INSTRUCTOR: Nawaf Alabduljader, Ph.D. Candidate

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OFFICE HOURS: In person, phone, e-mail, pretty much anytime. Please email to make an appointment in person.

COURSE OBJECTIVES:

This course will explore entrepreneurship concepts, ideas, theory and action. Entrepreneurship is a way of thinking and acting. This course will utilize a ‘learn by doing’ approach whereby you will work in teams with other students in the classroom to develop a business idea. You will work through a business model to decide whether the idea is worth launching a business. You will acquire a greater understanding of the entrepreneurial opportunity starting with opportunity recognition, opportunity testing, team building and communication, creativity, leadership, and presenting your businesses to potential investors.

This course emphasizes the effort put into the process of developing the idea and evaluating whether to pursue it or not. Therefore, I will emphasize evaluating the process and effort you put into the final deliverables. We will use the Business Model Canvas as the framework to develop your ideas. Through the different activities involved in the Business Model Canvas you will have a personal opportunity to explore the challenges and complexities of starting a new venture. You will also gain an understanding of your management and leadership capabilities as you work with others to evaluate whether to turn your idea into an organization.

At the end of this course you will be required to prepare a video of your business idea to submit Kickstarter. The group with the highest total grade in terms of three assignments: “Idea Pitch Presentation”, “Final Class Presentation” and “Final Class Write-Up” will be given an opportunity to get $300 in funding to start their Kickstarter campaign. I will not require you to submit your video to Kickstarter, should you choose to protect your idea, but will ask that you prepare a video that could be submitted and accepted into Kickstarter nonetheless. Also, at the end of this course all groups should have completed all the requirements and deliverables needed to participate in the GW New Venture
Business competition next year. You may choose not to participate, but you would have done all the necessary work to compete.

LEARNING OBJECTIVES:

1. Identifying new venture opportunities (versus identifying an idea)
2. Learning how to develop customer segments and value proposition through an ongoing primary and secondary analysis.
3. Understanding the skills needed for success and building a team that possesses these attributes.
4. Learning the art of how to sell your venture idea to gain resources and support (e.g., investors for financial support, recruit team members for operational support).
5. Be able to write, articulate, and present a feasibility study that logically determines whether or not a particular business idea should be pursued.
6. Have a better understanding of your personal entrepreneurial capacity and interests.

WORKLOAD:

The course is labor intensive. Starting a business is not an easy thing to do, and my objective is to allow you to experience as much of that as possible, while giving you guidance and structure. You will be exploring the feasibility of a business concept during the semester, while learning and practicing the process of doing so. Knowing whether or not an idea is worthwhile is a critical first step in the entrepreneurial process. I will not be quizzing you and giving you exams on course material. Rather, I will ask you to step outside of your comfort zone and interview potential customers, suppliers, experts, partners in person on top of secondary data analysis (e.g., google search) to evaluate your business idea. In addition, you will be responsible for case preparation, completing assigned readings, various presentation and course deliverables that will be described in this syllabus. Most of all, high performance in this course requires preparation and participation. **If you do not participate, you will not get higher than a C grade in this course.**

COURSE MATERIALS:

1. Required: Harvard Business Case- You are required to purchase the “Deaver Brown and Cross River, Inc.” case from Harvard.edu. Details on how to purchase the case will be shared later in the semester.
2. *Required: I would like you to be experts in your area of interests. Being an expert in an area is the best way to find future opportunities. Thus, you are required to sign-up to at LEAST one of the online versions of the magazines of choices from the list below:

   - Entrepreneur Magazine Inc.
   - The Economist Inc.
   - Wall Street Journal
   - Fast Company
   - Business Week

*Please note that if you have another magazine you would rather sign-up to that is more relevant to your area of interest, contact me to get approval.*
RECOMMENDED TEXT:


COURSE COMMUNICATION:

Throughout the semester, I will be sending you regular emails. Please ensure that your GW email account is active and that you check it regularly or set your account so that it forwards emails to your regular email account. This is a very dynamic course (entrepreneurial!), and you are responsible for being aware of the communications and changes as we go through the semester.

COURSE REQUIREMENTS:

In many ways, this course will mirror the entrepreneurial experience, i.e., many assignments with short deadlines, variety of experiential activities, requirement for discipline, and need for flexibility. Although assignments and activities are “structured” on the Schedule of Classes, the schedule may change throughout the semester as unexpected resources or speakers become available. However, posted assignments will not be due earlier than the date specified on the Schedule.

COURSE STRUCTURE

Students will work in teams of 5 for all assignments except the in-class “current thinking assignment”, which is a mandatory individual assignment. Although I highly recommend working in teams, students who do not want to join teams can speak to me individually to get exceptions. This is an intensive course that will require as much help and resources as one could get. Majority of start-ups are created by teams and working with others and leading is a valuable experience I would like each student to gain. Ultimately, the choice is yours and all grades will be graded equally whether in teams or individuals. Students will select their own teams. Team size cannot be more or less than 5 individuals unless I grant exceptions.

GRADING

Grading Criteria:

- Class Attendance & Participation: 25%
- Current Thinking on Entrepreneurship: Counted as part of participation grade. Failure to submit will result in a participation grade of zero for TWO weeks.
- Assignment 1- Anthony Shop: Counted as part of participation grade. Failure to submit will result in participation grade of zero for the day.
- Assignment 2 - Customer Profile (Persona): 8%
- Assignments 3, 5, 6, 7, 8 - Business Model Canvas: 17%
- Assignment 4 - Opportunity Storyboard Presentation: 7.5%
- Ideas Pitch Presentation: 15%
- Final in Class Presentations: 15%
- Assignment 9 - Final In Class Write-Up: 12.5%

Class Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Individual/Group</th>
<th>Percent</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance &amp; Participation</td>
<td>Individual</td>
<td>20%</td>
<td>Daily</td>
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<tr>
<td>Current Thinking on Entrepreneurship</td>
<td>Individual</td>
<td>Part of participation grade</td>
<td>Twice, Weekly</td>
</tr>
<tr>
<td>Assignment 1: Anthony Shop</td>
<td>Individual</td>
<td>Part of participation grade</td>
<td>Jan. 24th</td>
</tr>
<tr>
<td>Ideas Pitch Tournament</td>
<td>Individual</td>
<td>This will be the business idea you will work on throughout the semester</td>
<td>Jan. 24th and Jan. 31st</td>
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<tr>
<td>Assignment 2: Customer Profile (Persona):</td>
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<td>February 7th</td>
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<tr>
<td>Assignment 3: Industry Scan and First Draft of Customer Questionnaire</td>
<td>Group</td>
<td>3%</td>
<td>February 14th</td>
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<td>Assignment 4: Opportunity Storyboard Presentation</td>
<td>Group</td>
<td>7.5%</td>
<td>February 21st</td>
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<tr>
<td>Assignment 5: Business Model Canvas - (1) Customer Segments; (2) Value Proposition; (3) Customer Relationships; (4) Channels.</td>
<td>Group</td>
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<td>February 28th</td>
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<tr>
<td>Assignment 6: Findings From</td>
<td>Group</td>
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<td>March 7th</td>
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<tr>
<td>Assignment</td>
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<td>7</td>
<td>Start-up Costs, 1st Year Income and Cash Flow Statement (graded and submitted)</td>
<td>Group</td>
<td>3%</td>
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<tr>
<td>8</td>
<td>Customer Development Lessons Learned</td>
<td>Group</td>
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<tr>
<td>Final In Class</td>
<td>Presentation</td>
<td>Group</td>
<td>15%</td>
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<tr>
<td>9</td>
<td>Final Write-Up</td>
<td>Group</td>
<td>12.5%</td>
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Grading will be based on the performance and effort. The quality (and grade) on the assignments is at the instructor’s discretion. It is a question of how well I understand your arguments, whether they are logically conveyed and, when appropriate, whether you have some evidence to your claims. Some students find this level of ambiguity and uncertainty as frustrating, but it is something you will face as an employee and to a higher degree as an entrepreneur. Additionally, one of the learning goals of this course is to learn how to accurately convey your thoughts and work to other parties. Many might struggle with having great ideas that no one seems to understand. You will find that managers, investors, and pitch judges will evaluate your work and ideas based on their own interpretation, not on what you intended. It is up to you to ensure that your writing and deliverables are clear and unambiguous.

I will provide details as to the elements that I will be looking for with regards to specific assignments. At a minimum, deliverables should address all elements required of an assignment and follow instructions (including professionalism). If something is vague or you do not understand what is required, ask me! Excuses like “I did not understand the instructions,” “I did not understand what you were looking for” “I was not sure what elements we should include” are NOT valid excuses. I am generally available anytime to help, if you don’t ask for help before delivering the assignment, I cannot help you with the grade. Meeting these minimum requirements will NOT result in a Grade of “A”. Rather, I will use the following scale to grade all assignments.
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<th>Score</th>
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<td>93% and above</td>
<td>Superior Performance</td>
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<tr>
<td>A-</td>
<td>92%-90%</td>
<td></td>
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<tr>
<td>B+</td>
<td>87%-89%</td>
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<td>B</td>
<td>83% - 86%</td>
<td>Clearly Above Satisfactory Performance</td>
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<tr>
<td>B-</td>
<td>80% - 82%</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77%-79%</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>73% - 76%</td>
<td>Satisfactory Performance</td>
</tr>
<tr>
<td>C-</td>
<td>70% - 72%</td>
<td></td>
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<tr>
<td>D+</td>
<td>67%-69%</td>
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<tr>
<td>D</td>
<td>63% - 65%</td>
<td>Very Poor Performance (Marginally passing)</td>
</tr>
<tr>
<td>D-</td>
<td>60% - 62%</td>
<td></td>
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<tr>
<td>F</td>
<td>59% and below</td>
<td>Failure</td>
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**CLASSROOM ETIQUETTE:**

The following professional behaviors are expected of students:

- Come to class on time, ready to actively participate. Attendance will be taken in the first 5 minutes. If you show up to class later than five minutes (i.e., after 9:35 am) since the start, you will be marked as absent from class.
- Wear business casual attire for the “Ideas Pitch” and “Final in Class” presentations.
- Students are **NOT** allowed to use laptops, cellphones, tablets and electronic devices in class. No voice recording or video recording is allowed. Remove headphones and turn off pagers, cell phones, and all other electronic devices during class. **Store all electronics out of sight.** This class is designed to be highly interactive which means you need to pay attention to discussions and participate or it will greatly affect your class participation score. **Use of electronic devices will result in deduction of 1% of the final grade and a grade of zero participation for the day.**
- Please, no eating in class. Majority of classes will have a 10-15-minute break.
- Professional delivery of assignments including proper formatting, organizing, font, grammar, spelling. Professionalism is like a performance appraisal that you will routinely receive throughout your career. Everything you do (or don’t) creates an impression.

**CLASS ATTENDANCE & PARTICIPATION:**

**Daily Class Participation.**

Active participation in class discussions, exercises, and engagement with other students’ presentations is required of everyone in the class. Students are expected to contribute to each other’s business ideas and presentations. This is an entrepreneurship class and we will all learn from each other, the more students participate, the more creative ideas we will generate as a class. I will take note of daily participation and assign a grade to each student at the end of the class. **To be eligible to get a participation grade, you will need to be present in class and**
submit the bi-weekly “Current Thinking on Entrepreneurship” assignment. Once you are eligible for participation, I will evaluate the quality of your participation contribution. To excel on the basis of contributing to a positive learning environment students are expected to be:

- Display a positive attitude in the classroom.
- Displays leadership by raising important issues and helping others.
- An active participant, but not a dominant participant.
- Be a good listener and demonstrate respect for others’ opinion.
- Make thoughtful, insightful comments, not just speak to be heard.
- Build on others’ comments.
- Asks questions, not just give answers.
- Judiciously play the role of the devil’s advocate.
- Be constructive and positive in one’s comments.
- Demonstrate respect and professionalism towards others.
- Is not disruptive.
- Does not leave the class.
- Does not use electronic devices in the class.
- Is candid with the instructor about challenges and issues related to the business project.
- Please note that attendance DOES NOT equal participation.
- Please note that failure to submit the bi-weekly current thinking on entrepreneurship assignment will result in a participation grade of zero for TWO weeks.

Class Attendance

Class attendance is a requirement. If you’re not in class, you can’t participate. When there are visitors, speakers, or student presentations, class participation (or lack thereof) counts double. Should you need to miss any class due to a religious holiday, please notify me during the first two weeks of the semester. No grade of A will be given if you miss more than one class (not including an excused absence approved ahead of time by the instructor). Please notify me in advance via email if you cannot attend a class. Examples of invalid excuses to miss class include “I’m leaving town to see friends/family,” “I did not wake up in time” “I have a late flight”, “I was out late yesterday” “I have a lot of work this week” Also, you will only be given a maximum of two excused absences. Therefore, you may not miss more than two classes, excused or otherwise. End of discussion. If you miss a third class I will either give you a grade of “F” for the entire class or make you do a long, onerous paper on the topic of the class missed. (Typically over 5 pages, single-spaced.) Note that #1 is my preferred choice as it is less work for me.

ORAL PRESENTATIONS

- Group Presentations – Each group will orally present the results of their project. The use of PowerPoint is recommended, but should be no more than 10 – 15 slides. The group may deliver the presentation en masse or assign one person to make the presentation with others available to answer questions. Students will make their presentations in business casual attire,
meaning jackets and for men and equivalent dress for women. They should be prepared to answer questions on their presentation.

- Individual Presentations – Each student will make a 5 - 7-minute oral (before the class) presentation summarizing his/her “current thinking on entrepreneurship”. No specific dress attire is required for these individual presentations. Students should be prepared to answer questions on their presentations.

**ASSIGNMENTS**

*All assignments are due at the beginning of class on the due date as mentioned in the schedule of classes under “Deliverables”, unless otherwise noted.* All written assignments will be typed, 12 pt Times New Roman font, double spaced, 1" margins with a title page, student name(s), date, and a table of contents, where appropriate. Failure to follow these instructions will adversely affect your assignment grade.

**Current Thinking on Entrepreneurship and/or New Venture Initiation - Hot Topics (10 points)**

- **One-time Presentation:** Students, individually, will present a 5-7-minute overview highlighting/examining current views and opinions on the their topic of interest based on their readings. Students should articulate why this particular topic/issue/concern/resource has is of interest to them and what they learned from this reading. No PowerPoint presentations are required (unless you chose to prepare one - 1-3 slides). The idea is to evoke a discussion in class and provide students with the ability to bring current materials and trends into the class discussion. A schedule of presentations will be determined during the first two class sessions.

- **Bi-Weekly Written Assignment:** In addition, students individually will submit a typed summary of their readings twice a week: on Tuesdays at the beginning of the class and by Friday at 5pm. This written assignment should be one paragraph indicating the topic of the reading, why it’s interesting to the student’s general area of interest, and ONE implication. Examples of implications include: a trend or market they are noticing and why it’s important, a problem that is arising that might need a solution, a need that is available that could be fulfilled, a novel insight they found that they did not know before. This written assignment can **NOT** be more than one page. Students are strongly recommended to select current periodicals including but not necessarily those suggested as recommend reading for this course.

**Assignments**

- **Assignment 1-Social Driver and Anthony Shop:** Write a one paragraph on (a) who Anthony Shop is, (b) what is Social Driver and what does it do, and (c) one question you would like to ask Anthony.
- **Assignment 2- Customer Profile (Persona):** Develop a persona- an ideal target customer. The persona should have a minimum of five elements: (1) a name (2) a screener (3) a description (4) a perspective (Think-See-Feel-Do), (5) a representative picture (6) Problem Scenario-Current Alternatives-Value Proposition. Good personas tell a story. Avoid bullet points.
  - 50% of the grade is allocated to the process and 50% is allocated to the final deliverable.
This is a first draft— a hypothesis. So your job is to think about what you know and what you don’t know about your ideal customer to focus and motivate you when you go out and talk to a real subjects (customers, users, etc.).

**What Process should I use to draft a Persona?**

- **Dumpp**: List all personas you can think of.
  - **Output**: A set of cards with ideas on personas and names.
- **Sort**: Rank order them in terms of importance.
  - **Output**: A ranked set of cards with ideas on personas
- **Screen**: Develop a screening question you will later use to go out and talk to subjects. This simple factual question should have an obvious answer that will clearly tell you if you’re talking to a valid subject or not. If you’re struggling, you will want to be more specific in your personas.
  - **Output**: A set of cards with screening questions attacked to the ranked ordered personas.
  - **Output**: Possible revision of personas.
- **Reality Check**: For your top 2-3 personas write down at least FIVE specific people that fit this persona. You don’t have to personally know those people, but they should be people you will be able to find. Example of specific people could be: Clerk at CVS in Foggy Bottom, Security Guard at Foggy Bottom Metro, or Jack Smith.
  - **Once you’re done you can start drafting your persona.**

- **Draft**: Start drafting your top 2-3 personas.
  - Write a description, work through the Think-Feel-See-Do section available on blackboard to develop a perspective and include a representative photo.
  - Create a table with the Problem Scenario- Current Alternatives – Value Proposition.

- **How do I make sure my Persona Draft is good?** Besides having all five elements included, I recommend using the REACT checklist available on blackboard, which I will use to evaluate the quality of personas.

- **Assignment 3- Industry Scan & Market Analysis**: the objective of the market analysis section of a business plan is to show that you know your market, and that the market is large enough to build a sustainable business. You will need to conduct secondary research based on existing data-bases.
  - **1) Target Market Description & Outlook**: Assessing the size of the market will depend on the type of business idea you have, you might want a local market analysis (e.g., for a restaurant) or a national market analysis (e.g., for a restaurant chain).
    - **Use the Porter Five Analysis to assess the industry competitive landscape.**
  - **2) Target Market (Customer Segmentation)**: Which segments of the target market are you targeting? For example, for apps, your target market might not be all individuals who own mobile phones, but rather individuals who own I-Phones or individuals who own Androids. As another example, are you targeting high end or low end jewelry. Some industries might have more clear segments with different demands and needs compared to others.
    - **Customer Need**: This section is VERY important as it indicates you know your market well and understand why consumers buy. Here you need to go into details about the drivers of demand for your product or services. This section will also highlight drivers of demand that are not currently being met. You will place your competitive edge and present the opportunity here without mentioning it. For
example, there might be two drivers of consumer demand but only one of them is being delivered to consumers.

- **3) Value Proposition:** Based on your market analysis, what are the needs you are fulfilling? How badly do they want your product/service? What are they currently doing today and how is it working? Why is no one doing anything better? Why and how will you be able to do it better?

- **4) Competition:** Who are your direct and most threatening competitors? What is your competitor’s positioning, what are the strengths and weaknesses of the competitors? The idea here is to analyze your competition to find a weakness that your company will be able to use in positioning.
  
  - **Barriers to Entry and Regulations:** In essence, you need to answer two questions: 1) What prevents someone from opening up next door and taking 50% of your business? 2) Having answered question 1, what makes you think you will be successful in entering the market? Examples of barriers to entry include: Investment, Technology, Brand, Regulation, Access to resources, Access to distribution channels, location.

  - **Use the SWOT analysis to assess your company’s competition.**

- **5) Market Share:** How much market share do you expect to gain? Explain the logic behind your calculation.

- **Assignment 4 - Opportunity Scoreboard presentation:** The idea here is for you to present your business idea in a clear and concise way. This presentation must be exactly one PowerPoint slide. Examples and templates to create opportunity scoreboard presentations will be available on blackboard.

- **Assignment 5 - Fill out the Business Model Canvas (BMC):** 1) Customer Segments; 2) Value Proposition; 3) Customer Relationships; 4) Channels. Bullet points can be used to fill the BMC. Attach a document that explains and expands on these bullet points. The document can also be a bullet point type-document.

- **Assignment 6 - Findings From Customer Development, Updated Canvas and Industry Analysis:** You will need to report findings on interviews you had with a **minimum of 10** potential customers.
  
  - You will have to provide the contact information of the individuals you interviewed and take a picture (selfie) of you conducting the interview with the potential customers.
  
  - Customer answers should be recorded (video, voice, or written) and submitted to me.
  
  - Lessons learned based on analysis of customer answers and new insights found.
  
  - Implications of the findings from customer interviews reflected in an updated Business Model Canvas. Which hypotheses were true? Which hypotheses were wrong? What are the new insights you discovered? What pivots are you making?
  
  - Updated industry analyses with more details.

- **Assignment 7 - Startup costs, 1st year Income Statement, and Cash Flow statements:** Students will prepare a list of all essential start-up costs (**See Appendix A**). In addition, you are required to develop the first year cash flow and income statement. The required template you must use will be posted in Blackboard.

- **Assignment 8 - Findings From Customer Development:** You will need to report findings on interviews you had with a **minimum of 10** new potential customers.
Assignment 9- Final Class Write-Up:

- Complete Business Model Canvas
- Business Idea Description
  - Elevator Pitch/Company Purpose. What is your product or service or the purpose of your venture?
  - Problem. What problem/need/opportunity are you addressing? Who will be the customers/beneficiaries of your venture?
  - Solution. What is your solution? How is your solution different and better than the existing alternatives?
  - Revenue Model. What is your revenue model? How does money come into your venture?
  - Team. Who are the members of your team?
  - Why Should Someone Invest in Your Venture? Explain why you will be successful.

- Feasibility Analysis: Your feasibility analysis text should be a maximum of four pages. (=4 pages) and should expand on your business model canvas. Suggested table of contents:
  - Overview
  - Opportunity: Market analysis and insights- gaps, opportunities, why the gap exists, why others haven’t fulfilled this gap before?
  - Solution (Value Proposition, Customer Segments, Opportunity-Solution Fit):
  - Operations Plan:
  - Financial Analysis, income statement and cash flow analysis:
  - Team:
  - Recommended: In addition to the feasibility analysis text, you may include a 2-page financial analysis containing: (a) 1-page Startup Budget, (b) 1-page profit & loss statement. (=2 pages)

Presentations:

1. Ideas Pitching Tournament Pt. 1: Each student will have exactly ONE minute to pitch their business idea. Students will vote anonymously on the top 15 best business ideas.

2. Ideas Pitching Tournament Pt. 2: Students voted into the top 15 business ideas will pitch their ideas again. Students will vote anonymously on the top 7 best business ideas. At the end of the day, students will be asked to join the team of one of the 7 best business ideas.

3. Informal Presentation of Customer Development Goals: Groups will present what they found based on their market data analyses and what are the key insights and questions they want to answer from talking to customers.

4. Opportunity Storyboard Presentations: Opportunity Storyboard presentation: The idea here is for you to present your business idea in a clear and concise way. This presentation must be exactly one PowerPoint slide. You will have 3 minutes to present your idea and will be followed by a 5 minute Q&A. Examples and templates to create opportunity storyboard presentations will be available on blackboard.

5. Customer Development & Lessons Learned: Students will present findings of their customer development process. The presentation has to be less than 10 ppt. slides and will include: (1) Interview records, including at least one of: pictures or video recording (2) the new insights they found from talking to customers- confirmed hypotheses, new hypotheses, invalidated hypotheses (3) lessons learned from conducting interviews- what went right, what went wrong, what were the challenges and how would you do it better next time.

6. Ideas Pitch Presentation: This will be your Business Ideas Pitch. You will pitch to 3-5 entrepreneurs who will evaluate you on a 1-5 scale in terms of: “High likely are you to invest in
this business?" (1: No way!, 2: Unlikely, 3: Not Sure, 4: Likely, 5: Sign me up!). In addition each student will also rank the presenting group on this 1-5 scale. Entrepreneur's evaluation is worth 6 times a student's evaluation. So, if 30 students give you a "Sign me up!" You will get (6x5) 150 points. If 5 entrepreneurs give you a "Sign me up!" you will get an additional (6x5x5) 150 points. The maximum points is 300, the minimum is 60.

7. **Final Class Presentation:**
   a. 3-Minute Video Submitted to Kickstarter.com
   b. Provide a description of the process you went through from the initial idea to the final presentation.
      i. What steps were taken and the outcome of those steps. Provide evidence including pictures, videos, and survey results, changes to business model canvas.
   c. Discussion of business model canvas.
   d. Reflection: what lessons were learned, what difficulties and challenges you faced, what things you would do differently in the future.
   e. Final Verdict: Viable Business Idea- needs more work- not a viable business.
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<th>Deliverables</th>
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<td>Syllabus; Intro to Entrepreneurship and the Business Model Canvas</td>
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| Session 2 | Ideas Pitching Tournament Pt. 1  
Business Model Canvas Pt. 1:  
Customer Segment & Industry Analysis and Trends | Assignment 1: Social Driver and Anthony Shop  
Guest Speaker: Anthony Shop founder and CEO of Social Driver |
| 01-24-17 | | |
| Session 3 | Ideas Pitching Tournament Pt. 2  
Business Model Canvas Pt. 1 continued:  
Customer Segment & Industry Analysis and Trends | Due at the end of the day:  
Group/Individual Projects Sign-Up sheets  
Guest Speaker: Lex Mccuster  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
| 01-31-17 | | |
| Session 4 | Business Model Canvas Pt. 2, 3 and 4:  
Identify Value Proposition, Channels, and Relationships  
Customer Development | Assignment 2: Customer Profile (Persona)  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
| 02-07-17 | | |
| Week 5: | Informal Presentation of Customer Development Goals  
Interview with a GWU mentor  
Discussion of Opportunity Storyboard  
Ten Mistakes made by Entrepreneurs (YouTube Video) | Assignment 3: Industry Scan and First Draft of Customer Questionnaire  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
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| **Week 6:** 02-21-17 | Opportunity Storyboard Presentations | Assignment 4: Opportunity Storyboard Presentations  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
| **Week 7:** 02-28-17 | Business Model Canvas Pt. 5, 6 and 7: Key Activities, Resources, & Partners | Assignment 5: Business Model Canvas-  
(1) Customer Segments; (2) Value Proposition; (3) Customer Relationships; (4) Channels.  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
| **Week 8:** 03-07-17 | Business Model Canvas Pt. 8 & 9: Revenue Streams and Cost Structure  
Presentation: Customer Development & Lessons Learned | Presentation: Customer Development & Lessons Learned  
Assignment 6: Findings From Customer Development; Update Canvas & Industry analysis  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
| 03-14-07 | No class - Spring Break | |
| **Week 9 (March 21st):** | *Shark Tank Pitch Analysis – No preparation needed* | Guest Speaker: Past New Venture Competition Winner  
4-5 people present their current thinking on entrepreneurship/new venture (Graded and Submitted) |
<table>
<thead>
<tr>
<th>Session/ Week</th>
<th>Session</th>
<th>Deliverables</th>
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</thead>
<tbody>
<tr>
<td>Week 10 (March 28th):</td>
<td></td>
<td>Assignment 7: Start-up Costs, 1st Year Income and Cash Flow Statement (graded and submitted) 4-5 people present their current thinking on entrepreneurship/new venture related to the particular session (Graded and Submitted)</td>
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<td>Harvard Business Case – <em>No preparation needed</em></td>
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<tr>
<td>Week 11 (April 4th):</td>
<td>Ideas Pitch Presentation</td>
<td>Ideas Pitch Presentation</td>
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<td>Week 12 (April 11th):</td>
<td>Kick Starter Video Critical Analysis</td>
<td>Assignment 8: Customer Development Lessons Learned <em>Guest Speaker: Tenable</em> Instagram person. APP Person 4-5 people present their current thinking on entrepreneurship/new venture related to the particular session (Graded and Submitted)</td>
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<tr>
<td>Week 13 (April 18th):</td>
<td>Final in Class Presentations</td>
<td>Copy of Slides Due <em>(graded and submitted)</em></td>
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<tr>
<td>Week 14 (April 25th):</td>
<td>Final in Class Presentations</td>
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ACADEMIC INTEGRITY

The code of academic integrity applies to all courses at George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: http://www.gwu.edu/~integrity/code.html

RELIGIOUS ACCOMMODATION

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

DISABILITY SUPPORT SERVICES (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: http://gwarj.gwu.edu/dss/

MENTAL HEALTH SERVICES (VOICE: 202-994-5300)

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. http://counselingcenter.gwu.edu/

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