Professor: Dr. Lisa Delpy Neirotti  
Office Hours: By appointment - Funger Hall, 2201 G Street NW, #301  
Telephone: 202/994-6623 w 301/440-8044 mobile 301/680-0996 h  
Email: delpy@gwu.edu  

Class Room: Duques Hall, Room 353  

Class Meetings:  
Thursday: 5 p.m. to 9 p.m.  
Friday: 1:00 p.m. to 9 p.m.  
Saturday: 9 am to 5 p.m. (1pm-5pm group project work)  

Required Readings:  

1. “Shark Tank Jump Start Your Business: How to Launch and Grow a Business from Concept to Cash" by Michael Parrish DuDell  (Available in print or as an ebook)  

2. All articles and video posted on Blackboard ("Files" tab)  

3. Sign-up for FREE SportTechie newsletter  http://www.sporttechie.com/subscribe-to-our-newsletter/  

4. Two articles from the Harvard Business Review:  
   a. Knight the King: The Founding of Nike  
   b. ExerciseApp  

   To access, click the link below. This will take you to the HBR "course pack" for our course. The articles are $3.95 each.  
   http://cb.hbsp.harvard.edu/cbmp/access/50026757  

5. Two cases on new sport safety inventions.  
Instructions for Ordering below:  
   a. Hovding Case, Go to www.thecasecentre.org/students  Enter Hovding as key word term. Order item with ref. no. 516-0015-1 Hovding Sweden: marketing an Innovation in Bicycling Safety: the Airbag for Cyclists  

Case 7: Point Two USA: Marketing an Innovation in Equestrian Safety. Keywords: marketing planning, equestrian ... By Robert F. Dyer and Rolando P. Irizarry. ...
**Optional Case:** Reinventing the Game of Golf in Sweden Case. Go to [www.thecasecentre.org/students](http://www.thecasecentre.org/students) Enter golf, Sweden as key word terms. Order item with ref. no. 514-086-1 Reinventing the Game of Golf: A Swedish Entrepreneur Responds to an Industry Crisis

**Recommended Text (not required):**

"The Startup Owner's Manual" by Steve Blank and Bob Dorf.

**Objectives:** By the end of the semester, students will:

- Learn how to develop sport-related innovative ideas that have commercial potential.
- Know how to conduct market research and analysis to support ideas.
- Understand the components of a business plan.
- Acquire an understanding of how to raise capital in a competitive market place.
- Use knowledge to consult with existing sport entrepreneurs to provide recommendations on challenges and/or ways to enhance business.

**Course Method:** The class will include lectures, group discussions and opportunities to hear from guest speakers. All assigned readings and other assignments are to be completed in advance of class meetings. No late or handwritten assignments accepted.

**Evaluation:**

<table>
<thead>
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<th>Component</th>
<th>Points</th>
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<tr>
<td>Quiz</td>
<td>50</td>
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<tr>
<td>New sport business idea (what is the idea and why it is needed)</td>
<td>25</td>
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<tr>
<td>Market Research &amp; Cost Analysis of idea (justify idea with numbers)</td>
<td>50</td>
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<td>Review and make recommendations for one existing idea presented in class.</td>
<td>100</td>
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<tr>
<td>Listen to presentation, review existing web site and any documentation</td>
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<td>provided, answer any challenge posed or identify ways to become more</td>
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<td>successful. – To be submitted 2 weeks after class ends (work in groups of</td>
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<td>up to 4 people – only one group per client)</td>
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<tr>
<td>Class participation</td>
<td>25</td>
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Assignment Details: (All assignments should be posted on blackboard and submitted in hard copy)

Quiz: Read all assigned articles, case studies, and the text book before first class. Prepare for a quiz on readings July 6th - the evening before we meet in class.

New sport business idea (Due before class, July 8): Based on your own experiences and knowledge of the sport market, identify a need or opportunity. This idea should be original, not one already identified or being pursued (unless previously cleared by professor). Students may work individually or in pairs (one page).

Market Research & Cost Analysis of idea (Due July 11, 5 p.m.): Provide a justification for the demand and financial feasibility of a proposed idea from the assignment above (it could be your idea or a group members). Provide references for where data was sourced. Students may work individually or in pairs.

Review and make recommendations for one of the start-up ideas presented in class (Due July 25, 5 p.m.). Listen to all presentations, select the company with which you are most interested in working, review exiting web site and any documentation provided, answer the challenge(s) poised or identify ways for the business to become more successful. Students to work in groups up to 4 people (assigned based on individual student preferences) – only one group per client.

Class participation: Students will be graded based on attendance, participation in class, and demonstrated knowledge of the class readings.

Food/Beverage Policy: Food and beverages are permitted so long as the usage is not distracting to that student or other students in the class. NO food should be eaten during Guest Speaker presentations.

Computer Policy: Laptops are permitted but emailing, internet surfing, or doing outside work during class is strictly prohibited. Noncompliance with this policy will result in an automatic loss of participation and attendance credits for that class. Repeated noncompliance will result in the loss of laptop privileges for the semester.

Grade Breakdown

<table>
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<th>Percentage</th>
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<tr>
<td>93-100%</td>
<td>A</td>
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<tr>
<td>90-92%</td>
<td>A-</td>
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<tr>
<td>87-89%</td>
<td>B+</td>
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<tr>
<td>84-86%</td>
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<tr>
<td>80-83%</td>
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<td>64-66%</td>
<td>D</td>
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<tr>
<td>60-63%</td>
<td>D-</td>
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<tr>
<td>Below 60%</td>
<td>F</td>
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*ALL GRADED WORK MUST BE COMPLETED IN ACCORDANCE WITH THE GEORGE WASHINGTON UNIVERSITY CODE OF ACADEMIC INTEGRITY (http://www.gwu.edu/~ntegrity/code.html)*
CLASS READINGS/SCHEDULE:

THURSDAY, JULY 7 – 5-9 PM

Introduction to entrepreneurship & the process

Readings used to highlight how people identified a need and pursued it. (UA, GoPro, EnduraCool, MLBAM). Golf Board [https://youtu.be/z1mZ8Gg4D9I](https://youtu.be/z1mZ8Gg4D9I)

Adam Geisler, GW Alum and COO of Athlete Mission Care skype to discuss EnduraCool. [http://www.missionathletecare.com/?gclid=CJW5ie2H7MwCFVFZhgodDmoBEw](http://www.missionathletecare.com/?gclid=CJW5ie2H7MwCFVFZhgodDmoBEw)

Jon Halpern (Athletetrax) [http://www.athletetrax.info/](http://www.athletetrax.info/)

Minx nails business case [http://www.minxnails.com](http://www.minxnails.com)

Ellen Zavian, United Breakin’ Association [http://usbawba.org/](http://usbawba.org/)

**In-Class Activity #1:** Class divided into groups to identify at least two (2) recent sport-related businesses in the last 10 years. Share with the class something about the landscape before these companies were created, what void, niche, or need did the company fill, how did the company change the market and how did it start and how is it doing now?

Friday July 8 1-9pm

Overview of business plan components & financing options (In Shark Tank book, review Chapters 5,6, 8 and 10)

**Guest speakers:**


Shripal Shaw (Moko Social Media) [http://mokosocialmedia.com/](http://mokosocialmedia.com/)

Alessia McIntosh (The Dailey Method - Barre fitness exercise studio)

**In-Class Activity #2:** Divide class into groups to discuss potential opportunities or needs in the sport market place now or in the future. Ask group to select the best idea to share with the class.

Student project presentations

**Saturday July 25 9-1pm: Taking a concept to reality**

**Guest speakers** (TBC):

Lori Lindsey, former Women’s Professional Soccer Player
Lindsay Finkel. Founder of Racefaster (GW Alum - GW School of Business, 2009). Ms. Finkel will introduce the work of Racefaster and will discuss the company’s shift to the retail industry with the students. http://racefaster.net/

Shana Gritsavage Ferguson, Director of Global Events, Under Armour – Ms. Gritsavage will speak about Under Armour’s growth and international expansion. NOT CONFIRMED

Santiago Halty, Founder and CEO at Senda Athletics – Mr. Halty will speak about the launch of Senda Athletics and its unique way of competing against market giants (Nike, Adidas…) while creating a positive impact in society. https://sendaathletics.com/

OR

Peter Lucchesi http://www.4point4.com