



Course	ENTP/FIN 6370-5U1 Innovation and Entrepreneurship
Instructor	Madison Pedigo
Term	Summer 2016
Meeting Time	Mondays 6 - 9:45 PM
Location	JSOM 2.102

Professor Contact Information

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Office hours: After class or by appointment

Office Location: JSOM 4.202

Course Prerequisites, Co-requisites, and/or Other Restrictions

Prerequisite: None.

Course Description

This course provides a broad-based introduction to innovation and entrepreneurship. The course activities will include evaluating commercial potential of business ideas and opportunities, researching markets and competition, understanding the importance of patents and copyrights, developing an investor overview presentation, and understanding how to acquire resources, avoid pitfalls, and finance the start-up. Participants in the course will explore the mindset, considerations, realities, and real-world methods associated with the process of launching a new enterprise. Whether simply desiring to learn more about entrepreneurship or desiring to launch an enterprise, the course will provide know-how and tools to be more effective in the entrepreneurial process.

This is a team-based course that will permit groups of students to develop portions of a business plan presentation piece-by-piece. Both team and individual assignments will be required. A team project focused on the creation of an investor overview for a new business opportunity (including backup slides equivalent to preparing most of a business plan) will comprise a major part of the course.

Student Learning Objectives/Outcomes

This course is intended to help the student achieve the following objectives:

- Through a group prepared analysis and presentation of a case study assignment and class discussion: Be able to use tools of analysis to effectively assess the viability and attractiveness of a new business opportunity
- Using homework assignments in the form of a mid-term project: Be able to describe the actual steps and feasibility of starting a new enterprise
- Through homework assignments and two investor presentations, be able to prepare and effectively present persuasive investor presentations that outline the business development plan for a new product or service. Using case studies, be able to effectively apply course content to analyze emerging enterprises.

Required Textbooks and Materials

- **Eric Ries, *The Lean Startup*.** Paperback or hard cover. ISBN 978-0-307-88789-4

The Textbook can be ordered online. Copies are also available at Off-Campus Books or the UTD Bookstore.

Reading Assignments and Cases: (The first three reading assignments are available at the website links shown below. The remainder of the reading assignments and cases are available in a case pack at:

<http://cb.hbsp.harvard.edu/cbmp/access/49203081>

- After The Term Sheet: How Venture Boards Influence the Success or Failure of Technology Companies (Free Download at <http://www.levp.com/news/whitepapers.shtml>.)
 - Rites of Passage: Managing CEO Transition in Venture-Backed Technology Companies (Free Download at <http://www.levp.com/news/whitepapers.shtml>.)
 - The Basic Responsibilities of VC-Backed Company Directors (Free Download at <http://www.levp.com/news/whitepapers.shtml>.)
 - The Questions Every Entrepreneur Must Answer. Harvard Business Review Nov-Dec 1996 (HBR 96603)
 - How Venture Capitalists Evaluate Potential Venture Opportunities- July 20, 2004 (Teaching Note 805019 HBS)
 - ~~Deal Structure and Deal Terms Nov 7, 2005 (Teaching Note 806085 HBS)~~ – We won't use this case.
 - Note on Business Model Analysis for the Entrepreneur (802048 Note from Harvard Business School) January 22, 2002
 - A Day in the Life of a VC (Stanford E-444)
 - Assembling the Startup Team (HBS 9-812-122)
 - Founder-CEO Succession at Wily Technology (HBS 9-805-150)
 - Walnut Venture Associates (A) (HBS 9-899-062)
 - Rent the Runway (HBS 9-812-077)
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Assignments and Academic Calendar:

Unit	Date	Description	Reading Assignment To Be Discussed in Class	Case Discussion in Class Led By Selected Group(s)*	Comments
1	5/23/16	Course Introduction; Introduction to Entrepreneurship; Nature of Entrepreneurs; Entrepreneurial Characteristics; Entrepreneurial Mindset; Inventors versus entrepreneurs	Questions Every Entrepreneur Should Ask; Ries Ch. 1-5	None	
	5/30/16	Holiday- Memorial Day			
2	6/6/16	Finding a good idea; Feasibility Analysis; Individual Elevator Pitches; Team Formation; Team Time	How VC's Evaluate Opportunities; Ries Ch 6-10	None	Individual Elevator Pitch in class
3	6/13/16	Creativity; Value Proposition Exercise; Business Model; Entrepreneurial Strategy, Minimal Viable Product	Discuss The Lean Startup; Note on Business Model Analysis; Ries Ch. 11-12	WA-2- Walnut Ventures - A	Selected groups each present their analysis in class. Following the presentations, the groups coordinate on Q&A.
4	6/20/16	The Pitch; The Business Plan; Organization Plan	Rites of Passage	WA-2 CEO Succession at Wily Tech	Selected groups each present their analysis in class. Following the presentations, the groups coordinate on Q&A.
5	6/27/16	Marketing Plan; Financial Plan; WA-3 Group Presentations are presented in class	None	None	WA-3 Presentations in Class
	7/4/16	Holiday- Independence Day			
6	7/11/16	Guest Speaker- Serial Entrepreneur; Term Sheets; Teaming, Entrepreneurial Leadership and Making the Plan Work	Assembling the Startup Team	WA-4 Rent the Runway	Individual written case analysis is due at the beginning of class.
7	7/18/16	Role of Board, Role of CEO; Guest Speaker- Intellectual Property	Basic Responsibilities of VC-Backed Boards; After the Term Sheet	None	
8	7/25/16	WA-5 Individual Presentation of Research Topic	None	None	Each student turns in 3-5 PowerPoint Slides and makes a brief mini-presentation in class on a topic related to the course.
9	8/1/16	Financial Plan, Sources of Capital; Venture Capital; Exit Events	A Day in the Life of A VC	None	
10	8/8/16	WA -6 Group Investor Presentations Presented in Class; Peer Evaluations are Due; Course Wrap Up			WA-6 Presentations in Class
		* Advance questions will be published on the assignment dropbox in elearning.			

Grading Policy

Grades will be based on group and individual work assignments (WA's), peer evaluations, 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. The assignments, due dates, page limits, and their relative weight in determining your final grade are summarized in the table below:

Assignment	Due Date	Team or Individual	Length (pages)	Format	Grading Weight
WA #1 Take home exercise to come up with an idea for a new business. Prepare and present an elevator pitch in class to discuss concept, advantages, market size, and potential to make money. You do not need to turn in a description of your business concept, just make an elevator pitch on the idea in class.	6/6/16	Individual	N/A	Verbal- During Class; No slides	Part of Participation Grade
Team Sign Up Due	6/6/16 During Class	Individual	N/A	Sign Up Sheet	N/A
WA #2 Group Presentation of an Assigned Case Analysis. Assigned group(s) will analyze and lead the discussion of one case. Group cases will be assigned to more than one group. Groups will separately present their solution and then coordinate on responding to Q&A.	Date varies based on the case assigned	Individual	5-7 slides with a backup slide listing sources	Slides- PowerPoint; Optional additional support materials turned in using Word or Excel.	10%*
WA #3 Group Presentation: First Half of Investor Overview Presentation	6/27/16	Team	~7 slides with additional backup slides	Slides- PowerPoint with Backup Slides or Appendix in Word/Excel	15%*
WA 4- Individual Written Case Analysis	7/11/16		~10 Pages	Word Document	15%
WA #5 Individual Mini Research Presentation on a Topic Related to the Course. (Presentations will be due by 6:00 pm on 7/25/16).	7/25/16	Individual	5 minute max presentation 5 slides max with a backup slide listing sources	Slides- PowerPoint Only	15%
WA #6- Group Presentation- Complete Investor Overview Presentation	8/8/16	Team	10 minute max presentation; ~10 slides with additional backup slides	Slides- PowerPoint with Backup Slides or Appendix in Word/Excel	25%*
Individual Peer Evaluation by Team Members (Optional)	8/8/16	Individual			N/A*
Class Participation- Attending class and participating in all class discussions		Individual			20%
*Peer evaluations will impact grades on all group assignments—see guidelines below.					100%

GRADE SCALE: A = 90% OR GREATER; B = 80% TO 89%; C = 70% TO 79%; D = 60% TO 69%; F = < 60%
Numerical grade will be rounded. 0.5 or higher will be rounded up, 0.49 or lower will be rounded down, so 89.5 will round to 90 = A, and 89.4 will round to 89 = B.

Course and Instructor Policies

Self-Introduction

Each student should post a Self-Introduction in the Team section of eLearning prior to the first class. Guidelines are provided in the eLearning Team Section. This information will be used to set up my grade book and assist in the formation of groups for the course.

Formation of Teams

Much of the work in this course will be performed in teams. The class will be divided into small teams of ~5 members during the first few weeks of the course (exact number of students may vary by team). Students will have the chance to select their team, and those without teams at that time will be assigned to teams by the instructor. The projects require close coordination with your team members, and a wide range of skills, including some knowledge of finance and accounting. Therefore, it is important that you select your teams to include a diverse set of skills. The team members will be collectively responsible for completing each of the Team Project assignments, and having one team member submit each assignment on behalf of the entire team. The grades earned on Team Projects will be assigned equally to each group member, subject to individual adjustment based on the instructor's assessment of the student's presentation and based on the Peer Evaluation inputs (each team member must contribute equally based on their peer evaluation to qualify for the full team grade—as described in the peer evaluation note). The instructor may require all students to present, or if not, those that do not present will receive the team grade, and presenters will receive the team grade subject to adjustment by the instructor (with all grades adjusted for peer evaluation). Students must sign up for a team online no later than the end of class on **6/6/16**.

Lecture Notes

The MS PowerPoint slides used in lectures and other course-related materials will generally be posted on eLearning (<http://eLearning.utdallas.edu>). You should be able to access eLearning with your UTD UNIX ID and password. Call computer services at (972) 883-2911 if you need assistance.

- **Team Projects** - Team members will be collectively responsible for completing each of the team projects listed in this Syllabus. The grades earned on team projects will be assigned equally to each team member, subject to adjustment based on each student's Peer Evaluation inputs. More information on Team Projects is provided on the eLearning Team Projects Folder.
- **Peer Evaluation** - A peer evaluation process is available to adjust individual grades on all team assignments. The peer evaluation form (attached to the syllabus) should be completed individually and either emailed through eLearning or sealed in an envelope and turned in to me by or before **8/8/16**. Late inputs of peer evaluations may or may not be accepted at the discretion of the instructor. The peer evaluation process is optional, and I will assume all team members contributed equally to the group assignments unless a peer evaluation is turned in.

Written Assignments

- **Evaluation** – Fifty percent (50%) of your grade will be based on team assignments, with 30% based on individual assignments and the remaining 20% based on individual class participation.
- **Identification of Assignments** - All submitted assignments should be identified at the top of the first page with: (a) the team or student name, (b) the names of the team members if a group assignment, (c) the course designation, and (d) the assignment number (WA # 3, etc.).
- **Format** - Written assignments (i.e., **WA 2, 3, 5 and 6**) must be submitted electronically in **MS PowerPoint format** (you do not need to turn in a hard copy unless you want to). Supporting materials and calculations may also be submitted via Word or Excel if needed. **No Prezi or PDF formats, since they have created issues in the past! Inputs should be professional in nature.** The use of charts and exhibits is encouraged, to the extent that they help you make your points. **Footnote the sources for any information that is included in WA 2-6 and include a list of sources and support material in backup slides or in a separate appendix that is submitted in Word and/or excel.** **WA 4 (the individual case analysis) should be turned in using Word and Excel formats only.**
- **Assignment Submission, Due Dates and Late Policy** - **Written assignments must be submitted via eLearning prior to the beginning of class period on the date they are due. Any item that needs to be presented in class should also be brought to class on a USB Flash Drive.** Team assignments are to be

submitted only by one member of the team, on behalf of the entire team. Late assignments may be significantly penalized, so be on time!

WA-5 - Mini Research Presentation

Each student researches a topic of interest and prepares and presents a brief PowerPoint presentation (maximum of 5 slides and 5 minutes for the presentation). Please email me a brief description of your topic for approval in advance. In general, students can research any topic related to the course. Examples would include: highlights from an entrepreneurial book, such as “Crossing the Chasm”, a deeper dive on one or a few term sheet terms, profile of an interesting startup or VC firm, tips for crowdfunding, tips for fund raising, examples of minimal viable products and progression through time for a startup, profile of an interesting entrepreneur, etc. The report topic needs to be approved in advance. Maximum length of PowerPoint presentation is 5 slides with one backup slides showing sources for your information.

Exams

- None.

Class Participation

- Twenty percent (20%) of your grade will be based on attendance and/or active participation in class discussions and exercises, potentially including take home exercises. Attendance and/or class participation will be tracked. From time to time, it may be necessary to miss a class due to illness or personal matters. Inform the instructor in advance of these absences.
- Participating in the UT Dallas Business Idea Competition (BIC) in the fall semester will count as 5% of the total participation grade for this course. Student teams that are formed in this course can enter and participate in the BIC together as a team using the team project, or students can enter individually with a different business concept if they prefer.
- Attendance at, or volunteering in support of the events/activities sponsored by the Entrepreneurship Club will count as bonus points towards the participation grade for this course in the spring and fall semesters. Each student will be responsible for signing in at each event so there is a written record of your attendance. In order to get credit, you will need to notify me by email through eLearning.
- 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 individual's grade as part of class participation.

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 go to <http://go.utdallas.edu/syllabus-policies> for these policies.

PEER EVALUATION FORM- Optional

INSTRUCTIONS

The peer evaluation process is intended to provide group members with an opportunity to contribute to the evaluation of the performance of your team members on group activities. On the form below, you may rate the performance and contributions of your team members (including yourself) in the preparation of the group assignments. Instructions follow:

1. Enter the names of your group members (alphabetically by last name). Include yourself.
2. Evaluate each assignment separately. Each team member will begin with 100 points on each assignment.
3. You may reallocate the total number of points among team members [within a range of 80 to 120 points for each individual](#), based on their contributions to the group effort on that assignment.
4. The total number of points allocated on any single assignment must equal 100 times the number of members of the team. If you have four members on the team, the total for each column should be equal to 400.
5. I will calculate an overall assessment as a weighted average of the individual ratings, using the percentage weights indicated below.

Please sign your evaluation at the bottom of the page, **place it in a sealed envelope and turn it in during class** or **message it to me through the eLearning System by 8/8/16**.

PEER EVALUATION

	Group Members in Alphabetical Order	WA-2 Group Case Analysis	WA-3 Group Investor Overview Presentation	WA-6 Final Group Investor Overview Presentation
1				
2				
3				
4				
5				

COMMENTS

Group Member	Comments (please support and justify any assessment below 90% or above 110%) Continue on reverse if necessary.
1	
2	
3	
4	
5	
6	
7	

Team # _____

Your Name _____

Signature _____