

PROGRAM SYLLABUS
Entrepreneurship – CSE490A, CSE599A1, CSEP590, ENTRE 532
University of Washington

Winter 2014
Greg Gottesman/Matt McIlwain
Cell: (206) 399-7810/(206) 295-8575
greg@madrona.com/matt@madrona.com

Course Objective

The course objectives are two-fold: (1) to develop an awareness and understanding of the range, scope, and complexity of issues involved in starting a technology business; and (2) to gain insight into how entrepreneurs conceive, adapt, and execute strategies to create new, successful businesses.

Course Overview

This course is about entrepreneurship and specifically about starting, growing, managing, leading, and ultimately exiting a new venture. Of all the courses you take at the University of Washington, this one will likely be the most hands-on. One-third of your grade will be based on a pitch, product demo and business plan that you develop with your team.

The course sessions will follow the natural order of starting a new business: choosing your idea and your team, validating that idea with customers, honing your initial pitch, dealing with the legal issues of starting a business, building a great product, deciding among financing strategies, developing a go-to-market and operating plan, and exiting successfully. We will spend part of nearly every three-hour block giving you feedback on your actual pitch, your product, and your business generally. To ensure that this course is practical, we will invite numerous guests who are currently working in the venture ecosystem: CEOs, venture capitalists, lawyers, journalists, etc. It should be a fun ride. We hope you enjoy it!

TEXT, READINGS, AND CASES

Background Reading:

David Cohen, Brad Feld, [Do More Faster](#)

Grading

Grading for the class will be as follows:

Class Contribution	33%
Class Assignments	33%
Final Presentation, Product Demo, Executive Summary (two pages max)	34%

DETAILED SYLLABUS

Class #1: Wednesday, January 8, 2014 Introduction to Entrepreneurship

- Hour 1: Course Overview and Expectations (Greg Gottesman)
Intro to Entrepreneurship and Company Building (Greg Gottesman)
- Some Thoughts on Business Plans** (HBS Case #9-897-101)
- What are the key components of a successful venture?
 - What are the key components of a business plan?
 - How do the key components of a successful venture and the key components of a successful business plan differ?
- Hour 2: Five Funding Tips in 15 Minutes or Less (Greg Gottesman)
Choosing Your Teams (Greg Gottesman)
- Read:** David Cohen, Brad Feld, Theme 3: Idea and Vision, Do More Faster, pp 3-14
- Hour 3: Choosing Entrepreneurship: Real-World Case Study (Greg Gottesman)
- Lecture: Glenn Kelman, CEO, Redfin, Why Entrepreneurship?

Class #2: Wednesday, January 15, 2014 Startup Formation

Assignment Due: Come to class prepared to make a persuasive two-minute pitch of a new business idea and product that you would like to build.

- Read:** Guy Kawasaki, The Art of Pitching, Chapter 3.
- Watch:** <http://techstars.wistia.com/projects/tu0jgnahsm>
EverPath and Resolution Tube Pitches
- Hour 1: How to Make a Great Pitch (Greg Gottesman)
- Hour 2: Student two-minute business pitches
- Hour 3: Choosing Your Idea and Forming Teams

Class #3: Wednesday, January 22, 2014
Customer Validation

Assignment Due: Prepare as a team a three-minute pitch (up to 10 slides) of your team's startup idea.
(Note: These pitches will be a recurring assignment for the rest of the course!)

- Hour 1: Soliciting Customer Feedback (Guest: Dan Shapiro, CEO, Robot Turtles)
- Hour 2: Start with Customer and Work Backwards (Guest: Scott Jacobson, Managing Director, Madrona Venture Group)
- Hour 3: Student pitches with feedback (Scott Jacobson, Dan Shapiro)

Class #4: Wednesday, January 29, 2014
Building a Great Product

Assignment Due: Write a one-page (no more!) press release for your company using Amazon methodology.

- Skim: David Cohen, Brad Feld, Theme 4: Product, Do More Faster, pp 171-202
- Hour 1: PicoBrew Case Study (Guest: Bill Mitchell, CEO and Co-Founder, PicoBrew)
- Hour 2: Poppy: Building a Great Product (Guest: Joe Heitzeberg, Founder, Poppy)
- Hour 3: Student pitches with feedback (Joe Heitzeberg)

Class #5: Wednesday, February 5, 2014
Marketing

Assignment Due: Would you invest in PicoBrew or Poppy (choose one)? Use earlier framework to write one-page (no more) memo.

- Hour 1: Rover.com marketing case study (Greg Gottesman)
- Hour 2: Interview of John Cook, Founder and Technology Reporter, Geekwire
- Hour 3: Student pitches with feedback (John Cook)

Class #6: Wednesday, February 12
Team Building

- Hour 1: Interviewing strategies (Greg Gottesman)
- Hour 2: Stage-Appropriate Team Building (Guest: Robin Andrulevich, Talent Director, Madrona Venture Group)
- Hour 3: Student pitches with feedback

Class #7: Wednesday, February 19, 2014
Fundraising

- Hour 1: Financing Your Venture (Matt McIlwain)
- Skim:** David Cohen, Brad Feld, Theme 6: Legal and Structure, Do More Faster, pp 243-272
Amar Bhide. Bootstrap Finance: The Art of Startups. Harvard Business Review,
November-December 1992
- Hour 2: Startup Legal Issues (Guest: Craig Sherman, Partner, WSGR)
- Read** The Legal Protection of Intellectual Property (HBS Note #9-898-230)
The Legal Forms of Organization (HBS Note #9-898-245)
- Skim:** David Cohen, Brad Feld, Theme 5: Fundraising, Do More Faster, pp 203-242
Annotated Term Sheet for Venture Capital Financing
- Hour 3: Student pitches with feedback

Class #8: Wednesday, February 26, 2014
Financial Modeling and Term Sheet Negotiations

Assignment Due: Write up a term sheet for another team, focusing on the five key terms.

- Hour 1: Financial Modeling (Guest: Tim Porter, Managing Director, Madrona)
- Hour 2: Term Sheet Negotiations (Tim Porter)
- Hour 3: Product demos with feedback (Tim Porter)

Class #9: Wednesday, March 5, 2014
Execution

- Hour 1: 13 Characteristics of an Innovative Culture (Greg Gottesman)
- Hour 2: Executing on a Go-to-Market Plan (Guest: Mike Fridgen, former CEO, Decide)
- Hour 3: Product Demos with feedback (Mike Fridgen)

Class #10: Wednesday, March 12, 2014
Exits

- Hour 1: Exit Strategies (Matt McIlwain)
- Hour 2: M&A and IPO Panel (Sujal Patel, former CEO and Co-Founder, Isilon Systems, and Sunny Gupta, CEO and Co-Founder, Apptio)
- Hour 3: Student pitches with feedback (Sujal Patel and Sunny Gupta)

Class #11: Date TBA
Company Pitch Day (At Madrona Offices!)

Assignment: Complete Pitch Deck, Product Demo, and Executive Summary. Your team will have 10 minutes to present your business to a panel of venture capital investors and then take 10 minutes of Q&A.

- Hour 1: Managing Your Career (Panel with Bill Ruckelshaus and Jerry Grinstein, Strategic Directors, Madrona Venture Group)
- Hour 2: Company Pitches
- Hour 3: Company Pitches