



## **Creative Destruction Lab Course ENTRE 579**

**Creative Destruction Lab** (CDL) is an international experiential entrepreneurship accelerator focused on building massively scalable, seed-stage, science and engineering-based companies. CDL was launched at the Foster School in Fall 2021 with support from UW, Microsoft, the Allen Institute, and leading Seattle entrepreneurs and investors. (More information available here: [Seattle - Creative Destruction Lab](#))

The CDL course runs Fall and Winter (2 credits per quarter) in concert with the CDL program that accepts 40 venture companies each fall. Through this course, you will gain practical, interdisciplinary experience melding science, engineering, business, and user perspectives. You are expected to observe, participate in, and learn from the immersive experience of matching with one of the venture companies to deliver on a project (4 – 6 hours per week during the Winter quarter. )

Student projects typically revolve around customer discovery, market sizing, competitive analysis, pricing analysis, market selection and entry strategy, investor pitch development, branding, operational efficiency, business development and growth, and staff planning. These projects can serve as a path to employment and/or experience you can reference in a hiring process.

The class meets 5 times per quarter. Outside of class, there are CDL “Live Session Days” (2 days every 8 weeks in October, December, February and April ) in which industry mentors critique, advise, and modify startup objectives to guide venture company founders through building massively scalable businesses. *The “Live Session Days” are a rare opportunity to observe board-level conversations and experts debating contrasting advice.*

The CDL course welcomes UW MBAs, exceptional undergraduates, and STEM PhDs. The CDL course should be compelling for students interested in venture-scale entrepreneurship, strategy, and management consulting.

CDL is 2 credits per quarter, and it fulfills a full-time MBA Practical Experience requirement.

The course is taught by Minda Brusse, an active pre seed venture investor and Founding Partner of First Row Partners. Their fund invests in tech that transforms the way inherent, complex human ambitions are performed. A 20+ year veteran of tech startups, Minda began her career at Accenture as a systems integration consultant to legacy technology companies like Siemens, Motorola, HP. Minda also leads the Angel Investing course at Foster.

**Register [here](#) for the virtual info session on Thursday, May 9 from 4p-4:45p. Attend to ask questions live, and each registrant will receive a copy of the recorded session.**

### **Do apply for this class if:**

You want to understand how to build an early stage manufacturing or healthcare venture

You enjoy original thinking

You are able to glean insights from unclear user/customer feedback



**Do not apply for this class if:**

You are uncomfortable with ambiguity  
You struggle with self-motivation  
You cannot commit to both Fall and Winter Quarter classes.

**To apply for the Creative Destruction Lab Course**

**MBA**s – Attend or view the May 9 2024 info session and email [MindaB@uw.edu](mailto:MindaB@uw.edu) with a short paragraph stating that you acknowledge the Fall+Winter commitment, including outside class time requirements. Also please share points of interest in the course and how it connects with your future plans/ambitions/interests. Upon review, you will be approved for registration.

**Non-MBA Students** – Your participation is welcome in this course. To better assess your existing skills and knowledge, we ask that you apply as follows:

Please attend or view the virtual info session on Thursday, May 7 by registering [here](#).

Send an email to: [mindab@uw.edu](mailto:mindab@uw.edu) with “CDL Application” in the subject line.

Include the following:

1. Resume/CV, link to LinkedIn profile, or link to portfolio
2. Statement acknowledging: “I understand that the CDL course is an experiential-based course and requires a two-quarter commitment.”
3. One paragraph response to: “What kinds of business and/or entrepreneurial classes or experiences do you have?”
4. Describe how you have worked on or managed a group project or effort.

The instructor may request a 15-minute virtual interview to review and discuss your application.

**Application Deadlines:**

Monday, May 13 – MBA students

Monday, May 28 – non-MBA students

Later submissions will be considered for admission from the waitlist in the Fall.