



## CROWN 90 – SUMMER ENTREPRENEURSHIP ACADEMY

UCSC Summer 2020

*Discovering and Launching a Business*

**Class Instructor:** Nada Miljkovic

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**Office Room & Hours:** Crown 109 & By Appointment

via [Zoom.us/j/667-415-656](https://zoom.us/j/667-415-656)

**Class Website:** [startups.ucsc.edu](http://startups.ucsc.edu)

### **Important Dates:**

Class Duration: **June 22 – August 10, 2020**

**Weekly Remote Webinar Days and Team Presentations via Zoom:**

**To be determined**

### **Important Dates:**

UCSC Summer Session **differs from the regular academic year and other UC campuses**. Read through the following policies regarding adding, dropping and refunds **carefully** at <https://summer.ucsc.edu/courses/add-drop-withdraw.html>.

### **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. D'Intino provide feedback during webinars and individual team meetings.

## Required Class Materials and Optional Readings

Required: [CliftonStrengths for Students from Gallup](#).

Materials: [Innovation Within](#), 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 and Presentations demonstrates comprehension of the class.

## Grades Breakdown

Component	Points/ Percentage
4 Weekly Presentations, 10% each	40%
LaunchPad Participation	10%
Collaboration documents - Meeting Minutes, Group Evaluations, and Roles & Responsibilities (serves as midterm check)	5%
Final Presentation (group)	30%
Final Storytelling Video (group)	20%
Final Business Plan Executive Summary (individual, serves as final)	15%

## Entrepreneurship Academy Course Outline

The Instructor reserves the right to make changes at any time.

**Week 1: Tue, July 2nd, 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: July 10th – 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: July 17th – Webinar 2 – Customer Relationships, Key Resources/Partners, Team Management Insights on: Key Partners, Listening Carefully for Customer Discovery, Timing of Partnerships Team Presentations.**

**Week 4: July 26th – Webinar 3 – Revenue Model—Streams, Cost Structure, Markets; Key Activities; Team Presentations**

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

**Week 5: July 31st – Webinar 4 – Professional Communication/Videos, Revenue Models, Key Resources & Partners; Team Presentations**

Topics: What are the costs and Market potential? The Power Branding and How to Tell the Product Narrative, Story Structure—Main Character, Main Conflict, Challenges and Solutions

**Week 6:** August 7th - **Webinar 5** - Guest Speaker Intellectual Property and Business Accelerators/Incubators. **Team Presentations**

Topics: What are the legal requirements of your business (IP, Patents, Trademarks, types of business structures)? What are the different types of business accelerators and incubators and funding options?

**Week 7:** August 14th - **Webinar 6** - Funding, Project Management, Leadership Styles, and Presentation Fundamentals. **Team Presentations**

Topics: What are the fundamentals of Project Management and being a great leader by leading from your strengths and how to present a compelling pitch deck.

**Final Presentations:** Aug 16, 9am-4pm - **Final 1-day, In-Person Workshop**  
(BSOE, E2, Room 509)

- 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