

# CROWN 90 - STARTUP ENTREPRENEURSHIP ACADEMY

UCSC Summer 2022 *Discovering and Launching a Business*

**Class Instructors:** Kati Greaney

- **Email:** [kgreaney@ucsc.edu](mailto:kgreaney@ucsc.edu)
- **Office Hours:** by appointment
- **Classes and Lecture:** Tuesdays and Thursdays 10:30am-12:00pm
- **Remote Classes:**
  - <https://ucsc.zoom.us/j/98986229540?pwd=TONLcTJJdzJkTmpsTHBJYlpWQj9aUT09>
  - [\(Links to an external site.\)](#)
  - Meeting ID: 989 8622 9540  
Passcode: 793963

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

**Important Dates:**

Class Duration: **June 23 - Aug 11, 2022**

## 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

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

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### Week 1- Introductions

Tuesday June 21 - No Class (Prof will be traveling)

Thursday June 23

Due before class:

- Create a [LinkedIn profile](#)
  - [\(Links to an external site.\)](#)
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  - Enroll in Udacity course here (it is free)  
<https://classroom.udacity.com/courses/ep245>
  - [\(Links to an external site.\)](#)
  - Watch Videos in Lesson 2 "What We Know" and turn in Notes
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### Week 2- Self-Discovery

Tuesday June 28

- Turn in Vision Board
- Turn in Letter to Future Self

During this class we will present our vision boards and letters.

Thursday June 30

- Turn in Reflection on Keirse Personality Test
- Turn in Reflection on Clifton Strengths Assessment

- Turn in Notes on Video Lesson 3 "Business Models and Customer Development"

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## **Week 3- Team Formation and BMC**

### **Tuesday July 5**

- Present Business Pitches For those that have an idea, please use [this template](#)  
[\(Links to an external site.\)](#)

. Make sure to make a copy of this google slide.

### **Thursday July 7**

- Turn in Notes and Reflection on Video Lesson 4 "Business Models and Customer Development"

In Class:

Guest Presenter: James O'Connor from Innovation Within

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## **Week 4- Value Proposition and Customer Segments**

### **Tuesday July 12**

- Prepare BMC First-Take Presentation Slides to present in class

### **Thursday July 14**

- Turn in Lesson 5 & 6 Video Notes
- Turn in Progress Work Journal
- Read Team Writing Handbook

In Class:

- Project Management
- Mock Client Interviews

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**Week 5- Channels and Customer Relationships**

**Tuesday July 19**

- Prepare Presentation Slides on Value Proposition and Customer Segments

**Thursday July 21**

- Turn in Lesson 7 & 8 Video Notes
  - Turn in Progress Work Journal
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**Week 6- Revenue Models and Partners**

**Tuesday July 26**

- Prepare Presentation Slides on Channels and Customer Relationships

**Thursday July 28**

- Turn in Lesson 9 & 10 Video Notes
- Turn in Progress Work Journal

In Class:

Guest Presenter: Arne Lang-Ree

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**Week 7-Resources, Activities, Costs and Prototype**

**Tuesday Aug 2**

- Prepare Presentation Slides on Revenue Models, and Partners also present prototype
- Turn in Prototype/Concept Sketch

**Thursday Aug 4**

- Turn in Lesson 11, 12, &13 Video Notes

- Turn in Progress Work Journal
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## **Week 8- Final Presentations**

### **Tuesday Aug 9**

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

### **Thursday Aug 11**

- Turn in 2 Minute Video
- Turn in Lessons Learned Final Presentation

### **In Class**

- Final Presentations
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