ENTRE 440/540 – Business Plan Practicum Syllabus

Winter Quarter 2016

Instructor: Tom Eckmann
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Office Hours: By appointment
Mobile/Text: 206-910-3293

Class time and location: Thursday, 6:00-7:50, Paccar 192 (Shansby Auditorium)

Course Description
This course is designed to introduce the basic concepts of entrepreneurship and business planning, and help students prepare for success in the 2016 UW Business Plan Competition (BPC). The scope of the course addresses the creation of a new venture from idea generation through business planning, funding and startup. Students 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. What it’s like to be an entrepreneur and some pros and cons as a career path.
2. What it’s like to start a new company and some pitfalls to avoid.
3. How to craft a business plan that makes sense and attracts investors (BPC judges).
4. How to build a network of contacts within the entrepreneurial community.
5. How the Business Plan Competition works including entry requirements, stages of competition, judging criteria, and prizes for winners.

Required Reading

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

ENTRE 440/540 is a 2 credit, Pass/No-Pass course. Passing performance is based on the following criteria.

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

Presentations by guest speakers are a critical learning element for this class so attendance is essential. **To receive credit, students are required attend at least 8 of the 10 classes.**

To verify attendance, each student must sign the attendance log as they enter the auditorium. This log will be picked up 5 minutes after the start of class, so plan to arrive on time. [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%)**

The Business Opportunity Assessment (BOA) is a tool designed to assess the viability of a business idea and help weed-out those with fatal flaws or unacceptably high risks. For ideas that do pass muster, the BOA provides a good starting point for a more complete 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”).

**The BOA is a team assignment (3-4 students per team).** Class time and other resources will be available to facilitate the team formation process.

**Each team is responsible for the following deliverables:**

- Team roster and preliminary answers to BOA questions 1-3. **Due Feb. 1**
- Completed BOA (5 pages max) and PPT presentation (7 slides). **Due March 4**

Two or three BOAs will be selected for presentation in our final class on March 10.
## ENTRE 440/540 Class Calendar

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<tr>
<th>Class</th>
<th>Subjects and Guest Speakers</th>
<th>Class Topics</th>
<th>Reading/Assignments</th>
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<tbody>
<tr>
<td>#1</td>
<td><strong>Introduction</strong>&lt;br&gt;Terry Drayton, Livible</td>
<td>• Course overview/BPC intro&lt;br&gt;• Becoming an entrepreneur&lt;br&gt;• Good business ideas&lt;br&gt;• Class discussion&lt;br&gt;• Class introductions</td>
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<td><strong>Business Planning and Risk</strong>&lt;br&gt;Jason Sokoloff, Foster Librarian&lt;br&gt;Chris DeVore, Techstars</td>
<td>• Library resources to research key business plan questions&lt;br&gt;• Business Planning and Risk&lt;br&gt;• Lecture - <em>Lean Startup</em>&lt;br&gt;• Class discussion</td>
<td>• <em>The Lean Startup</em>, Eric Ries&lt;br&gt;• BOA assignment description</td>
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<td>#2</td>
<td><strong>Business Plans plus Networking</strong>&lt;br&gt;John Gabbert, Pitchbook&lt;br&gt;Networking Night <em>(Anthony’s Forum)</em></td>
<td>• Business Planning and Risk&lt;br&gt;• BOA project description&lt;br&gt;• Class discussion&lt;br&gt;• Break for networking night (Dempsey Hall)</td>
<td>Networking night is an opportunity to connect with other students and form a team.</td>
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<td>#3</td>
<td><strong>Marketing</strong>&lt;br&gt;Todd Fishman, Evergreen Salads&lt;br&gt;Liz Pearce, Liquid Planner&lt;br&gt;Sharelle Klaus, Dry Soda</td>
<td>• Panel Discussion – How do you:&lt;br&gt;a. Identify/prioritize market segments&lt;br&gt;b. Define the competition (all of it)&lt;br&gt;c. Communicate uniqueness&lt;br&gt;• Class discussion</td>
<td>Assignment Due: Feb. 1&lt;br&gt;Description of business idea (BOA questions 1-3) and team roster</td>
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<td>#4</td>
<td><strong>Business Models and Financials</strong>&lt;br&gt;Jesse Proudman, Bluebox Group&lt;br&gt;Andy Kleitsch, Three Tree Point</td>
<td>• How to develop financial projections for BPC&lt;br&gt;• How to define your business model&lt;br&gt;• Class discussion</td>
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<td>#5</td>
<td><strong>Legal issues for Start-ups</strong>&lt;br&gt;Bill Bromfield, Fenwick &amp; West</td>
<td>• Legal essentials for startups -- organization, IP, founder equity, employment agreements&lt;br&gt;• Class discussion</td>
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<td>#6</td>
<td><strong>Insights from Past BPCs</strong>&lt;br&gt;Renuka Ramanathan, Empreva&lt;br&gt;Alex Jiao, miPS&lt;br&gt;Tony Enslow, Benchmark</td>
<td>• The BPC experience&lt;br&gt;• Insights/recommendations&lt;br&gt;• Class discussion</td>
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<td>#7</td>
<td><strong>Bootstrapping the Startup</strong>&lt;br&gt;Rob Adams, XTT Consulting&lt;br&gt;Frank Paganelli, Lane Powell</td>
<td>• Getting started, “capital efficiency”&lt;br&gt;• Tips for bootstrapping&lt;br&gt;• Story of Full Circle Farm&lt;br&gt;• Class discussion</td>
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<td>#8</td>
<td><strong>Raising Investor Capital</strong>&lt;br&gt;Geoff Entress, Angel Investor&lt;br&gt;Jenni Hogan, Tagboarda</td>
<td>• Introduction to raising investor capital&lt;br&gt;• Courting investor “partners”&lt;br&gt;• Class discussion</td>
<td>Assignment Due: Mar. 4&lt;br&gt;Final BOA answers and PowerPoint presentation</td>
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<td>#9</td>
<td><strong>Dreaming Big!</strong>&lt;br&gt;Jens Molbak, WinWin.care</td>
<td>• Chasing a big idea&lt;br&gt;• BOA Team Presentations&lt;br&gt;• Class discussion and wrap-up&lt;br&gt;• Course Evaluations</td>
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