Software Entrepreneurship
CSE 490A / ENTRE 432A
Spring Quarter 2019

Alan Leong
Time: Tu/Th 3:30pm – 5:20pm
Location: Dempsey 004
Class Website: Canvas (CSE 490A)

Office: Innovation Lab (Dempsey 211)
Hrs: 5:30pm Tu/Th & Friday Afternoons
Email: **Alan@BioWatchNews.com**
Cell: (206) 310-1739

If you want to chat, please send an email, and also leave a phone number and times when we can reach you. You can also text me at my cell: 206.310.1739 and arrange for a day/evening phone conference.

Access and Accommodations: Your experience in this class is important to me. If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me at your earliest convenience so we can discuss your needs in this course.

If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at 206-543-8924 or uwdrs@uw.edu or disability.uw.edu. DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s) and DRS.

Overview: You will learn how to find opportunities and then translate them into a business proposal. You will also hear about some of the critical issues in operating a startup company, especially a science / technology company. Remember, there is no Air Guitar.

It's for: *Guys and gals…creating the next company;*
 Brave soul... birthing new products and services within old companies;
 Ambitious leaders that scale-up smaller companies;
 And Adventurers who want to work for them!
- Paraphrased from Guy Kawasaki in Art of the Start

Readings: Kawasaki, Guy. The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. New York: Portfolio, 2015. (Recommended)

Leong, A., Jacroux, R., Fletcher, G. Companion Guide to Software Entrepreneurship. Bothell, WA: Sandbox Labs, 2019. (**Required** – Free eBook for Download)

Bangs, David. A Crash Course on Financial Statements for Small Business Owners. Madison, WI: Entrepreneur Press, 2010. (Optional)

Blank, Steve *Four Steps to the Epiphany*. Amazon Digital Services, 2013. (Optional – this is the book that put the Lean Startup concept onto the map. It's condensed and a student version may be downloaded at the course canvas)

Leigman, Margo. Long Story Short: The Only Storytelling Guide You'll Need. Seattle, WA: Sasquatch Books, 2015. (Supplemental)

Poland, Stephen R. (2017) Founder's Pocket Guide: Raising Angel Capital. Leicester, NC: 1X1 media LLC. (Supplemental)

Fridman, Adam & Ostholthoff (2018). The Science of Story: Brand is a Reflection of Culture. Seattle: Amazon Digital Services.

Homework: The Assignments are geared towards constructing the final project. The final project involves defining your business and proving your plan. Your instructor assigns grades while others can provide helpful comments on your deliverables.

Requirement	Basic	Evaluator
	% of Grade	
Assignments	**12**	Instructor
Exam	**22**	Instructor
Class Participation & Peer Evals	**23**	Instructor, Peers
Peer Eval Authoring	**4**	Instructor
Final Project	**39**	Instructor, Guest Experts
Total Percentage	**100%**	

Grading Criteria and Method

Course Grade: Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically, 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on. This is not a curve as everyone can theoretically qualify for a certain grade range like over 3.8 or under 2.0.

About the Final Project – Pursuing the Big Idea

All students learn how to find and develop their Big Idea. You will also learn the highlights of creating planning for a new business. You (and your team) may choose between two different deliverables.

In the first option, you search your area of interest to **find your Big Idea**. You may start with a huge thing like "*solving the problem of having enough clean water*". This was indeed the start of a business that emerged from this class.

In the second option, **you are building a specific business idea into a startup plan.**

The most "successful" founders from this class are doing: fusion-powered generators; bioinformatics; health extension biotech; mobile fintech; and *dog walking I kid you not!* All these businesses involved science and technology.

Class Participation: Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class exercises. This class will have a vigorous atmosphere of critique and support. ***Critique hard and support harder.***

Lab Participation: Labs are in-class exercises designed to simultaneously advance the class material and your projects. Like class participation, it means taking an active approach. For example, your team is required to do a "fishbowl presentation". You'll be visited by guests who will critique your ideas and plans and offer concrete input. Everyone will participate in the Hell Night festival. This has been an annual event since 2001.

Guest speakers may switch dates and so patience and flexibility are a must.

Week of	Topics	Activities & Assignments

4/2	*Beginnings & Basic Concepts*
	    Orientation
	    Course Overview, Creative Disruption
		Read Vol. 1 of Companion Guide

4/9	*The Dynamics of Software & STEM Startups*
	    The Coming IT Revolution, CD-Rom Case
	    Jimmy Jia, Energy Expert, Oxford University
		HW 0: Basic Student Information
		HW1a: The Wind in the Willows
		Read Vol 2 of Companion Guide

4/16	*Special STEM Strategy*
	    Business Models vs. Industry Models
	    Long-Tails, Lean Startups
		HW 1: CD-Rom's First Victim + More
		Read Vol 3 of Companion Guide
		HW 2: Team Documents

4/23	*Science & Technology Issues*
	    Software Innovation Models, Quiz
	    Psychology of Scientific Innovation
		Optional Visit to Biotech & More

4/30	*Scientifically Speaking...*
	    The Seven Sins of STEM Entre, Scenarios II
	    Vikram Chalana, CEO Steth IO
		HW 3: Scenarios, Salem Witch Trials

5/7	*Strategy*
	    Disruption and Strategy
	    Exam Review	

5/14	*Exam*
	    Exam
	    Presentation / When the Shift hits the Plan	

5/21	Student Presentations	
5/28	Student Presentations	
6/4	Student Presentations Hell Night	Hell Night, Thursday Eve, June 6, 2019 Location TBA
6/11	Finals Week	Final Deliverables + Peer Evals due at Canvas