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


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)

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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Basic</th>
<th>Evaluator</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Grade</td>
<td></td>
</tr>
<tr>
<td>Assignments</td>
<td>12</td>
<td>Instructor</td>
</tr>
<tr>
<td>Exam</td>
<td>22</td>
<td>Instructor</td>
</tr>
<tr>
<td>Class Participation &amp; Peer Evals</td>
<td>23</td>
<td>Instructor, Peers</td>
</tr>
<tr>
<td>Peer Eval Authoring</td>
<td>4</td>
<td>Instructor</td>
</tr>
<tr>
<td>Final Project</td>
<td>39</td>
<td>Instructor, Guest Experts</td>
</tr>
<tr>
<td>Total Percentage</td>
<td>100%</td>
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</tbody>
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**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.

Revised 10/31/2019
Guest speakers may switch dates and so patience and flexibility are a must.

<table>
<thead>
<tr>
<th>Week of</th>
<th>Topics</th>
<th>Activities &amp; Assignments</th>
</tr>
</thead>
</table>
| 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 |