

CROWN 90 - STARTUP ENTREPRENEURSHIP ACADEMY

UCSC Winter 2023 *Discovering and Launching a Business*

Class Instructors: Kati Greaney

- **Email:** kgreaney@ucsc.edu
- **Office Hours:** by appointment
- **Classes and Lecture:** Tuesdays and Thursdays 11:40am-1:15pm on zoom

Class Website: startups.ucsc.edu

Important Dates:

Class Duration: June 27- Aug 17

Course Overview

The Startup Entrepreneurship Academy is a 10-week program. Students build teams consisting of one or more students as entrepreneurial leads and will have the opportunity to build out their business models. Students in this course learn who their core and tertiary customers are, the marketing processes required for initial adoption and downstream sustainability, what data will be required by future partnerships and users, and core project management, financial, legal, and marketing resources needed for new companies. Students also learn to assess intellectual property and risk before they design and build and to identify financing and other key resources early.

This course consists of self-discovery and team building, six weeks of webinars, and ends with students giving their final presentations. This class is based on the Lean Launchpad/NSF I-Corps model. Students are expected to get out of the building and talk to at least five potential customers, partners, channels and/or related experts each week. Students prepare weekly slides based on the lessons learned from the customer discovery process and present these during the webinars. Kati Greaney and classmates will provide feedback during webinars and individual team meetings.

Required Class Materials and Optional Readings

Required: All articles and videos linked on Canvas

Innovation Within Account- students will activate their team business accounts to build out their Business Model Canvas' at innovationwithin.com in week 2 (weekly assignments will also be due through this portal)

Optional Texts: [Startup Owner's Manual:](#)

[Links to an external site.](#)

The Step-By-Step Guide for Building a Great Company and [the Business Model Generation \(Canvas\)](#)

[Links to an external site.](#)

: A Handbook for Visionaries, Game Changers, and Challengers

Exams & Finals

This course does not have any exams, including a final exam. The quality of teams' Business Plan Executive Summaries and Presentations demonstrates comprehension of the class.

Grades Breakdown

4 Weekly Presentations, 5% each	20%
Participation	10%
Homework	30%
Final Team Presentation (group)	30%

Final 2 minutes Team Video (group)

10%

Entrepreneurship Academy Course Outline and Schedule

Week 1- Introductions

Tuesday June 27

In class:

- Introductions
- Course Overview

Thursday June 29

Turn in:

- Watch Videos <https://app.innovationwithin.services/course-videos>
 - [Links to an external site.](#)
 - Lecture 1: "What We Know" and turn in Notes and Response
 - Create Visual Map
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Week 2- Self-Discovery

Tuesday July 4

No Class

Thursday July 6

Turn in:

- Watch Videos <https://app.innovationwithin.services/course-videos>
- [Links to an external site.](#)

- Lecture 1.5A: "Business Models and Customer Development" and turn in Notes
 - Ideation Exercise
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Week 3- Team Formation and BMC

Tuesday July 11

Turn in:

- **Pitches Due** (for extra credit)
- How I Built This Write Up

Thursday July 13

Turn in:

- Group Drive
 - Watch Videos <https://app.innovationwithin.services/course-videos>
 - [Links to an external site.](#)
 - Lecture 1.5B: "Business Models and Customer Development" and turn in Notes and Reflection
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Week 4- Value Proposition and Customer Segments

Tuesday July 18

Turn in:

- Presentation Slides

In Class:

- Team Project Presentations - BMC First Take

Thursday July 20

Turn in by Thurs:

- Watch Videos <https://app.innovationwithin.services/course-videos>
- [Links to an external site.](#)

- Lecture 2&3: "Value Proposition" and "Customer Segments" and turn in Notes
- Progress Work Journal

In Class:

- Project Management
 - Mock Client Interviews
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Week 5- Channels and Customer Relationships

Tuesday July 25

Turn in:

- Make sure to input your BMC into Innovation Within-
<https://app.innovationwithin.com/>.
- [Links to an external site.](#)
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- [Links to an external site.](#)
- Conduct at least 1 interview per team member focused on your **Value Proposition and Customer Segments**. Upload transcription or notes to business page, link insights, validate and invalidate hypotheses, and be ready to present your takeaways

In Class:

- Team Project Presentations - Value Proposition and Customer Segments

Thursday July 27

Turn in:

- Watch Videos <https://app.innovationwithin.services/course-videos>
- [Links to an external site.](#)
- Lecture 4&5: "Channels" and "Customer Relationships" and turn in Notes
- Progress Work Journal
- Entrepreneurial Interview

In Class:

Week 6- Revenue Models and Partners

Tuesday Aug 1

Turn in:

- Presentation Slides

In Class:

- Team Project Presentations - Channels and Customer Relationships

Thursday Aug 3

Turn in by Thurs:

- Watch Videos <https://app.innovationwithin.services/course-videos>
- [Links to an external site.](#)
- Lecture 6&7: "Revenue Model" and "Partners" and turn in Notes
- Progress Work Journal

In Class:

Guest Presenter: Arne Lang-Ree

Week 7-Resources, Activities, Costs and Prototype

Tuesday Aug 8

Turn in:

- Presentation Slides

In Class:

- Team Project Presentations - Prototype/Concept Sketch, Revenue Models, and Partners

Thursday Aug 10

Turn in:

- Watch Videos <https://app.innovationwithin.services/course-videos>
- [Links to an external site.](#)

- Lecture 8: "Resources, Activities, and Costs" and turn in Notes
- Progress Work Journal

In Class:

Week 8- Final Presentations

Tuesday Aug 15

Turn in:

- Prepare Presentation Slides for Resources, Activities, and Costs`

Thursday Aug 17

Turn in:

- Final Progress Work Journal
- Turn in Team Project 2 Min Presentation
- Lessons Learned Final Presentation

