INTRO TO TECHNOLOGY ENTREPRENEURSHIP
W: 6pm - 9pm

KELLY MCCORMICK
kelly@redlabs.uh.edu
UCBB, 528F
Office hours by appt.

part 01 IDEATION

AUG 30. class cancelled due to weather

SEPT 6. design thinking workshop

SEPT 13. customer discovery + talking to humans

SEPT 20. value prop workshop + pretotyping + first presentation

SEPT 27. community mentorship + entrepreneur panel

part 02 EXECUTION

OCT 4. customer + market

OCT 11. reach customers + gain traction

OCT 18. making money

OCT 25. building + managing a team

NOV 1. community day [panel + resources]

NOV 8. odds + ends [legal, branding, ethics]

NOV 15. final presentations

GRADES

Attendance. 20 points. 1 point for each day, and 8 awarded at the end of semester for participation.
First idea presentation. 5 points.
Final presentation. 20 points. (5 awarded by team members)
Team check-in w/ professor. 15 points (3 times throughout semester, 5 points each)
Paper on reading entrepreneurial book. 15 points.
Customer interviews. 15 points.
Exit interview w/ professor. 5 points.
Slack + community event. 5 points.

POLICIES

Academic dishonesty. The UH academic honesty policy included in your student handbook is strictly enforced. No violations of this policy will be tolerated.
Late assignments. Assignment due dates are listed in the grading section of this syllabus. If you complete an assignment after the time it is due, but on the day it is due - you will lose 1 points of credit. Each day after that will be another point lost.
Accommodations for students with disabilities. Let me know as soon as possible if you require accommodations. I'll do my best to help.