ENTRE 440/540 – Business Plan Practicum Syllabus

Winter Quarter 2015

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Class time and location: Thursday, 6:00-7:40, Paccar 192

Course Description

This course prepares students for success in the 2015 UW Business Plan Competition (BPC). The scope of the course includes the development of a new venture from idea generation through business planning, funding and startup. Students will learn from assigned reading, class discussions, and guest lectures delivered by some of Seattle’s most accomplished entrepreneurs and subject-matter experts.

Course Objectives

Students will learn:

1. How the Business Plan Competition works including entry requirements, stages of competition, judging criteria, and prizes for winners.
2. How to craft a business plan that makes sense and attracts investors (BPC judges).
3. What it’s like to start a new company and pitfalls to avoid.
4. What it’s like to be an entrepreneur and some pros and cons as a career path.
5. How to build a network of contacts within the entrepreneurial community.

Required Reading

*The Lean Startup* by Eric Ries available in the UW Bookstore.
Grading

ENTRE 440/540 is a 2 credit, Pass/Fail course. Passing performance is based on the following criteria.

**Attendance and Class Participation  (25%)**

To receive credit for this course, students must attend at least 8 of the 10 classes. Students must sign-in to confirm class attendance. [Important note: signatures will be verified. Signing in for another student is an ethics violation and will be dealt with accordingly.]

Students are expected to be conversant with the required reading and prepared to participate in the weekly class discussions.

**Business Opportunity Assessment  (75%)**

A Business Opportunity Assessment (BOA) is designed to assess the feasibility of a business idea and weed-out ideas with fatal flaws or unacceptably high risks. It drives high-level analysis of important business success factors and serves as a precursor to a full business plan.

The BOA assignment consists of two parts:

- Written answers to the BOA questions (5 pages max) (50% of grade)
- PowerPoint presentation (7 slides) (25% of grade)

A detailed description of the BOA assignment will be emailed to enrolled students the first week of class. An advance copy may be found on Canvas (“Business Opportunity Assessment Assignment”).

Students can submit BOA’s as individuals or as part of a team (4 students max). Class time and other resources will be available to facilitate the team formation process.

Each student/team is responsible for the following deliverables:

- Team roster (if applicable) and preliminary answers to BOA questions 1-3. Due Jan. 30
- Written BOA (5 pages max) and PPT presentation (7 slides). Due March 6

Two or three BOAs will be selected for presentation in our final class on March 12.
<table>
<thead>
<tr>
<th>Class</th>
<th>Subjects and Guest Speakers</th>
<th>Class Topics</th>
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| #1    | Introduction                | • Course overview/BPC intro  
|       | Chris DeVore, Founders Coop  | • Is entrepreneurship for you?  
|       | Matt Erlichman, Porch.com   | • Good business ideas  
|       |                             | • Class discussion  
|       |                             | • Class introductions (after class) | |
| #2    | **Tools plus Networking**   | • Lecture - *Lean Startup*  
|       | Jason Sokoloff, Foster Librarian  | • Library resources and how to use them  
|       | Networking Night *(Anthony’s Forum)* | • BOA project description | |
| #3    | **Business Planning and Risk** | • Business Planning and Risk – personal experiences  
|       | Terry Drayton, Storrage  
|       | Adina Mongubat, Spiral Genetics | • Class discussion  
|       |                             | • BOA Q&A | |
| #4    | **Marketing**               | • Panel Discussion – How do you:  
|       | Todd Fishman, Evergreen Salads  
|       | Nathan Kaiser, Bar2 Distillery  
|       | Sharelle Klaus, Dry Soda | ➢ Identify/prioritize market segments  
|       |                             | ➢ Define the competition (all of it)  
|       |                             | ➢ Communicate uniqueness  
|       |                             | • Class discussion | |
| #5    | **Business Models and Financials** | • How to define your business model  
|       | Jesse Proudman, Bluebox Group  
|       | Adam Tratt, Haiku Deck | • How to develop financial projections for BPC  
|       |                             | • Class discussion | |
| #6    | **Legal issues for Start-ups** | • Legal essentials for startups – organization, intellectual property, founder equity, employment agreements  
|       | Bill Bromfield, Fenwick & West | • Class discussion | |
| #7    | **Insights from Past BPCs**  | • What was it like to go through the BPC?  
|       | Adam Davis, FDCares  
|       | Katie Fasier, Stash  
|       | Daniel Sedlacek, Uphill Designs  
|       | Stacy Flynn, Loopool | • Insights and recommendations  
|       |                             | • Class discussion | |
| #8    | **Bootstrapping the Startup** | • Getting started, “capital efficiency”  
|       | John Gabbert, Pitchbook  
|       | Faith Anderson, WA State Dept. of Financial Institutions | • Tips for bootstrapping your startup  
|       |                             | • Washington’s new Crowd Financing Rule  
|       |                             | • Class discussion | |
| #9    | **Raising Investor Capital** | • Introduction to raising investor capital  
|       | Geoff Entress, Angel Investor  
|       | Charles Seybold, Liquid Planner | • Managing your investor “partners”  
|       |                             | • Class discussion | |
| #10   | **Dreaming Big!**           | • Who says the sky is the limit?  
|       | Chris Lewicki, Planetary Resources | • BOA Team Presentations  
|       |                             | • Class discussion and wrap-up  
|       |                             | • Course Evaluations |