

(PROGRAM SYLLABUS (Version of 3/3/2018))

ENTREPRENEURSHIP – CSE490A, CSE599A1, CSEP590D, ENTRE532A,B

UNIVERSITY OF WASHINGTON

WEDNESDAYS, 6:00-9:15 PM, PACCAR 290

Winter 2018

Greg Gottesman (with Ed Lazowska)

Cell: (206) 399-7810

greg@pioneersquarelabs.com

Office Hours: Saturdays and Sundays, 10 am to noon (by appointment)

All assignments should be emailed to Mariia Derevianko – mariia@pioneersquarelabs.com

COURSE OBJECTIVES

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. Forty percent 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.

BACKGROUND READING

David Cohen, Brad Feld, [Do More Faster](#)
Peter Thiel, [Zero to One](#)

GRADING

Grading for the class will be as follows:

Class Contribution	30%
Class Assignments	10%
Term Project (in-class presentations, final presentation, and written material)	60%

DETAILED SYLLABUS, READINGS, AND ASSIGNMENTS

Class #1: Wednesday, January 3, 2018 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: Why Entrepreneurship? (Guest: **Rich Barton**, Chairman & Co-Founder, Zillow; Founder & ex-CEO of Expedia)

Assignment Due on January 11: Come to class prepared to make a persuasive one-minute pitch of a new business idea and product that you would like to build. Reading Zero to One might help with idea generation.

Class #1.5: Wednesday, January 10, 2018 (5 pm in CSE 691) Completely Optional Book Review Session

Read: Peter Thiel, Zero to One

Hour 1: Discuss Zero to One and new ideas for potential pitches

Class #2: Wednesday, January 10, 2018 Startup Formation

Read: Guy Kawasaki, The Art of Pitching, Chapter 3
Peter Thiel, Zero to One

Watch: <http://www.geekwire.com/2011/airbnb-pet-introducing-place-rover/>
Demo Day TechStars Pitches

Hour 1: Student One-Minute Business Pitches

Hour 2-3: Choosing Your Idea and Forming Teams

Assignment Due on January 17: 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.**)

Class #3: Wednesday, January 17, 2018
Customer Validation

- Hour 1: Customer Surveys (Guest: **Gaurav Oberoi**, Entrepreneur, VP Product, SurveyMonkey, Co-Founder, SurveyMonkey Audience business, CEO & Founder, Precision Polling)
- Hour 2: Acquiring Customers Using Facebook and Google (Guest: **Peter Denton**, Marketing Lead, Pioneer Square Labs)
- Hour 3: Student Pitches with Feedback (Gaurav Oberoi & Peter Denton)

Class #4: Wednesday, January 24, 2018
Building Product

- Skim:** David Cohen, Brad Feld, Theme 4: Product, Do More Faster, pp 171-202
- Hour 1: Prototyping Your Product (Guests: **David Zager & Ben Gilbert**, Pioneer Square Labs)
- Hour 2: TraceMe pitch (Guest: **Jason LeeKeenan**, CEO, TraceMe)
- Hour 3: Student Pitches with Feedback (David Zager, Ben Gilbert & Jason LeeKeenan)

Assignment Due on January 31: Assuming the terms are reasonable, would you invest in TraceMe? Use earlier framework to write a one-page (no more) memo.

Class #5: Wednesday, January 31, 2018
Marketing Your Business

- Hour 1: Rover.com Marketing Case Study (Guest: **Aaron Easterly**, CEO, Rover.com)
- Hour 2: Seattle tech scene overview (Guest: **Nick Wingfield**, Seattle technology correspondent, *New York Times*)
- Hour 3: Student Pitches with Feedback (Aaron Easterly & Nick Wingfield)

Class #6: Wednesday, February 7, 2018
Financing Dynamics

- Hour 1: Financing Your Venture (**Matt McIlwain**, Managing Director, Madrona Venture Group)
- 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, Wilson Sonsini Goodrich & Rosati)
- Read:** 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 (Matt McIlwain and Craig Sherman)

Class #7: Wednesday, February 14, 2018
University Entrepreneurship

- Hour 1: University Entrepreneurship (Ed Lazowska)
- Hour 2: A Startup that Actually Makes Physical Things (Guest: **Christina Lomasney**, President, Co-Founder and CEO, Modumetal)
- Hour 3: Student Pitches with Feedback

Class #8: Wednesday, February 21, 2018
Building the Right Culture and Go-to-Market

- Hour 1: 13 Characteristics That Make Up a Great Startup Culture (Greg Gottesman)
- Hour 2: Go-To-Market and Scaling Crowd Cow (Guest: **Joe Heitzeberg**, CEO and Founder, CrowdCow)
- Hour 3: Student Pitches with Feedback (Joe Heitzeberg + **Micah Baldwin**, AWS Connections)

Class #9: Wednesday, February 28, 2018
Financial Modeling and Sales

- Hour 1: Business Planning & Financial Modeling (Guests: **Tim Porter**, Managing Director, and **Chris Picardo**, Senior Associate, Madrona Venture Group)
- Hour 2: How to Sell Technology Products (Guest: **Kelly Wright**, EVP Sales, Tableau)
- Hour 3: Student Pitches with Feedback (Tim Porter, Chris Picardo & Kelly Wright)

Class #9.5: Tuesday, March 6, 2018
Company Pitch Day (At Pioneer Square Labs, 240 2nd Ave S.)
4:30-7:30 p.m.

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

- Hour 1 (4:30): Company Pitches
- Hour 2 (5:30): Company Pitches
- Hour 3 (6:30): Company Pitches

Class #10: Wednesday, March 7, 2018
Scaling & Exits

- Hour 1: Scaling a Business (Guest: **Andy Jassy**, CEO of Amazon Web Services)
- Hour 2: Thinking about IPOs and M&A (Guest: **Dan Levitan**, Managing Director, Maveron)
- Hour 3: Which of the 8 projects other than your own would you invest in, and why?