

Syllabus: Entrepreneurship and Business Plan

LEGENDS:	Regular Classes
Group Visits + Trips	Holidays
Guest Speakers	Final Presentations

	Weeks (2 Classes per Week)	Class Lecture / Topic (Dates and topics may vary depending on progress)	Reading (before the class)	Deliverable
Introduction, Idea and Team Formation	Week 1	Introduction to the Class MIT & Entrepreneurship Getting to know each other What would I love to do? Filtering Ideas & Team Speed Dating (trip to UFV cafeteria if necessary for caffeine! ;-) Overview of 24 steps for Disc.Eship.	Disc.Eship book intro	Bring 3 ideas to start a company Idea + Teams
	Week 2	Step 1: Market Segmentation Step 2: Select a Beachhead Market Step 3: Build an End-User Profile Step 4: Calculate TAM	Chapter 1+2 Chapter 3+4	Bring Executive Summary per team (before class)
Who is your customer?	Week 3	Step 5: Profile the "Persona" Step 6: Full Life Cycle PMR - Customer Interviews + Observations Step 7: High Level Product Specification	Chapter 5, 6 Re-read Chp.1 Chapter 7	PMR - Bring 10-12 customer I+Os
	Week 4	Field Work - Do Interviews Step 8: Quantify Value Proposition Step 9: Identify your next 10 Customers	Chapter 8 Chapter 9	PMR - Next 10-12 customer I+Os
What can I do for my customers?	Week 5	Step 10: Define your core Step 11: Chart your Competitive Position	Chapter 10 Chapter 11	Bring Market Segmentation Matrix
	Week 6	Step 12: How does your customer acquire your product? Step 13: Map the process to acquire a paying customer	Chapter 12 Chapter 13	Bring Competition Matrix
* (Step 12)	Week 6	<i>GROUP VISIT</i>		
Field trips and team work	Week 7	Step 14 Calculate TAM size Step 15: Design a Business Model	Chapter 14 Chapter 15	Share top learning from Group Visit / Startup Trip
	Week 8	Step 15 (bis): P&L, Balance Sheet Step 15 (bis): Chasflow and financing needs	TBD by guest Prof. from Finance	
How do you make money off your product?	Week 8	Step 16: Set your pricing framework Step 17: Calculate LTV of acquired customer	Chapter 16 Chapter 17	
	Week 9	Step 18: Map the Sales Process to acquire a Customer Step 19: Calculate Cost of Acquisition (COCA)	Chapter 18 Chapter 19	Bring Initial P&L (better with LTV + COCA)
How to do a Digital Marketing Plan			TBD by guest Professor	
	Week 10	Step 20: Identify Key Assumptions Step 21: Test key assumptions Step 22: Define the min. viable business Product (MVBP) Step 23: Show that "the dog will eat the dogfood"	Chapter 20 Chapter 21 Chapter 22 Chapter 23	
How to design and build your product?	Week 11	Step 24: Develop Product Plan Wrap-up	Chapter 24	Bring Product Plan (MVBP + tested Key Assumptions)
			Conference: Leadership Skills: putting Persons at the center of Entrepreneurship TBD by Guest Professor	
Tutoring, Team work and Final Presentations	Week 13	Start Tutored Sessions (1 hour each group)		Bring Exec.Summary
	Week 14	Continue Tutored Sessions (1 hour each group)		
Final Presentations (10 mins each + feedback from Jury * 10teams)				