

**Entrepreneurial Seminar**  
**CSS 490 / BUS 443**  
**University of Washington, Bothell**  
**Winter Quarter 2010**  
**<http://www.uwbce.org>**

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Tu/Th 5:45 – 7:50 pm  
Location: UW 010

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Office hours are before and after class but also by appointment. Please leave a phone number and times when we can reach you. We may do evening call backs.

To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in UW1-181, (425) 352-5307, (425) 352-5303 (TDD). You may also email [dss@uwb.edu](mailto:dss@uwb.edu). 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 soul... birthing new products and services within old companies;*  
*Ambitious leaders that scale-up smaller companies;*  
*And Adventurers who want to work for them!*

- Paraphrased from Guy Kawasaki in [Art of the Start](#)

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

We cannot provide you everything you need to know to start your own company. 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.

**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, 2010. (Required – Free eBook)

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

**Homework:** The Assignments are geared towards constructing the final project. The final project involves defining your business and proving your plan.

<b>Requirement</b>	<b>Basic</b>	<b>Evaluator</b>
	<b>% of Grade</b>	
<b>Small Exam</b>	<b>15</b>	Instructor
<b>Final Paper</b>	<b>35</b>	Instructor, Guest Experts
<b>Class &amp; Hell Night Performance and Participation</b>	<b>20</b>	Instructor, Peers, Project Mgr, Guests
<b>Assignments</b>	<b>15</b>	Instructors
<b>Peer Evals</b>	<b>15</b>	Team, Project Manager
<b>Total Percentage</b>	<b>100%</b>	

### **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.

#### **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 market? Customer Experience?
3. How will you reach your customer? – Marketing, Sales, and Advertising Strategies
4. How will you make money? – Financial Model
5. Who are you? – Right team? Compensation? Contract Employees? Outsourcing?

*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. *Critique hard, but support harder.*

*Lab Participation:* Labs are in-class exercises designed to simultaneously advance the class material and your projects. Like class participation, it means taking an active approach. For example, your team is required to do a “fishbowl presentation”. You’ll be visited by guests who will critique your ideas and plans and offer concrete input.

Week	Topics	Activities & Assignments
1/5	<i>Beginnings</i> The Basic Pitch The Model, The Spark, & The Team (GF RJ)	Pitching Lab Read p. 1-19 of class text Thursday Pizza in the Commons
1/12	<i>Foundations</i> Talking to Customers (Advisers) Introduction to Startup Cash (Vu) Surviving the Class (Hoak, Adina)	Read rest of class text
1/19	<i>Value Communication Week</i> Marketing for Entrepreneurs: David Miller Pitching the Model (AL, Hoak)	HW 1 (Due 1/19): Interviewing Customers & Experts Pitching & Model Lab
1/26	Making Business Models (David Law) First Fishbowls Guest: Larry Nakata, Central Markets	HW 2: The Early Plan (due 1/26) Social Venture Retreat: 1/29 – 1/31 <i>Thursday Networking Evening</i>
2/2	<i>Value Creation Again</i> Fishbowls Social Media Marketing (Kirk Davis) Sales for Entrepreneurs (Karen Bailey)	HW 3: Business Plan Critiques Accelerator Retreat – 2/5 to 2/7 Thursday Networking Evening
2/9	<i>Value Protection Week AKA Law Week</i> Intellectual Property (Kyle Flindt, Jen Jolley) Startup Corporate Law	Kyle Flindt, JD, Jennifer Jolley, JD Rodger Kohn, JD Thursday Networking Evening
2/16	: Dan Voetmann Fishbowls	Thursday Networking Evening
2/23	<i>Special Topics</i> Fishbowls Technology Entrepreneurship	Martin Simonetti, CEO, VLST Corp Rob Hershberg, co-Founder, VentiRx
3/2	<i>Bootstrapping vs. Raising Money</i> Exam, Bank Loans Angel and Venture Capital Investment	Elizabeth Rusnak, NWBDC Elaine Kong, Washington Tech Ctr
3/9	<i>Value Expression Week</i> Hell Nights at the North Creek Cafe	Thursday Hell Night Celebration
3/16	Final Project Submission	Final Papers along with peer evals due at 5:45 on Mar 16 @ my office
3/26	Spring Conference March 26-28 2009 Bainbridge Island, WA (This is an optional activity that carries a fee)	<a href="http://www.SpringConference.org">http://www.SpringConference.org</a>