The Venture Accelerator: Moving From Entrepreneurial Thinking to Market Place Validation

ENT 3XXX, Section XXXX
(2-credits, meets once per week for 3 hours)
Pre-Requisite: ENT 3003 OR ENGR 4641

Instructor: TBD
Course Web Site: Sakai

Texts:

Additional Materials:
1. LaunchPad Central Signup and Access

Course Objectives:
1. Experience real world application and utilization of entrepreneurial thinking skill-sets
2. Apply concepts of lean entrepreneurial thinking through research, market testing and customer interaction
3. Manage, report on, AND measure outcomes of the customer development experience

Course Overview:
Entrepreneurship is all about the pursuit of opportunity and the creation of value in the marketplace. This often manifests itself in the launch of new venture endeavors. This course is an interactive, team-based, experiential program focused on guiding you through the start-up process with special emphasis on leveraging lean entrepreneurial thinking skill sets and tools as well as gaining a greater understanding of early-stage planning and testing through customer feedback. The course will be organized around lectures, readings, class discussions, workshops, and a team-based launch project (students choose the teams and ideas…each team must be multidisciplinary in nature, that is, multiple repetitive majors per team are not allowed).

As deliverables for the course, each team must deliver weekly lessons learned presentations, complete business canvas updates, and prepare a final lessons learned presentation. Individuals must also attend class discussions and complete online lecture quizzes.

Role of the Instructor (primarily “been-there, done-that” local adjuncts):
1. Answer questions about lecture subject matter
2. Critique team presentations and offer guidance on customer discovery strategy/tactics
3. Grade student presentations
Course Schedule (Eight 30-minute lectures, provided in “flipped” format” on Udacity by Steve Blank, will be watched online in between classes):

- Lectures – http://www.udacity.com/view#Course/nsflp
- Slides – http://www.slideshare.net/sblank/tagged/syllabus

Summer A
Week 1: Introduction/Ideation and Team Building
**Week 2: Workshop Activity 1 – Presentation Skills Training**
Week 3: Lecture 1 Discussion – Business Models and Customer Development
**Week 4: Workshop Activity 2 – Customer Discovery Practice for the Real World**
Week 5: Lecture 2 Discussion – Value Proposition
Week 6: Lecture 3 & 4 Discussion – Customer Segments & Channels

Summer B
**Week 7: Workshop Activity 3 – Customer Acquisition and Activation**
Week 8: Lecture 5 Discussion – Customer Relationships – GET/KEEP/GROW
Week 9: Lecture 6 Discussion – Revenue Model
Week 10: Lecture 7 Discussion - Partners
Week 11: Lecture 8 Discussion – Resources and Costs
Week 12: Final “Lessons Learned” Team Presentations

Course Grading:

**INDIVIDUAL**
Attendance* (12 x 20 points) 24%
Lecture Quizzes (8 x 10 points) 8%

**TEAM**
LaunchPad Reporting and Canvas Updates (8 x 40 points) 32%
Weekly “Lessons Learned” Presentations (7 x 20 points) 14%
Final “Lessons Learned” Presentation (1 x 220 points) 22%

*Each student is allowed one excused absence (and will receive credit for attendance). In the event of an excused absence, you must contact the professor beforehand.

Grading Scale (out of 1000 points) will be as follows:

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<th>Grade</th>
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<tr>
<td>A</td>
<td>920 or more</td>
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<td>A-</td>
<td>880 – 919.99</td>
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<td>B+</td>
<td>850 – 879.99</td>
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<td>B</td>
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UF grade points are as follows: A (4.0), A- (3.67), B+ (3.33), B (3.0), B- (2.67), C+ (2.33), C (2.0), C- (1.67), D+ (1.33), D (1.0), D- (.67), E (0.0).
**ADA STATEMENT:** The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (http://www.dso.ufl.edu/drp/), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

**ACADEMIC HONOR SYSTEM:**
*The Honor Code:* We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

*Pledge:* On all work submitted for credit by students of the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

Please note that violations of this Academic Honor System will not be tolerated. Specifically, I will rigorously pursue incidents of academic dishonesty of any type. Before submitting any work for this class, please read the policies about academic honesty at http://www.dso.ufl.edu/judicial, and ask me to clarify any of its expectations that you do not understand.

**OTHER POLICIES:**
Make-up assignments will only be given to those students who provide appropriate evidence of legitimate conflicts which caused missing an assignment or who have received prior approval to miss an assignment.

### Summer A

**Week 1:**
Introduction/Ideation and Team Building

**Week 2:**
**Workshop 1 – Presentation Skills Training**

**Week 3:**
Lecture 1 Discussion – Business Models and Customer Development
- Lecture – Watch Lecture 1 – Business Models and Customer Development (take Quiz 1)
- Readings – BMG 14-49, SOM 1-50

- **Assignment – Weekly “Lessons Learned” Team Presentation #1 – Pre-Business Model Presentation and Customer Contact Visit List Prepared**

**Week 4:**
**Workshop 2 – Customer Discovery Practice for the Real World**

**Week 5:**
Lecture 2 Discussion – Value Proposition
- Lecture – Watch Lecture 2 – Value Proposition (take Quiz 2)
- Readings – BMG 86-111, SOM 51-84, 188-199, 457-459

- **Assignment – Weekly “Lessons Learned” Team Presentation #2 – Business Model Canvas and Customer Development**
Week 6:
Lecture 3 Discussion – Customer Segments
• Lecture – Watch Lecture 3 – Customer Segments (take Quiz 3)
• Readings – BMG 146-150, 161-168, 200-211, SOM 85-97, 112-125, 203-217, 218-221, 260-266

Lecture 4 Discussion – Channels
• Lecture – Watch Lecture 4 – Distribution Channels (take Quiz 4)
• Readings – BMG 127-133, SOM 98-111, 332-343, 406-412
• Assignment – Weekly “Lessons Learned” Team Presentation #3 – Value Proposition

Summer B

Week 7:
Workshop 3 – Customer Acquisition and Activation

Week 8:
Lecture 5 Discussion – Customer Relationships – GET/KEEP/GROW
• Lecture – Watch Lecture 5 – Customer Relationships (take Quiz 5)
• Readings – SOM 126-168, 296-351
• Assignment – Weekly “Lessons Learned” Team Presentation #4 – Customer Segments and Distribution Channels

Week 9:
Lecture 6 Discussion – Revenue Model
• Lecture – Watch Lecture 6 – Revenue Streams (take Quiz 6)
• Readings – SOM 180-188, 260-269, 438-456
• Assignment – Weekly “Lessons Learned” Team Presentation #5 – Customer Relationships

Week 10:
Lecture 7 Discussion – Partners
• Lecture – Watch Lecture 7 – Partners (take Quiz 7)
• Readings – SOM 176-179, 257-270, 429-459
• Assignment – Weekly “Lessons Learned” Team Presentation #6 – Revenue Streams

Week 11:
Lecture 8 Discussion – Resources and Costs
• Lecture – Watch Lecture 8 – Resources, Activities and Costs (take Quiz 8)
• Readings – SOM 169-175, 180-188
• Assignment – Weekly “Lessons Learned” Team Presentation #7 - Partners

Week 12:
Final “Lessons Learned” Team Presentations
• Assignment – Final “Lessons Learned” Team Presentation