CROWN 90 - STARTUP ENTREPRENEURSHIP ACADEMY

UCSC Summer 2022 Discovering and Launching a Business

Class Instructors: Kati Greaney

- **Email**: 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=T0NLcTJJdzJkJTmpsTHBYlW99aUT09](https://ucsc.zoom.us/j/98986229540?pwd=T0NLcTJJdzJkJTmpsTHBYlW99aUT09)
  - [Links to an external site.](https://ucsc.zoom.us/j/98986229540?pwd=T0NLcTJJdzJkJTmpsTHBYlW99aUT09)
  - Meeting ID: 989 8622 9540
  - Passcode: 793963

Class Website: 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%
Entrepreneurship Academy Course Outline and Schedule

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.)
- 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

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 Keirsey 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
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

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

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