

Course Syllabus

Course Information

<i>Course Number/Section</i>	BA 4V00-004
<i>Course Title</i>	Startup Launch 2/3/4
<i>Term</i>	Spring 2019
<i>Days & Times</i>	Mutual weekly scheduling arrangements w/students TBD

Instructor Contact Information

<i>Instructor</i>	Robert Wright
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<i>Office Location</i>	SOM 4.102
<i>Office Hours</i>	call/email to schedule as needed.
<i>Other Information</i>	

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

Approval of supervising faculty is required.

Course Description

This course is designed to continue guiding a student or a student team through the third and/or fourth stages of a startup launch course track, focusing on reviewing/assessing progress and developing individual business concept course plans in the context of the essential processes of customer discovery, customer validation, and customer creation. Also covered are essential elements of company building in a scaled manner. Participants will be selected and enrolled in the course on the basis of continuing on in the startup launch degree track, approved prior to registration in the course, for the development and launch of a specific business concept. The student or team may continue to request office space or laboratory facilities in the Venture Development Center, which will be provided subject to availability and appropriate justification. Students will enroll and complete the course individually, or as a venture team.

Student Learning Objectives/Outcomes

The objective of this course is to refine and create more depth in business development, customer creation activities, and further development of the product/service offerings (and multiple versions of such as appropriate) by the end of the course. To this end, the specific course objectives are:

1. Students will continue to apply a structured evidence based methodology to further evaluate, develop, and formulate detailed execution plans for both initial business concept activities and early startup launch events.
2. Students will develop advanced milestone and business activity schedules, and assessments to refine and validate the business concept and propositions through interaction with early customers and other market participants.
3. Students will refine key assumptions implicit in their business concept and further refine their Minimum Viable Product concepts.
4. Students will continue to actively network across the D/FW entrepreneurial ecosystem by participating in selected activities and forums, particularly with focus on early funding and operational activities.

Required Textbooks and Materials

Suggested References

Aulet, Bill, *Disciplined Entrepreneurship*, 2013, Wiley, ISBN 978-1-118-69228-8.

Blank, Steven Gary, *The Four Steps to the Epiphany*, 2013, 2nd edition, ISBN 9780989200509.

Blank, Dorf. *The Startup Owner's Manual*, Volume 1. 2012. K & S Ranch, Inc publishers. ISBN 978-0-9849993-0-9. (TSOM)

General Course Format

This course is designed to identify, plan and execute a series of learning and business development activities to progressively guide each team through continued progress for each team's proposed business opportunity, clearly refining and building execution plans for target customers.

The course will use individual project plan reviews/meetings and presentations. On some weeks the teams may meet jointly with other teams together, and at other times individual work sessions during the week.

The assignments and deliverables will include:

- **Customized Progress Plan**
At the start of the semester, each business concept team will work with the instructor at the start of the course to develop a customized work-plan. This plan will be created by: 1) reviewing the current state of business and 2) creating a customized business/action plan based on both the assessment/priority information, as well as current business concept milestone plans as they currently exist.
- **Regular Progress Reports and Team status meetings**
A regular status report for each team is an integral part of your course deliverables. It is one measure of progress and it is required to be maintained and updated at least once every two weeks, , if not after significant customer/project meeting, activity, discussion, milestone or other appropriate time. This report will follow the general format as provided at the beginning of class, and will include a short summary, in bullet point format, of 1) progress during the prior week; 2) plans for the coming week; and 3) questions/issues/concerns/observations, 4) other items.
- **Professional Business Development Mentoring**
Each team will work together with the instructor to arrange discussion, interaction, and mentoring with one or more experienced industry entrepreneurs both from within and outside the University consistent with the topical, industry, functional and experiential needs of each student concept situation.
- **Business Plan Package**
Each idea team will be generating a series of required work documents throughout the semester. At a minimum, each team will develop a full business plan, a full financial model (3 year minimum by month) including Profit & Loss, Cash Flow, and Balance Sheet, A fundraising plan with milestones, and an investor pitch.

Individual Participation

You are required to attend meetings 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 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.

Grading Policy

The list of assigned readings and class activity is contained in the course calendar above. The grading values are as follows:

Customized Progress Plan	10%
Mentorship and Community Engagement	10%
Regular Status Reports	20%
Business Plan	20%
Financial Model	20%
Fundraising Plan	20%
Investor Pitch	20%
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	100%

Points	Grade	Points	Grade
>=97 – 100	A+	>=74 – <77	C
>=93 – <97	A	>=70 – <74	C-
>=90 – <93	A-	Less than 70	F
>=87 – <90	B+		
>=84 – <87	B		
>=80 – <84	B-		
>=77 – <80	C+		

Course Policies

Paper and Assignment Recommendation

You should strive to prepare assignments that are of the same professional quality that you would provide the management of a business that you are dealing with or working for directly.

Make-up assignments

There will be no makeups available for assignments. However, extenuating circumstances can be accommodated.

Extra Credit

There will be no extra credit.

Late Work

All assignments are due in a timely manner.

Technical Support

If you experience any problems with your UTD account you may send an email to: assist@utdallas.edu or call the UTD Computer Helpdesk at 972-883-2911. Also, see 866-588-3192 for eLearning Helpdesk.

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-I.3-46).

University Policies

The information contained in the following link constitutes the University's overall policies and procedures segment of the course syllabus, which for course purposes may be added to in the information above. Please go to <http://go.utdallas.edu/syllabus-policies> for these policies

These descriptions, assignments and timelines are subject to change at the discretion of the Professor.