

CROWN 90 - SUMMER ENTREPRENEURSHIP ACADEMY

UCSC Summer 2018

Discovering and Launching a Business

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| <p>Class Instructor: Nada Miljkovic Email: nada@ucsc.edu Phone: 831-588-5866 Office Hours: TBD via Zoom: Zoom.us/j/186195649</p> <p>Class Website: startups.ucsc.edu</p> | <p>Class Mentor: Sue Carter Email: sacarter@ucsc.edu Phone: 831-331-1050 Office Hours: TBD via Skype sue.carter27</p> <p>Administrative Assistant: Sonya Newlyn Email: snewlyn@ucsc.edu Phone: 831-459-3136</p> |
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Important Dates:

Class Duration: **June 25 - August 20, 2018**

Opening In-Person Workshop: **June 25th at 9am - 4pm, BSOE, E2, Room 599, UCSC**

Closing In-Person Workshop: **August 20th at 9am - 4pm, BSOE, E2, Room 599, UCSC**

Remote Webinar Days: Thursdays at 5:30

- 1st: July 5 at 5:30 pm
- 2nd: July 12 at 5:30 pm
- 3rd: July 19 at 5:30 pm
- 4th: July 26 at 5:30 pm
- 5th: August 2 at 5:30 pm

Remote Team Presentations:

- Thursdays at 6:00 pm via Zoom

Important Dates:

Drop - Monday, July 9 (tuition refund)*

Financial Aid Disbursement - June 18

Change Grade Option - Friday, July 13

Withdraw - Friday, July 27 (no tuition refund)

Grades Due - Thursday, August 23

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.

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 and [Team Writing](#): A Guide to Working in Groups.

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

| Component | Points/ Percentage |
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| 4 Weekly Presentations, 10% each | 40% |
| LaunchPad Participation | 10% |
| Collaboration documents - Meeting Minutes, Group Evaluations, and | 5% |

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| Roles & Responsibilities (serves as midterm check) | |
| Final Presentation (group) | 30% |
| Final Storytelling Video (group) | 20% |
| Final Business Plan Executive Summary (individual, serves as final) | 15% |

Entrepreneurship Academy Course Outline

Week 1: Mon, June 25th, 9 am-4 pm - Introductory 1-day, In-Person Workshop (BSOE, E2, Room 599):

- Introductions
- Team Formation & Naming
- Business Model Canvas
- Working Lunch: Filling in the Business Model Canvas
- Using 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
- Networking Social
- Teams finalize initial Customer Interview list
- Sign up for weekly office hours (15 min) and webinar times (110 min)

Week 2: Thursday, July 12th at 5:30 pm Webinar 1 - Customer Segments, Channels Team Presentations

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

Insights on: Customer Relationships, Using Customers to Find More Customers, Customer Conversion, Customer Segments, Estimating Market Size, Customer Workflow, Customer 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: Thursday, July 19 at 5:30pm - **Webinar 2** - Customer Relationships, Key Resources/Partners, Team Management Insights on: Key Partners, Listening Carefully for Customer Discovery, Timing of Partnerships **Team Presentations:** 6:00pm

Week 4: Thursday, July 26 - **Webinar 3** - Revenue Model—Streams, Cost Structure, Markets; Key Activities; Key Resources **Team Presentations:** 6:00pm

Topics: Revenue Streams, Value-Based Pricing—“We Were Gobsmailed!”\Insights on: Revenue Streams, Importance of Experiments, Validating Product Pricing

Week 5: Thursday, August 2 - **Webinar 4** - Professional Communication/Videos & Revenue Models **Team Presentations:** 6:00pm

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

Week 6: Thursday, August 9 - **Webinar 5** - Guest Speaker Intellectual Property. **Team Presentations:** 6:00pm

Week 7 Thursday, August 16 - **Webinar 6** - Funding, Project Management, Business Structures, and Class Presentation. **Team Presentations:** 6:00pm

Week 8: Mon, Aug 20, 9am-4pm - **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