

ENTRE 440/540 – Business Plan Practicum

Winter Quarter 2017 *Syllabus*

Instructor: John Zagula
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Class time: Thursdays 6:00-7:50
Office hours: by appointment

Course Description

Learn how to start a business and make it successful and how to use the Business Plan Competition (BPC) and other upcoming competitions to your advantage.. Examine and apply useful, real-world concepts and tools - from generating the original idea/inspiration to business formation/planning to persuading funders/partners/customers - all while meeting and working with interesting classmates and some of Seattle's most accomplished entrepreneurs and subject-matter experts along the way.

Course objectives

1. Get inspired to start or to participate in something new
- or learn that it's not for you.
2. Learn what it takes (and what to avoid) to have a successful new company
- and how to use a set of general purpose business planning tools to get there.
3. Learn how to persuade the others you need to support your business
- and how to give a great pitch no matter the topic.

And learn how the Business Plan Competition (BPC) and other competitions work, including entry requirements, stages of competition, judging criteria, and prizes for winners.

Required reading: provided by instructor.

Grading:

No textbooks, no tests, no grades (pass/fail only), limited assignments but tons of class participation, team-work and practical application of tools. Passing performance is based on:

Participation (20%): attendance is critical, everyone must sign in (8 of 10 minimum);

Quizzes (20%): there will also be many simple, "no wrong answer" surveys, 80% of these is also required;

Business Planning Template (30%): Even the best idea needs a plan to turn it into a business. This template is a simple tool outlining the elements of a sound business plan (also reflecting the criteria for judging the BPC). Students may choose to work in teams of 3-4 students. Every team/student must provide/justify answers in a final document of no fewer than 4 and no more than 15 pages.

Company Pitch (30%): The moment of truth comes in pitching your company. There are several opportunities for students to practice telling the persuasive story of their business. Every team/student must provide a finished Powerpoint/Slides version of this by end of the class.

Deliverable Dates

January 5: the Business Planning Template will be emailed to enrolled students. An advance copy may be found on Canvas ("Business Planning Template").

Weekly: responses to simple surveys are due within 4 days of the last class.

February 2: optional team rosters and responses to the first elements of the Business Planning Template due (class time and other resources will be available to facilitate the team formation process; teams are optional but should be 3-4 people).

March 2: final Business Plan outlines and Powerpoint presentations due.

March 9: last class and last opportunity to give trial elevator pitches in front of the class.

Other: there should be a minimum of two dates/times set for informal, totally optional pitching workshops outside of class/

UW Entre 440/540 Course Calendar - Final

Date	Subject/Speakers	Topics	Reading/Assignments*
Jan 5, 17	Step 0. Introduction Amy Sallin - Associate Director, Buerke Center, UW Terry Drayton - CEO Livable	<ul style="list-style-type: none"> • Introduction to key concepts • Class outline • Business Plan Competition basics • Being an entrepreneur 	Reading: Business Planning Template Assignment (survey): 3 personal goals for class
Jan 12, 17	Step 1. Product Part 1 - Your Inspiration from great ideas to company vision/purpose Steven Hooper - CEO, Equitabowl/Kigo Kitchen Jason Sokoloff - Foster Librarian	<ul style="list-style-type: none"> • Review of survey results • The "ABCs" of company vision • Identifying key trends (picking your parade) • Filling a gap 	Reading: Blog posts tbd Assignment (surveys): 1 Kickstarter/Indiegogo you like
Jan 19, 17	Part 2 - From Idea to Product validating a real problem/viable solution Michael Dix - Founder, Intentional Futures Networking night	<ul style="list-style-type: none"> • Review of product picks - what makes a great idea? • Problem/solution - interest and feasibility • Getting a team together 	Reading: Blog posts tbd Assignment (survey): In a category chose between offerings (e.g. Coke/Pepsi), explain why.
Jan 26, 17	Step 2. Plan Part 1 - Your Playing Field assessing risks/opportunities you face Warren Gouk - COO, Limeaide Laurel Buckner- VP Investments, CGI	<ul style="list-style-type: none"> • Review of survey results • "3 Cs" of playing field assessment • How investors look at risk • Using "SWOT" to your advantage 	Reading (posts): Crossing the Chasm, Playbook Assignments: Pick team, pick initial idea Answer part 1 of Business Planning Template
Feb 2, 17	Part 2 - Your Play picking your bet/market entry strategy to win Monty Montoya - CEO, Sightlife Lincoln Popp/Anders Nilson - Managing Directors, Luxoft	<ul style="list-style-type: none"> • Review of idea submissions • What is a Play? • Crossing the Chasm • Practical approaches to starting/navigating, including bootstrapping 	Reading: Blog posts tbd Assignment (survey): Name one company you admire and why
Feb 9, 17	Part 3 - From Product to Business business model/financials Jesse Proudman, CTO, Bluebox Group Ethan Rudin - CFO, Napster	<ul style="list-style-type: none"> • Review of company submissions • Some surprising business model stories • Defining/choosing a business model • Estimating basic financials 	Reading: Blog posts tbd Assignment (survey): Problems, seen and unforeseen
Feb 16, 17	Part 4 - From Strategy to Plan rolling it out over time Steve Yentzer - DLA Piper Jennie Ellis - CEO, Recruiting Bandwidth	<ul style="list-style-type: none"> • Realistic phases for your company • Legal - set up, issues, tips • HR - right way to put team in place • Bootstrapping - first money, first sales, first evidence of success 	Reading: Blog posts tbd Assignment (survey): Effective marketing
Feb 23, 17	Step 3. Pitch Part 1 - Your logic - formulating the case for your business Positioning Basics - John Zagula Panel of local marketing experts - Adam Sheppard, 8 9ths Agency; Zach Hunting, Crown Social; BreeAnna Marchitto, Dry Soda; Betsy Sperry, UW	<ul style="list-style-type: none"> • Positioning "XYZs" • Differentiation • Messaging "123s" • Getting the word out, efficiently 	Reading: Blog posts tbd Assignments: Submit draft pitch
Mar 2, 17	Part 2 - Your Presentation - crafting and giving a great pitch John Zagula - Pitch Coach Student pitching contest	<ul style="list-style-type: none"> • Fundamentals of a good pitch ("gambit, nutshell, gift") • Investor mindset • Friendraising/fundraising 	Reading: Blog posts tbd Assignments: Final Business Planning Template Final survey
Mar 9, 17	Part 3 - From Plan to Company - beyond initial success Bob McNeel - CEO, McNeel Associates/Rhino 3D Christina Lomasney - CEO, Modumetal Course recap, wrap-up	<ul style="list-style-type: none"> • Who says the sky is the limit? • Team Presentations • Class recap and discussion 	Assignment Course feedback survey