

Entrepreneurs Workshop
CSS 490 / BUS 479
University of Washington, Bothell
Winter Quarter 2007
<http://www.uwbcse.org>

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Tu/Th 5:45 – 7:50 pm
Room 005-UW2

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Office hours are also by appointment. I'm not likely to check the office phone except on class days. Please leave a phone number and times when we can reach you. If necessary, we can call you back during the evening. To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in the Counseling Center, Room 145, (425) 352-5000, (425) 352-5303 (TDD). If you have a documented disability on file with the DSS office, please have your DSS counselor contact me and we can discuss accommodations you might need in class.

Overview: This is the class which served as a launching pad for many companies. You aren't required to launch a business, but you will rehearse the steps to actually do this.

It's for: *Guys and gals...creating the next company;*
Brave souls that are birthing new products and services to market;
Saints starting schools, churches, and not-for-profits.
- Guy Kawasaki in Art of the Start

It's also those who want to work for them, because you're entrepreneurial minded.

This course provides an experience at building your own business. The final deliverables are: 1) Rough Business Plan; 2) Highly Polished Presentations. With technology ventures, we also ask that you work towards a proof of concept.

We cannot provide you everything you need to know to start your own company as truly building a company takes more than a 5-credit or even a 15-credit course. We do promise to address the important ones and tell you where and how you might get the rest.

Prereqs: Passion, pure and simple, is absolutely necessary. A passion for building a great team; developing a product; fleshing out business ideas; for doing something great.

Readings: Kawasaki, Guy. The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. New York: Portfolio, 2004. (Required)

Leong, Alan. Introduction to Writing a Business Plan. Bothell, WA: Center for Student Entrepreneurship, 2007. (Required)

Tracy, John, and Tage Tracy. How to Manage Profit and Cash Flow. Hoboken, NJ: John Wiley & Sons, 2004. (Suggested)

Kim, W. Chan, and Renée Mauborgne. Blue Ocean Strategy. Boston: Harvard Business School Press, 2005. (Optional; Technology Entrepreneurship)

Grading: See table below.

Homework: The Assignments are geared towards constructing the final paper and proof of concept. The final paper involves defining your business and proving your plan.

Requirement	Basic	Evaluator
	% of Grade	
Midterm	20	Instructor
Final Report	31	Instructor, Guest Experts
Class & Hell Night Performance and Participation	20	Instructor, Peers, Project Mgr, Guests
Assignments	14	Instructors
Peer Evals	15	Team, Project Manager
Total Percentage	100%	

Grading Criteria and Method

Course Grade: Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on. This is not a curve as everyone can theoretically qualify for a certain grade range like over 3.8 or under 2.0. We reserve the right to modify this scale \pm 3% based upon our judgment of the overall class performance.

About the Final Project

These elements must be in your shortest pitch to your longest plan. See the [Introduction to Writing a Business Plan](#).

1. Definition - What is your unique Product or Service?
2. Who is your Customer? – Target markets? Customers in hand?
3. How will you reach your customer? – Marketing, Sales, and Advertising Strategies
4. How will you make money? – Financial Model
5. Who are you? – How is your team capable of making this happen?

Class Participation: Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class exercises. This class will have a vigorous atmosphere of critique and support. We will be blunt but also root for each other. *Critique hard, but support harder.*

Lab Participation: Labs are in-class, team-based exercises designed to simultaneously advance the class material and your projects. Like class participation, it means taking an active approach. Your peers and the instructor will grade you on this. You'll be visited by guests who will critique your ideas and plans and offer concrete input.

Schedule: (We reserve the right to modify the schedule especially as Guest Speakers may move their dates. Flexibility is a must!)

Week	Topics	Activities & Assignments
1/4	<i>Foundations</i> Modeling & Creation for Entrepreneurs	Pitching Lab
1/9 & 1/11	<i>Value Creation Week I</i> Marketing for Entrepreneurs Part 1 Alumni Panel: Class Tips Marketing for Entrepreneurs Part 2	Assign 0: Team Agreements Optional Weekend Seminar: Finance for Entrepreneurs Eric Mattson
1/16 & 1/18	<i>Value Creation Week II</i> Keynote Speaker: Garlic Jim's Pizza The New Marketing: Guest Speaker	Project Mgrs Meeting Dwayne Northrup CEO & Founder of Garlic Jim's Pizza Mike O'Donnell, CEO, iCopyright
1/23 & 1/25	<i>Value Communication Week</i> First Fishbowl Sales Management for Entrepreneurs	Assgnt 1: Early Business Plan Bill Abbott
1/30 & 2/1	<i>Value Documentation Week (Financial Modeling)</i> Fishbowl Startup Capital Panel	Assgnt 2: Critiquing Business Plans Early Peer Feedback and Evals Elizabeth Rusnak, Hans Omli
2/6 & 2/8	<i>Value Protection Week AKA Law Week</i> Startup Corporate Law Intellectual Property	Jen Jolley, JD IP and Corporate Law Rob Peck, JD Intellectual Property Adam Phillip, JD Intellectual Property
2/13 & 2/15	<i>Technology Entrepreneurship Week</i> Fishbowl "Roses are Red, but Oceans are Blue" Technology Entrepreneurship Panel	Special Assgnt 3 Martin Simonetti, CEO VLST Steve Gilbert, Founder, SNBL-USA Rob Hershberg, Frazier Venture Fund
2/20 & 2/22	<i>Values Clarification Week</i> Fishbowl Hell Entrepreneurs & Community Building	Alumni Juried Fishbowl Dave Williams, CEO ShoreBank
2/25 & 3/1	Midterm Class Summary	
3/6 & 3/8	<i>Value Expression Week</i> Hell Nights at the North Creek Cafe	6 th Annual Nights of Hell for Entrepreneurial Students
3/13	Entrepreneur's Retreat March 16-19 2006 Cannon Beach, OR (This is an optional activity that carries a fee)	Final Papers along with peer evals due at 5:45 on Mar 13 @ my office