

ENTRE 440/540 – Business Plan Practicum

Winter Quarter 2021 Syllabus

Instructor: John Zagula
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Class time: Tuesdays 6:00-7:50
Office hours: by appointment

Course Description

This class is about both entrepreneurship and planning. Learn how to start a new venture 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 accomplished entrepreneurs and subject-matter experts along the way.

Course objectives*

1. Get inspired to start or to participate in something new
 - whether a company, a cause or even just an important project in your career.
2. Learn what it takes (and what to avoid) to have a successful new venture
 - 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.

Grading:

No textbooks, no tests, no grades (pass/fail only), limited assignments but tons of class participation, teamwork and practical application of tools. **DO NOT TAKE THIS CLASS IF YOU ARE NOT GOING TO PARTICIPATE AND WORK WITH OTHERS.** 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 the end of the 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](#).*

Required reading: short articles, posts, videos provided by instructor.

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:

Ben Hubbard - Founder, CEO, Parsyl

Ambika Singh - Chief Bosslady, Armoire

Fran Dunaway & Naomi Gonzalez, co-founders, Tomboy X

Xiaoyu (Renee) Wang - CEO, Castbox

Ben Gilbert - Founder, Pioneer Square Labs

Christy Johnson - Founder/CEO, Artemis Connection

Steven Hooper - President Ethan Stowell Restaurants/founder Kigo Kitchen

Cameron Borumand - Managing Director, Fuse Capital

Liz Pearce - Co-Founder & CEO, Fresh Chalk

Sanjay Puri - VP, Product Marketing, Avalara

Other early stage founders and teams

Other marketing, legal, financial experts

Key Dates and Deliverables

Weekly: short readings, responses to simple survey/quizzes.

January 4: The Business Planning Template will be available on Canvas - go ahead and read it in advance.

January 4: Watch the Business Plan Competition video; the first simple survey is due, you will find it on Canvas. It is important so do fill it out.

January 5: First day of class - SHOW UP ON TIME

January 26: Pick an 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 9: optional, submit first draft of Business Planning Template

February 16: optional, but highly recommended, submit second draft Powerpoint pitch.

March 2: PITCH CONTEST (with expert judges and prizes); **mandatory final Powerpoint presentations due**

March 9: last class and **mandatory final Business Planning Templates due.**

Other: there should be a minimum of two dates/times set for informal, totally optional pitching workshops and a finance workshop outside of class hours.