Entrepreneurial Strategy
Entre 510

This course explores the mindsets and processes required to create a new business in today’s rapidly changing environments. Which ideas are worth pursuing? How do good ideas turn into successful products? What should an entrepreneur do to build and grow a new business – and what additional challenges need to be considered?

This course is tailored to help students identify and measure market opportunities for their own ideas, then plan and transform those ideas into a new enterprise.

Week 1: Prologue and Idea Formation
Week 2: Analyzing Ideas and Team Formation
Week 3: Market Segmentation: Who is your customer?
Week 4: Value and Uniqueness: What do you do?
Week 5: Competitive Advantage and Disruptive Innovation
Week 6: Business Economics: Now and Later
Week 7: Designing and Building Products
Week 8: Scaling and Growth: The Lean Startup
Week 9: Trials and Tribulations
Week 10: Student Presentations

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