CROWN 90 - SUMMER ENTREPRENEURSHIP ACADEMY
UCSC Summer 2017

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Important Dates:
Class Duration: July 7 - August 18, 2017
Opening Mini Webinar: June 30
Opening In-Person Workshop: July 7 at 9 am - 4pm, BSOE, E2, Room 599, UCSC
Closing In-Person Workshop: August 18 at 9 am - 4pm, BSOE, E2, Room 599, UCSC

Remote Webinar Days: Mondays and
- 1st: July 17
- 2nd: July 24
- 3rd: July 31
- 4th: August 7
- 5th: August 14

Remote Webinar Times:
- All Lectures Mondays 5-5:30 pm

Remote Team Presentations
Group N Teams: Planner, Confer, AiHS, Seeking Symbiosis, Let’s Get Social, Juice & Favor
- Mondays 3:40-5 pm
Group S Teams: Slugride, Moody, SCWW, Slugsense, Sea+Tech & Water Bug,
- Tuesdays 5-6 pm

Drop Deadline: July 10, 2017
Withdraw Deadline: July 28, 2017
Course Overview
The Summer Entrepreneurship Academy is an 8-week program offered over UC Santa Cruz’s summer session. Students build teams consisting of one or more students as entrepreneurial leads. Instructor Nada Miljkovic and/or class mentor Sue Carter assign mentors with startup experience to teams to help them (the students) discover and develop 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 a 1-day in-person intensive workshop at the start of class for team building, six 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 five potential customers, partners, channels and/or related experts each week. Students prepare weekly PowerPoint slides based on the lessons learned from the customer discovery process and present these during the webinars. Ms. Miljkovic and Dr. Carter provide feedback during webinars.

Required Class Materials and Optional Readings

Materials: LaunchPad Central, an online system that provides curricular materials, videos, mentor/teacher/student feedback, and business canvas.


Exams & Finals
This course does not have any exams, including a final exam. The quality of teams’ Business Plan Executive Summaries demonstrates the comprehension of the class.

Grades Breakdown

<table>
<thead>
<tr>
<th>Component</th>
<th>Points/ Percentage</th>
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<tbody>
<tr>
<td>4 Weekly Presentations, 10% each</td>
<td>40%</td>
</tr>
<tr>
<td>LaunchPad Participation</td>
<td>10%</td>
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<tr>
<td>Collaboration documents – Meeting Minutes, Group Evaluations, and</td>
<td>5%</td>
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Entrepreneurship Academy Course Outline

Pre-Class Mini-Webinar, Collaboration and Expectations: June 30th 9 pm

Week 1: Fri, July 7, 9 am-4 pm - Introductory 1-day, In-Person Workshop (BSOE, E2, Room 599):

- First Half:
  - Introductions
  - Lean Launchpad
  - Team Formation & Naming
  - Business Model Canvas
  - Working Lunch: Filling in the Business Model Canvas
  - Using Launchpad Central, Zoom for Webinars, and Google Drive
  - Value Propositions
  - Customer Segments & Testing Hypotheses
  - Initial BMCs, Value Propositions, and Customer Segments
  - Teams present 3 slides, 3 minutes
  - Introduction slide, first Business Model Canvas, initial hypothesis
  - Customer Discovery Panel (TBA)

- Second Half:
  - Networking Social
  - Teams finalize initial Customer Interview list
  - Sign up for weekly office hours (15 min) and webinar times (110 min)

Week 2: Mon, July 17, 5-5:30 pm Webinar 1 - Customer Segments, Channels Team Presentations: Group N: July 17, 3:40-5 pm, Group S: July 18, 5:30-6 pm

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

Discovery, 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:** Mon, July 24, 5-5:30 pm – **Webinar 2** – Customer Relationships, Key Resources/Partners, Team Management

**Team Presentations:** Group N: July 24, 3:40-5 pm, Group S: July 25, 5:30-6 pm

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

**Week 4:** Mon, July 31, 5-5:30 pm – **Webinar 3** – Revenue Model—Streams, Cost Structure, Markets; Key Activities; Key Resources

**Team Presentations:** Group N - July 31, 3:40-5 pm, Group S – July 31, 5:30-6 pm

Topics: Revenue Streams, Value-Based Pricing—“We Were Gobsmacked!”

**Week 5:** Mon, Aug 7, 5-5:30 pm – **Webinar 4** – Professional Communication/Videos & Revenue Models

**Team Presentations:** August 7, 3:40-5 pm, & 5:30-6 pm

Topics: The Power Branding and How to Tell the Product Narrative, Story Structure—Main Character, Main Conflict, Challenges and Solutions

**Week 6:** Mon, Aug 14, 5-5:30 pm – **Webinar 5** – Funding and Class Presentation.

**Week 7:** Fri, Aug 18, 9 am-5 pm – **Final 1-day, In-Person Workshop** (BSOE, E2, Room 599)

First half: Practice final team presentations (10 minutes), refine and finalize presentation & videos with instructors

- Second Half: Final team video presentations (15 minutes)
  - Lunchtime presentation: What’s next, pivoting, and fundraising
  - Final team video presentations continued (15 minutes)
  - Networking reception