RED LABS

PRE-ACCELERATOR

spring 2015. entr 4397 / entr 7397 / mis 4397 / mis 7397.

jan 21. course intro and fractal modeling.
jan 28. legally lean - legal intro for startups.
feb 4. ideation and hypothesis workshop.
feb 11. understanding your customer.
feb 18. milestones and metrics workshop (su 1a*).
feb 25. teams and culture (su 1b*).
mar 4. value proposition workshop (su 2a*).
mar 11. go-to-market (su 2b*).
mar 18. spring break - no class.
mar 25. funding.
apr 1. user experience fundamentals (su 3a*).
apr 8. the pitch and pitching well (su 3b*).
apr 15. practice pitch.
apr 22. financials.
apr 29. last day of class - final pitch.
may 26. launch of summer accelerator.

* su - status update on your startup
you will be assigned to 'a' or 'b'
in the third week of class.

POLICIES REQUIRE US TO TELL YOU THE FOLLOWING.

accommodations for students with disabilities.
let us know as soon as possible if you require any
accommodations and we will do our best to help.

academic dishonesty policy.
"...losing, cheating, and mediocrity is easy.
stay away from easy."

HOW YOU ARE GRADED.
no pluses or minuses. only a, b, c, d, or fail.
all deliverables done on an individual basis
except for executive summary and final pitch.
30 points. reflections paper.
27 points. status updates.
15 points. final pitch.
14 points. executive summary.
14 points. attendance.

INSTRUCTOR ON RECORD HESAM PANAHI   hpanahi@uh.edu   office: mh 305a   office hours: 10:30am-12:30pm thursday or by appt.
EXECUTIVE MENTOR GREG WRIGHT   gwright@bauer.uh.edu
PROGRAM SUPPORT KELLY MCCORMICK   kmccormick@bauer.uh.edu

DESCRIPTION OF ASSIGNMENTS

REFLECTIONS PAPER. 4-6 pages, double-spaced, answering 3 key questions: (1) describe your key learnings from building your startup over the past three months (2) describe the company culture you are creating (or, if you are a solo founder, would like to create). what are the core values and what are you doing to nurture those values and culture? (3) describe your criteria for creating a successful team with particular emphasis on founders and initial management. describe how you are doing against these criteria.
due april 22nd.

STATUS UPDATES. 3 minutes per team member, regardless of team size. submit slides via blackboard by 5 pm on the date you are presenting.
status update 1 introduces your plan for the semester:
* the problem your team is addressing
* why the problem is important to you and your customers
* the assumptions for your part of the canvas
* how you are going to validate
status updates 2 and 3 cover your progress since the previous update:
* revised assumptions for your part of the canvas
* how you validated or invalidated those assumptions
* what you've learned and what you're going to do next

PITCH. 5 minutes. this is a group grade, so you must work together to draft a script, create slides,
and select one team member to pitch.
practice pitch on april 15th, final pitch on april 29th.

EXECUTIVE SUMMARY. a one-page overview of your startup. this is a group grade, so you must
work together to draft an executive summary, prepare it in the given format,
and tailor the look to your brand.
due april 22nd.

ATTENDANCE. like a real startup, you are expected to show up every day we meet.

teams must be finalized by february 4th.
pitch, executive summary, and status update criteria located at:
http://redlabs.bauer.uh.edu/spring2015

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