

## CROWN 90 - SUMMER ENTREPRENEURSHIP ACADEMY

USCC Summer 2016

*Discovering and Launching a Business*

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### Important Dates

- Class Duration: **June 20 - August 5**
- Opening Workshop **June 20th**
- Closing Workshop **August 5th**
- Remote Webinars - **Thursdays**
  - June 30th, July 7th, July 14th, July 21st & July 28th
  - Time A- 1:30-3:30PM or Time B -3:30-5:20PM

*Drop deadline - Monday, June 27*

*Withdraw deadline - Friday, July 22*

### Course Overview

This is a 8-week program offered over UC Santa Cruz's summer session. Students build teams consisting of one or more students as entrepreneurial leads and a mentor with start-up experience that can help the students discover and develop their business model. 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 a 1-day in-person intensive workshop at the start of class for team building, 6 weeks of webinars, and ends with a 1-day in-person intensive workshop where students give 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 5 potential customers,

partners, channels and/or related experts each week. Students prepare weekly powerpoint slides based on the lessons learned from the customer discovery that they present during the webinars and receive feedback from the teaching time.

**Required Class Materials and Optional Readings**

Required Class materials: [LaunchPad Central](#) — an on-line system that provides the curricular materials, videos, mentor/teacher/student feedback, and business canvas

Optional Texts: [Startup Owner’s Manual](#): The Step-By-Step Guide for Building a Great Company and [the Business Model Generation \(Canvas\)](#): A Handbook for Visionaries, Game Changers, and Challengers

**Exams & Finals**

This course does not have any Exams including a Final Exam. The quality of the Business Plan Executive Summary demonstrates the comprehension of the class.

**Grades Breakdown**

Component	Points/ Percentage
4 Weekly Presentations 10%	40%
LaunchPad Participation	10%
Business Plan Executive summary Rough Draft, (individual - acts like a midterm check)	5%
Final Presentation (group)	30%
Final Storytelling Video (group)	20%
Business Plan Executive Summary Final (individual - acts like a final)	15%

## Entrepreneurship Academy Course Outline

### Week 1 - June 20: Introductory 1-day Workshop (in Santa Cruz)

- First Half:
  - Introductions to the class and Lean Launchpad
  - Final Team Formation & Naming
  - Intro to Business Model Canvas
  - Working Lunch—Filling in the Business Model Canvas
  - Using Launchpad Central, Webinars via Skype and Google Drive
  - Value Propositions
  - Customer Segments & Testing Hypothesis
  - Teams finish initial BMC, Value Propositions, and Customer Segments
  - Teams present 3 slides, 3 minutes
  - Intro slide, Initial Business Model Canvas, Initial Hypothesis
  - Customer Discovery Panel
    - Sukh Singh - Code Naturally,
    - David Silverglate - Thoughtfull Toys,
    - Kyle Mulroe - Founder Mulroe-Price, LLC.
- Networking Social
- Teams finalize initial Customer Interview list
- Sign up for weekly office hours (15 min) and webinar times (110 min)

### Week 2 - June 27th - July 1st - (Webinar 1 - Afternoon July 1st): Customer Segments, Channels and Team Presentations.

Topics include: Value Proposition - Pivoting...or Groping for a Business Model? Seduced by Insufficient Data.

Customer Relationships - Insights on: Customer Relationships, Use Customers to Find More Customers, Customer Conversion

Customer Segments - Insights on: Customer Segments, Estimating Market Size, Customer Workflow, Customer Discovery / Customer Archetype, Customer Archetypes; Hypotheses & Experiments, The Fog of Entrepreneurship, At the Start, All Your Stakeholders Are Customers, Square Pegs & Round Holes

Insights on: Channels, Framing the Experiment, Distribution Channels: One Data Point Is Not a Test.

### Week 3 - July 5th - July 8th (Webinar 2 - Afternoon July 8th): Customer Relationships, Key Resources/Partners, Team Management and Team Presentations

Insights on: Key Partners, Listen Carefully for Customer Discovery, The Timing of Partnerships

**Week 4** - July 11th - July 15th - (Webinar 3 - Afternoon July 15th): Revenue Model - Streams, Cost Structure, Markets and Team Presentations, Key activities and key resources.

Topics include: Revenue Streams - Value Based Pricing - "We Were Gobsmailed!", Insights on: Revenue Streams, The Importance of Experiments, Validating Product Pricing

**Week 5** - July 18th - July 22nd - (Webinar 4 - Afternoon July 22nd): Professional Communication/Videos and Team Presentations

Topics include: The Power and How to Tell the Product Narrative, Story Structure - Main Character, Main Conflict, Challenges and Solutions.

**Week 6** - July 25th - July 29th (webinar 5 - Afternoon July 29th ): Funding and Video Class Presentations.

**Week 7** - August 5th - Final 1-day Workshop

- First half: Practice Final Team presentations (10 minute)
  - Refine and finalize Presentation & Videos with Teaching Team
  
- Second Half: Final Team + Video presentations (15 minute)
  - Lunchtime Presentation: What's next, pivoting and fundraising
  - Final Teams + Video presentations continued (15 minute)
  - Networking Reception