

ENTRE 440/540 – Business Plan Practicum

Winter Quarter 2023 *Syllabus*

Instructor: Christy Johnson

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Class time: Tuesdays 6:00-7:50 in person Paacar room 192

Office hours: Tuesday at 5pm in class or 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 (see [Assignments](#) for details and see the [reading list](#) for more on what will be covered).

Course objectives*

1. Find the motivating reason to start or to participate in something new -- whether a company, a cause, or even just an important project in your career.
2. Determine what you are trying to produce if it's a product or what you're trying to accomplish if it's a cause. Once that's established, develop a list of resources needed to create the product or reach your goal.
3. Be able to articulate the merits and need for what you are presenting for your audience.
4. Demonstrate the true value of the product or cause in terms of its utility, its importance, and its unique nature.
5. Be an intelligent consumer. Apply the principles from this class to find the best quality products and services.
6. Learn how the [Dempsey Startup Competition](#) and other competitions work, including entry requirements, stages of competition, judging criteria, and prizes for winners.

Grading

Although this class has no tests and no grades, the expectation is that you come to class ready to participate and work with others. Passing performance is based on:

Attendance (20%): The knowledge and skills you will gain in this course highly depend on your participation in class learning activities. Because of that, I expect you to sign in for each class session. If you are ill or have another valid reason for missing, please contact me by email in advance of the absence. If you are absent without communicating with me prior to the start of class time, you will be

unable to make up that missed class. Please note that you cannot miss more than two classes in order to earn a passing grade. In addition, you will be working in groups and your group is expected to meet at least three times over the course of the quarter. You will be sharing your notes as part of the assignments.

- **Please note:** Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at [Religious Accommodations Policy](#). Accommodations must be requested within the first two weeks of this course using the [Religious Accommodations Request form](#).

In Class Participation (20%): there will also be many simple, "no wrong answer" exercises you will complete during class. The intent of these is to have you apply the concepts learned in class and close the knowing / doing gap. **80% response is required.**

Business Planning Template and Business Model Canvas (30%): You'll want to articulate your long term vision and goal for your product or service. How does it make the world a better place? 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. You will also complete individual business canvas squares.

Company Pitch (30%): The moment of truth comes in pitching your company. Create an argument that starts by persuading you of its merit. There are several opportunities for students to practice telling the persuasive story of their business. Every team must provide a finished PowerPoint/Slides version of this by the end of the course. In addition, your team must come prepared to pitch during the second class of the quarter.

* **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:

[Business Model Generation](#): A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series)

-this is indicated as BMG on the calendar.

[Value Proposition Design](#): How to Create Products and Services Customers Want

-this is indicated as VP in the calendar.

Short articles, posts, videos provided by instructor. Here is the [reading list](#) that includes those articles/posts/videos.

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:

- Kevin Adams, Platinum Equity
- Cameron Borumand - Managing Director, Fuse Capital
- Laura D'Asaro, founder of Chirps
- Paul De la port, Silver Falls Capital
- Fran Dunaway and Naom Gonzalezi, founders of TomboyX
- Collin Hathaway, Skylight Capital
- Stijn Hendrikse, founder of Amy and Kalngi
- Steven Hooper - President Ethan Stowell Restaurants/founder Kigo Kitchen
- Tom Reimer, Bridge Bank
- Will Rush, UW alum, founder, Stack
- Dr. Heather Rogers, founder, Dr. Rogers Skincare
- Maureen Sarewitz, previous product leader at rover.com and Starbucks
- Oliver Sharp, Highspot
- Adrian Smith, Ignition Partners
- John Zagula, Ignition Partners

Other early-stage founders and teams

Other marketing, legal, financial experts

Key Dates and Deliverables

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

Please note: assignments are to be submitted by 5 pm on the Monday before our class.

January 2: [The Business Planning Template](#) will be available on Canvas - go ahead and read it in advance.

January 3: First day of class - We're starting in person! There will not be a zoom option.

January 24: Pick an idea and pick a team, start to explain it

January 31: optional... first draft responses to the [Business Planning Template](#) due

February 7: optional... first draft of PowerPoint Pitch due

February 7th: optional finance workshop after class (8 to 10pm)

February 9: optional, submit first draft of Business Planning Template

February 14: optional, but highly recommended, submit second draft PowerPoint pitch.

February 21: zoom class. We'll be in a pitch clinic

February 28: PITCH CONTEST (with expert judges and prizes); **mandatory final PowerPoint presentations due**

March 7: last class and **mandatory final Business Planning Templates due.**

Other: there will be a minimum of one date/time set for informal, totally optional workshops focused on product, finance and / or pitching outside of class hours.