ENTRE 509 SPR 2016 Course Syllabus
Instructor: Jacob Colker

OVERVIEW

Startups are all the rage these days!

Entrepreneurs come from the worlds of finance, law, and other traditional industries. Some come with knowledge, others looking to learn. But for the most part they come with the hope of making it big.

Most people enter the startup scene following the allure of Facebook and Google-like exits. Some are compelled to solve a pressing problem, a social impact need, or work for themselves.

However, most first-time entrepreneurs have no idea what's involved. It's a long, long journey from the day you quit your job to the day you buy your yacht (or give your Nobel Prize acceptance speech).

The course provides an overview of the major aspects of entrepreneurship and creating a startup company. In a five-week timeframe, students will learn the fundamentals of modern innovation in a hands-on environment. Throughout the course, students will also be treated to guest speakers from the Seattle startup community.

CLASS SCHEDULE

- Week 1: How to come up with an idea
- Week 2: How to validate if people actually want it and adjust/pivot based on real customer feedback
- Week 3: How to sustainably acquire your first 1,000 customers
- Week 4: How to pitch investors and raise investment capital
- Week 5: How to survive the realities of startup life

OBJECTIVE

Provide students with an introduction to the fundamentals of entrepreneurship.

INSTRUCTOR

Jacob Colker: linkedin.com/in/jacobcolker (Links to an external site.)