



# STARTUP LAUNCH

**ENTP 3320.001**

**FALL 2017**

<b>Class Meeting:</b> Tue, 4:00 p.m.- 6:45 p.m., VDC (Large Conference Room) <b>Final Presentations:</b> November 27-December 4, 2017 <b>Big Idea Competition:</b> November 16, 2017 <b>Office Hours:</b> Mon./Wed., 8:00 a.m.-9:45 a.m.; Tue., 1:30 p.m.-3:30 p.m.	<b>Robert G. Wright</b> <b>Office:</b> JSOM 4.102 <b>Email:</b> <a href="mailto:rgw091000@utdallas.edu">rgw091000@utdallas.edu</a> <b>Phone:</b> Office: (214) 695-3747
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## COURSE PRE-REQUISITES, CO-REQUISITES, AND/OR OTHER RESTRICTIONS

Approval of supervising faculty is required.

## COURSE DESCRIPTION

This course is designed to refine and validate a specific business concept based upon a student's new venture 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 field-testing of Minimum Viable Products. Students or student teams will be selected and enrolled on the basis of a business concept proposal approved by the faculty. Multiple projects will proceed through the course as a cohort, guided by faculty and mentored by experienced entrepreneurs. Cubicle space in the Venture Development Center may be applied for.

## STUDENT LEARNING OBJECTIVES/OUTCOMES

The objective of this course is to refine and validate a specific business concept, and, by the end of the course, be in a position to make an informed decision to proceed, pivot, or terminate the venture. To this end, the specific course objectives are:

- Learn and apply the principles of entrepreneurship and lean startup methodology to the evaluation of a new venture concept.
- Analyze and summarize key aspects of the company's value proposition, strategy, industry, marketing plan and business model.
- Students will gain insight and perspective on their target industry by working with mentors and interfacing with other professionals in the local entrepreneurial ecosystem.
- Develop a summary presentation that integrates the complete strategy for the startup company.
- Make a go/no go decision on moving forward in the launch process of creating a new venture.

## REQUIRED COURSE MATERIALS

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## ELEARNING

To download PowerPoint slides and other information about this class, please use eLearning (<https://elearning.utdallas.edu/>) under course ID ENTP 3320.001. eLearning will also be the method of communication regarding upcoming events, changes to the syllabus, and grades. You should be able to access eLearning with your UTD NetID and password. Call computer services at (972) 883-2911, if you need assistance. Also, please send your direct emails through eLearning; otherwise, I will not respond to you.

## COURSE REQUIREMENTS

This course is designed to progressively lead each team through a structured evaluation of each team's proposed business opportunity, clearly defining and validating key assumptions about the target customer, the customer's problem or need, the entrepreneur's solution, and the business model required to deliver the solution to the target customer.

The course will include lectures, discussions, individual project reviews, limited guest speakers, and presentations. The single weekly class will generally be composed of a short lecture and/or discussion session according to the course assignments and academic calendar, as well as frequent student presentations. These sessions are designed to raise student awareness and provide the student with models, frameworks, and approaches to address the issues associated with each topic. Individual project meetings may be scheduled outside normal class times to accommodate individual schedules. Classes will be interactive, drawing on each team's experiences and perspectives to the extent possible.

**Participation (50%):** You are required to attend class and be actively involved in the idea team, attend status meetings, engage in discussion. This course is your course – your input will determine your outcomes. Missing a class due to illness or personal business should be minimized and avoided. Please let the instructor know in advance. Any absence not followed up with assignment and activity maintenance and catch-up will require a team conference to review the situation. This is a rigorous course. Excessive absences reduce your ability to perform, and abuse of the experiential and responsibilities inherent in this type of course could result in a letter grade reduction.

You are fully and personally responsible for anything you miss. Keep in mind that all assignments must be submitted on or before the due date, regardless, and your engagement, commitment and responsiveness to your team and your projects is critical to your success. Late assignments may be penalized. Other weekly discussions and/or meetings will be considered for attendance as well.

**UT Dallas Big Idea Competition** – Participating in the UT Dallas Business Idea Competition (BIC) in the fall semester will count as 10% 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.

**Final Presentation (50%)** – The bulk of your work in this class will be spent preparing your team's presentation content, which will be a business model/overview of your venture. The presentation content should be viewed as the basis of a 30- to 35-page business plan, however, for this course **no such business plan shall be required**. In other words, with more work (e.g., research, market testing, and more financial details) you should be able to convert the content from your presentation into a full-fledged business plan. Each team will present its business model/overview of its venture in twelve minutes. Plus, each team will turn in its final presentation with slide notes. One rough draft PowerPoint slide presentation may be voluntarily submitted to me for feedback no later than [November 19<sup>th</sup>](#). Any feedback received can be used to strengthen the final presentation. To further help your team in producing a high-quality business overview, teams will have the opportunity to share their efforts with the class and solicit feedback periodically throughout the semester. Final presentations will take place on [November 28<sup>th</sup>](#) and [December 5<sup>th</sup>](#). In the final presentation, each team will present its investor pitch to a funding panel comprised of local entrepreneurs, experts, and executives. The funding panel will provide each team with valuable feedback. The panel's analysis of your presentation will also help determine your presentation grade. A general structure of the presentation will be available on eLearning.

The assignments, their due dates, page limits, and their relative weights in determining your final grade are summarized in the table below:

Assignment	Due Date	Team or Individual	Format	Assignment Length	Weight
1. Final Presentation	Nov 28 and Dec 5, 2017	Individual / Team	PowerPoint	PowerPoint slides sufficient to support 12-minute presentation	50%
2. Class Participation		Individual			50%

## GRADE SCALE

A+>96.7%; 96.7%<A>93.3%; 93.3%<A->90%; 90.0%<B+>86.7%; 86.7%<B>83.3%; 83.3%<B->80.0%; 80.0%<C+>76.7%; 76.7%<C>73.3%; 73.3%<C->70.0%; 70.0%<D+>67.3%; 67.3%<D>63.3%; 63.3%<D->60.0%; F<60.0%. Numerical grade will be rounded. 0.5 or higher will round up; 0.49 or lower will round down. So, 89.5 will round to 90, or A-, and 89.4 will round to 89, or B+.

**Grading Policy** – 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.

## UNIVERSITY POLICIES

The information found at the following link comprises the University's policies and procedures segment of the course syllabus. Please go to <http://go.utdallas.edu/syllabus-policies>.

## LAPTOP/INTERNET-CONNECTED DEVICE

A mutually supportive learning environment depends on active attention and engagement. For this reason, no laptop (or Internet-connected device – e.g., an iPad or iPhone) use is allowed during classroom lectures, discussions and presentations. The value of legitimate use of laptops is far outweighed by the distraction that they create for your classmates and the overall learning environment.

## COURSE OUTLINE

SESSION DATE	SESSION TOPIC/PREPARATION	ASSIGNMENT
<b>S01</b> 08/22/17	<b><u>Initial Presentations</u></b>	<b><u>No Written Assignment Due.</u></b> Team pitches w/ slides (10 minutes each with 10 minutes comments). Slides sufficient to support each element of business idea pitch.
<b>S02</b> 08/29/17	<b><u>Course and Concentration Introduction; Initial Presentations</u></b>	<b><u>No Written Assignment Due.</u></b> Team pitches w/ slides (10 minutes each with 10 minutes comments). Slides sufficient to support each element of business idea pitch.
<b>S03</b> 09/05/17	<b><u>Milestone Setting; Business Model Validation</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S04</b> 09/12/17	<b><u>Establishing the Right Legal Structure</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings

<b>S05</b> 09/19/17	<b><u>Marketing Mix and Channels</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S06</b> 09/26/17	<b><u>Brand Identity and Brand Messaging; Intellectual Property</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S07</b> 10/03/17	<b><u>Identifying and Hiring the Right Talent; Board Development</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S08</b> 10/10/17	<b><u>NO CLASS</u></b>	
<b>S09</b> 10/17/17	<b><u>Finance 101</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S10</b> 10/24/17	<b><u>Financial Modeling</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S11</b> 10/31/17	<b><u>Managing the Capital</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S12</b> 11/7/17	<b><u>Pitching 101 Refresher Course</u></b> Readings and Viewings:	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S13</b> 11/14/17	<b><u>Practice Presentations</u></b>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S14</b> 11/21/17	<b><u>NO CLASS – FALL BREAK</u></b>	<b><u>No Written Assignment Due.</u></b> Class Discussion of Readings
<b>S29</b> 11/28/17	<b><u>Final Presentations</u></b>	<b><u>No Written Assignment Due.</u></b>  12-minute presentation. Judge Q&A (~8 mins). Slides sufficient to support each element of pitch.
<b>S30</b> 12/5/17	<b><u>Final Presentations</u></b>	<b><u>No Written Assignment Due.</u></b>  12-minute presentation. Judge Q&A (~8 mins). Slides sufficient to support each element of pitch.

**Note: This course schedule is flexible, and changes may be made to accommodate guest speakers or as otherwise needed.**