ENTRE 579: “Entrepreneurial Influence”

Or

“How to Get Exactly What You Want from Investors, Customers, Employees, Board Members, the Press, & Potential Acquirers”

Course created and taught by Julie Sandler
Managing Director of PSL Ventures and Pioneer Square Labs
(former Madrona Venture Group partner and
Geekwire’s “Geek of the Year” & “Hire of the Year”)
...with special appearances by 30+ top VCs, CEOs & tech leaders across Seattle

Spring Quarter, Bi-weekly, Thursday evenings, 6-9:20pm

As an entrepreneur or startup executive, your success is directly tied to your ability to communicate effectively... particularly in the context of the “pitch”. The employees you recruit and retain, the advisors you bring around your team, the investors you seat around your table, and the customers you win are largely driven by the vision you articulate to them.

This course is about the role that verbal communication, influence, and persuasion play in starting, growing, managing, scaling, leading, and even exiting a venture. Of all the courses you take at Foster, this one will most emphasize the power of what you say and how effectively you say it in the entrepreneurial context. We will explore what different key stakeholders around your business are really looking for, and how to compel six core audiences to play a role in your success as an entrepreneur or startup executive:

- Investors (pitching VCs and angels)
- Customers (“selling” to businesses and consumers)
- Employees (hiring, aligning, and firing)
- Board members and advisors
- Reporters
- Potential acquirers

We will bring in well-known leaders from all over the Northwest technology community to help teach several of the core course concepts based on their own experiences. The course culminates in a final EXPO Night where dozens of Seattle-based CEOs, VCs, and technology leaders will come to meet you and, quite literally, grade the “live pitch final”.

Previously this course was available only to TMMBA students, and in spring 2019, it will open up for the first time to all Foster MBA students with an interest in entrepreneurship and startups.