ENTRE 509 SYLLABUS

Spring 2019

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

- **April 04**: Lecture on developing an idea
- **April 11**: Lecture on how to validate demand for your idea (+form teams)
- **April 18**: (Field Trip) Women in 3D printing (bit.ly/entre-apr18) 7-9pm
- **April 25**: Lecture on finding first 100 customers / go-to-market strategy
- **May 02**: (Field Trip) GeekWire Awards (bit.ly/entre-may2) “ColkerClass” 7-10pm
- **May 09**: 1:1’s with each team to review investment memo progress
- **May 16**: Lecture on raising money for your startup
- **May 23**: Meet AI Startups FlatironSchool/WeWorkLabs (bit.ly/entre-may23) 6-8pm
- **May 30**: TBD
- **June 06**: Lecture on the realities of surviving the startup journey

INSTRUCTOR

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