

# ENTRE 440/540 – Business Plan Practicum

## Winter Quarter 2024 *Syllabus*

Instructor: Christy Johnson

Class time: Tuesdays 6:00-7:50

Email: christye@uw.edu  
before class in  
or by appointment

Office hours: Tuesday 5 to 6pm  
DEM 202G

### Course Description

The world needs more people solving problems in a way that creates a positive impact on the world. During the next 10 weeks, you will immerse yourself in business planning through a practicum experience.

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 - while meeting and working with interesting classmates, accomplished entrepreneurs, and subject-matter experts along the way.

Once you have discovered and defined the problem you want to solve, you will build out a business canvas to bring your logic, evidence, and outstanding questions to light. And finally, you will learn how to pitch your ideas and tell powerful stories (both business and personal) to inspire and lead.

This class will:

- demonstrate how leaders use problem solving, the Business Canvas, and pitching to build high-performing teams and companies.
- provide you with the skills to build an intriguing, authentic, evolving signature story about the problem you are solving and your solution.

You will you develop a Business Planning Playbook - which is a digital, dynamic, living sketch of your company's future - and the story of how you plan to get there.

One of the many wonderful parts of the entrepreneurial ecosystem is the high level of collaboration it inspires. You will experience that in this class as we learn from each other and from our speakers. You'll read motivating material, work collaboratively in class, and at the end of the course you'll reflect on where you want to place some bets with your own career.

### Course learning objectives\*

1. Get inspired to start or to participate in something new
  - whether it be a company, a cause, or 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 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 five elements.

There are five graded elements in the course:

Element	Type	Points
Entrepreneurial Interviews	Individual	200
Reflections	Individual	100
Speaker prep	One / week as prep for class	100
In Class Assignments	~1 / week	100
Business Canvas and Final presentation	Team	500
<b>Total</b>		<b>1000</b>

\* Note: this course is a practicum and a survey; those looking for in-depth, academic study of specific topics should consult the [course catalogue](#)[Links to an external site.](#).

#### Required reading:

Short articles, posts, videos provided by the instructor

[Business Model Generation](#)[Links to an external site.](#): A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series)

[Value Proposition Design](#)[Links to an external site.](#): How to Create Products and Services Customers Want

**Optional reading:** The Founder's Dilemma: anticipating and avoiding the pitfalls that can sink a start-up by Noah Wasserman (2012)

## 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 have experiences from failures and major saves to IPOs. You can expect to see speakers such as:

- Claudia Longo, UW Alum
- Alex Taylor, UW alum and Jones Foster accelerator
- Madison Heisterman
- Estelle Giraud, Current Techstars company
- Ryan James, PhD
- Kevin Adams, Platinum Equity
- Cameron Borumand - Managing Director, Fuse Capital
- Laura D'Asaro, founder of Chirps and winner on Shark Tank
- Paul De la port, Silver Falls Capital
- Fran and Naomi, founders of TomboyX
- Collin Hathaway, Skylight Capital
- Stijn Hendrikse, Trilogy Search
- Joseph Williams, Governor Inslee's office
- Steven Hooper – Former President Ethan Stowell Restaurants/founder Kigo Kitchen
- Heather Rogers, Founder, Dr. Rogers Skincare
- Maureen Sarawitz, Founder, Trove
- Oliver Sharp, Founder, Highspot
- Adrian Smith, Ignition Partner
- John Zagula, Ignition Partners
- Ragan Hart, investor Multicare Ventures
- And many other early-stage founders and teams, marketing, legal, and financial experts

## Key Dates and Deliverables

*Weekly:* Short readings, responses to simple survey/quizzes.

*January 3:* The Business Planning Template will be available on Canvas - go ahead and read it in advance.

*January 3:* 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 9:* First day of class - SHOW UP ON TIME

*January 30:* Pick an idea and pick a team, start to explain your idea.

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 2<sup>nd</sup>: optional reverse pitch day. Leaders at Big companies and within government will share the problems they wish were being solved.*

*March 10: optional, but highly recommended, submit first draft of your Dempsey Application*

*February 13: optional, submit first draft of Business Planning Template*

*February 25: optional, but highly recommended, submit second draft of your pitch.*

*March 5: PITCH CONTEST (with expert judges and prizes); mandatory final PowerPoint presentations due two days in advance for speaker review.*

*March 10: optional, but highly recommended, submit second draft of your Dempsey Application*

*March 12: Last class! All late assignments are due!*