Submitting deliverables well ahead of deadlines is the best way to avoid complications due to unexpected, last-minute problems.
- It is your responsibility to ensure submitted documents have been uploaded properly and are available online to stakeholders.
- Emails that do not include your name and class section in the subject line will not be answered.**

Formatting your documents:

Throughout the semester, you will be utilizing several predefined templates to prepare specific deliverables such as the worksheets. Microsoft Office products such as Word, Excel, and PowerPoint are required for completing such assignments.

Note: You MUST maintain the format of each template and name your files according to the naming convention scheme. If you alter the format, you will receive a grade of zero or "F", and there will be no make-up. If an assignment is a team assignment, all team members will receive a grade of zero or "F", and there will be no make-up.

- NO PDF, RAR, Zip or a graphic file is acceptable (automatic zero if submitted, no exceptions). Always submit original Microsoft files only (Word, Excel, PowerPoint, or Project).
- DO NOT change the format of the templates (fonts, headers, size, etc.).
- If you use "Google Docs", then be advised that when you download your file, typically, the formatting will be stripped, and your document will not have the same formatting as the original template. In that case, you need to copy the content and paste it back into the template. If you submit the "google docs" version, your entire deliverable will receive a grade of zero.

- d. All tables, diagrams, charts, and graphics are numbered sequentially. Each table should have a number and you need to refer to it within your content area. For example, in your paragraph, you should not have “see table below”, instead you should have “see Table 1” or “see Diagram 1” or “Table 1 indicates that...” or “Diagram 1 indicates that...”, and the letter “T” or “D” of each word should be capitalized.

Midterm In-progress Presentation. Each student will be responsible for a midterm in-progress presentation accounting for thirty percent (30.0%) of your grade in a PowerPoint deck form with oral presentation.

Final Presentation. Each team will be responsible for a final team presentation accounting for fifty (50.0%) percent of your grade in a PowerPoint deck with oral presentation.

Class Participation. Twenty percent (20%) of your grade will be based on the quality of your preparation for and active participation in class discussions. The extent to which you are prepared to engage and drive discussion for the class’s benefit will reflect favorably on your grade. If participation becomes an issue, your grade will be impacted.

Guidelines for Written Assignments

Due Dates. Written assignments will be due no later 11:59 a.m. on the day the assignment is due and should be submitted through eLearning. **A late assignment will receive a grade of zero or “F”, and there will be no make-up.**

Format. Your name (or the group identification and names of all group members), the course number, and the date should appear in a header at the beginning of each page of the document. The file name should identify the course and the assignment number. For example, “ENTP 6360_2_.doc” would identify written assignment 2.

Presentation Format and Submission. Use PowerPoint where indicated. Keep it simple (no videos, sound effects, etc.). Limit animation to that required for an effective presentation. Submit an electronic copy at the time and to the destination indicated in this syllabus.

Writing. Effective written and oral communications are important in the business world. Poor organization, convoluted sentences, mangled grammar, and misspelled words will be considered in the evaluation of your work and ideas. "The Business Communication Center in JSOM 12.106 offers free in-person and online coaching to JSOM students for improving written and verbal communication skills. Students can schedule up to three 40-minute appointments per week for class assignments, resumes, cover letters, and English as a Second Language services. Visit bcc.utdallas.edu to make an appointment or to refer to additional resources for improving business communication skills."

Course Outline

SESSION DATE	SESSION TOPIC/PREPARATION	ASSIGNMENT
<p>S01 8/21/24</p>	<p><u>Introduction, Tools, Rules, and Semester Roadmap; Introductions</u> Required Reading: <ul style="list-style-type: none"> ▪ None Required Viewing: None Discussion: Away We Go! In-Class Activity: Q&A Conclusion: For next time....</p>	<p><u>No written assignment due.</u></p>
<p>S02 8/28/24</p>	<p><u>Step 0: Getting Started; Step 1: Market Segmentation</u> Required Reading: <ul style="list-style-type: none"> ▪ Syllabus ▪ Disciplined Entrepreneurship Expanded & Updated – Step 0 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 1 ▪ Disciplined Entrepreneurship Workbook – A Practical Guide to Primary Market Research Required Viewing: <ul style="list-style-type: none"> ▪ Top 3 Tips from The Mom Test In-Class Activity: Discuss work. Conclusion: For next time....</p>	<p><u>Complete and submit Step 1 Worksheets and Practical Guide to Primary Market Research Worksheet I</u> (Skip Team Composition and Dynamics worksheet)</p>

S03 9/4/24	<p><u>Step 2: Select a Beachhead Market; Step 3: Build and End User Profile</u></p> <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 2 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 3 <p>Required Viewing: None</p> <p>In-Class Activity: Discuss work</p> <p>Conclusion: For next time....</p>	<p><u>Complete and submit Practical Guide to Primary Market Research Worksheet II, Step 2, and Step 3 Worksheets</u></p>
S04 9/11/24	<p><u>Step 4: Calculate the Total Addressable Market Size (TAM) for the Beachhead Market; Step 5: Profile the Persona for the Beachhead Market</u></p> <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 4 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 5 <p>Required Viewing: None</p> <p>In-Class Activity: Discuss work.</p> <p>Conclusion: For next time....</p>	<p><u>Complete and submit Step 4 and Step 5 Worksheets</u></p>
S05 9/18/24	<p><u>Step 6: Full Life Cycle Use Case; Step 7: High-Level Product Specification</u></p> <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 6 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 7 <p>Required Viewing: None</p> <p>In-Class Activity: Discuss work.</p> <p>Conclusion: For next time....</p>	<p><u>Complete and submit Step 6 and Step 7 Worksheets</u></p>
S05 9/25/24	<p><u>Step 8: Quantify the Value Proposition; Step 9: Identify Your Next 10 Customers</u></p> <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 8 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 9 <p>Required Viewing: None</p> <p>In-Class Activity: Discuss work.</p> <p>Conclusion: For next time....</p>	<p><u>Complete and submit Step 8 and Step 9 Worksheets</u></p>
S07 10/2/24	<p><u>Step 10: Define Your Core; Step 11: Chart Your Competitive Position</u></p> <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 10 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 11 <p>Required Viewing: None</p> <p>In-Class Activity: Discuss work.</p> <p>Conclusion: For next time....</p>	<p><u>Complete and submit Step 10 and Step 11 Worksheets</u></p>
S08 10/9/24	<p><u>Midterm In-Progress PowerPoint Presentation</u></p> <p>Required Reading: None</p> <p>Required Viewing: None</p> <p>Supplemental Reading: None</p> <p>Discussion: None</p> <p>In-Class Activity: Presentations and coaching.</p> <p>Conclusion: For next time....</p>	<p><u>In-Progress PowerPoint Presentation</u></p>
10/12/24	<p><u>Midterm Grades Due</u></p>	
S07 10/16/24	<p><u>Step 12: Determining the Customer's Decision-Making Unit; Step 13: Map the Process to Acquire a Paying Customer</u></p> <p>Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 12 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 13 <p>Required Viewing: None</p> <p>In-Class Activity: Discuss work.</p> <p>Conclusion: For next time....</p>	<p><u>Complete and submit Step 12 and Step 13 Worksheets</u></p>

<p>S10 10/23/24</p>	<p>Step 14: Calculate the Total Addressable Market Size for Follow-on Markets; Step 15: Design a Business Model Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 14 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 15 <p>Required Viewing: None In-Class Activity: Discuss work. Conclusion: For next time....</p>	<p>Complete and submit Step 14 and Step 15 Worksheets</p>
<p>S11 10/30/24</p>	<p>Step 16: Set Your Pricing Framework; Step 17: Calculate the Lifetime Value (LTV) of an Acquired Customer Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 16 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 17 <p>Required Viewing: None In-Class Activity: Discuss work. Conclusion: For next time....</p>	<p>Complete and submit Step 16 and Step 17 Worksheets</p>
<p>S12 11/6/24</p>	<p>Step 18: Design a Scalable Revenue Engine; Step 19: Calculate the Cost of Customer Acquisition (CoCA) Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 18 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 19 <p>Required Viewing: None In-Class Activity: Discuss work. Conclusion: For next time....</p>	<p>Complete and submit Step 18 and Step 19 Worksheets</p>
<p>S13 11/13/24</p>	<p>Step 20: Identify Key Assumptions; Step 21: Test Key Assumptions Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 20 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 21 <p>Required Viewing: None In-Class Activity: Discuss work. Conclusion: For next time....</p>	<p>Complete and submit Step 20 and Step 21 Worksheets</p>
<p>S14 11/20/24</p>	<p>Step 22: Define the Minimum Viable Business Product (MVBP); Step 23: Show that “The Dogs Will Eat the Dogfood”; Step 24: Develop a Product Plan Required Reading:</p> <ul style="list-style-type: none"> ▪ Disciplined Entrepreneurship Expanded & Updated – Step 22 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 23 ▪ Disciplined Entrepreneurship Expanded & Updated – Step 24 <p>Required Viewing: None In-Class Activity: Discuss work. Conclusion: For next time....</p>	<p>Complete and submit Step 22, Step 23, and Step 24 Worksheets</p>
<p>11/27/24</p>	<p>Fall Break</p>	
<p>S15 12/1/24 or 12/2/24 or 12/3/24 or 12/4/24</p>	<p>Final Presentations Required Reading: None Required Viewing: None Supplemental Reading: None Discussion: None In-Class Activity: Presentations as scheduled</p>	<p>Final PowerPoint to Support Oral Presentation</p>

Course Policies

Grading (credit) Criteria	Grade Scale		
	A+	> 96.7	rare, premium given for superior performance and participation far above the norm
	A	93.3 – 96.7	outstanding performance well above standard
	A-	93.2 – 90.0	
	B+	89.9 – 86.7	fully meets the requirements of the course
	B	86.6 – 83.3	
	B-	83.2 – 80.0	deficient performance and participation
	C+	79.9 – 76.7	significant deficiencies in performance and participation
	C	76.6 – 73.3	
	C-	73.2 – 70.0	
D	69.9 – 60.0		
F	<60.0		
Grading Policy			
<p>Grades will be based on team and individual work assignments (WA's), exams, peer evaluation, and your attendance and contributions to class discussions. Advance preparation and enthusiastic participation in class discussions is an important part of the learning experience in this course and will be evaluated. Each student is expected to have read all assigned materials prior to the start of class and be prepared to discuss the ideas, concepts, and issues they raise. If it is determined that students are not prepared for class, pop quizzes may be instituted and factored into the student's grade as part of class participation.</p>			
Make-up Exams, Extra Credit, Special Assignments, Late Work	Not available. No credit for late work.		
Class Attendance	Will be taken and included in class participation assessment. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty.		
Class Participation	Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures. Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct .		
Class Recordings	<p>Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student Accessibility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student Accessibility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.</p> <p>The instructor may, but is not required to, record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.</p>		
Classroom Citizenship	Active participation, common courtesy for others		
Comet Creed	<p>This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:</p> <p><i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i></p>		

Academic Support Resources	The information contained in the following link lists the University's academic support resources for all students. Please go to http://go.utdallas.edu/academic-support-resources .
UT Dallas Syllabus Policies and Procedures	The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the sections regarding the credit/no credit grading option and withdrawal from class. Please go to http://go.utdallas.edu/syllabus-policies for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.