ENTRE 509 SYLLABUS

Spring 2018

OVERVIEW

Most first-time entrepreneurs have no idea what's involved. It's a long journey from the day you quit your job to the day you buy your yacht. Working in a hands-on team-based environment, this course provides an overview of the major aspects of entrepreneurship and a blueprint for how to properly build a startup company, using modern innovation methods.

Students will learn how to identify a problem, test solutions, conduct research using qualitative and quantitative methods, and do customer discovery.

Students will also learn the basics of a go-to-market strategy, a fundraising strategy, and how to avoid many of the pitfalls of entrepreneurship.

Throughout the course, we will also take several field trips to innovation labs around Seattle to meet with entrepreneurs and other notable members of the startup community.

CLASS SCHEDULE

- Week 1 -- How to come up with an idea
- Week 2 -- (Field Trip) Innovation Lab in Seattle to meet with entrepreneurs
- Week 3 -- How to validate if customers want your idea and adjust
- Week 4 -- How to acquire your first 100 paying customers
- Week 5 -- (Field Trip) Innovation Lab in Seattle to meet with entrepreneurs
- Week 6 -- How to pitch investors and raise investment capital
- Week 7 -- Pitch deck development and pitch training
- Week 8 -- (Field Trip) Innovation Lab in Seattle to meet with entrepreneurs
- Week 9 -- Investor pitches in class
- Week 10 -- How to survive the realities of startup life

ASSIGNMENTS

- Startup Idea (25 points)
- Idea Validation Field Research Summary (25 points)
- Early Adopter Acquisition Strategy (25 points)
- Pitch Deck (25 Points)

INSTRUCTOR

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