ENTRE 440/540 – Business Plan Practicum
Winter Quarter 2019 Syllabus

Instructor: John Zagula
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Class time: Thursdays 6:00-7:50
Office hours: by appointment (Thursdays at 5 most weeks)

Course Description
Learn how to start a business and make it successful and how to use the Dempsey Startup Competition (formerly the Business Plan Competition--BPC) and other upcoming competitions to your advantage. Examine and apply useful, real-world concepts and tools - from generating the original idea/inspiration to business formation/planning to persuading funders/partners/customers - all while meeting and working with interesting classmates and some of Seattle’s most accomplished entrepreneurs and subject-matter experts along the way.

Course objectives*
1. Get inspired to start or to participate in something new
   - or learn that it’s not for you.
2. Learn what it takes (and what to avoid) to have a successful new company
   - and how to use a set of general purpose business planning tools to get there.
3. Learn how to persuade the others you need to support your business
   - and how to give a great pitch no matter the topic.
   And learn how the Dempsey Startup Competition and other competitions work, including entry requirements, stages of competition, judging criteria, and prizes for winners.

Required reading: provided by instructor.

Grading:
No textbooks, no tests, no grades (pass/fail only), limited assignments but tons of class participation, teamwork and practical application of tools. Passing performance is based on:

Participation (20%): attendance is critical, everyone must sign in; you must email with a legitimate reason to miss - only then can you arrange a make up; no more than 2 missed classes allowed for passing grade.

Quizzes (20%): there will also be many simple, “no wrong answer” surveys, 80% response is also required.

Business Planning Template (30%): Even the best idea needs a plan to turn it into a business. This template is a simple tool outlining the elements of a sound business plan (also reflecting the criteria for judging the Dempsey Startup Competition). Students may choose to work in teams of 3-4 students. Every team/student must provide/justify answers in a final document of no fewer than 4 and no more than 15 pages.

Company Pitch (30%): The moment of truth comes in pitching your company. There are several opportunities for students to practice telling the persuasive story of their business. Every team/student must provide a finished Powerpoint/Slides version of this by end of the class.
Guest Speakers
There will be guest speakers at nearly every session. These CEOs, CFOs, CMOs, CTOs and functional experts, come from industries ranging from software to healthcare and from finance to food to fashion; and experience from failures, major saves to IPOs.
You can expect to see speakers such as:
Tom Gonser - founder, Docusign (DOCU)
Amy Nelson - founder, the Riveter
Hope Cochran - CFO, King/Clearwire, director Hasbro
Terry Drayton - CEO of Livible, Homegrocer.com
Ben Gilbert - Founder, Pioneer Square Labs
Ambika Singh - Chief Bosslady, Armoire
Xiaoyu (Renee) Wang - CEO, Castbox
Steven Hooper - CEO/founder Kigo Kitchen
Other early stage founders and teams
Other marketing, legal, financial experts

Key Dates and Deliverables
Weekly: responses to simple survey/quizzes are due within 4 days of the previous class.

January 2: The Business Planning Template will be available on Canvas - go ahead and read it in advance.
January 5: the first simple survey is due, you will find it on Canvas. It is important so do fill it out.
January 10: First day of class - SHOW UP ON TIME
January 31: Pick and idea and pick a team, start to explain it
optional...
... team rosters due - teams are optional but HIGHLY ENCOURAGED, class time and other resources will be available to facilitate the team formation process, teams should be ~3-5 people).
... responses due to the first elements of the Business Planning Template
... first draft of PowerPoint Pitch due
February 14: optional, submit responses to second elements of the Business Planning Template
February 28: optional, but highly recommended, submit second draft Powerpoint pitch.
March 7: PITCH CONTEST (with expert judges and prizes); mandatory final Business Plan outlines and Powerpoint presentations due
March 14: last class and last opportunity to give trial elevator pitches in front of the class.
Other: there should be a minimum of two dates/times set for informal, totally optional pitching workshops outside of class.

* Note: this course is a practicum and a survey; those looking for in-depth, academic study of specific topics should consult the course catalogue.

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