

Intro to tech entrepreneurship

ENTR 4397/7397
WED. 6PM - 9PM
UCBB, RM 524

INSTRUCTOR.
KELLY MCCORMICK

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OFFICE.
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OFFICE HOURS
BY APPOINTMENT

Schedule.

January 20th. Introduction

January 27th. Ideation: the problem & solution

February 3rd. Design thinking & understanding lean startup

February 10th. Idea to opportunity

February 17th. First idea presentation & team organization

February 24th. Primary market research & market segmentation

March 2nd. How to build a hypothesis & interview customers

March 9th. User interviews

March 23rd. Prototyping workshop & makerspace

March 30th. Marketing & branding

April 6th. Building a team & empowering people

April 13th. Ethical considerations & global awareness

April 20th. Final idea presentations

Other important dates:

February 3rd. Last day to drop/withdraw from a class without a grade

March 16th. Class will not meet (spring break)

April 1st. Last day to drop with a W

April 27th. No class, exit interviews to be scheduled in lieu of this class

Important 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 2 points of credit. Each day after that will be another 2 points lost.

Accommodations for students with disabilities.

Let me know as soon as possible if you require accommodations. I'll do my best to help.

Grading.**26 POINTS:** Attendance and participation

Description: There are 13 days (including the exit interview) for you to attend this semester. One point is given for attendance, and one point is given for participation. If you are over 15 minutes late for class, you will only receive half credit for the day. If you leave class early, you will only receive half credit for the day. If you are disrespectful to any guests in our class over the course of the semester, you will not receive credit for that day.

16 POINTS: Summary of meeting with an entrepreneur or reading an entrepreneurial book

Description: You must interview an entrepreneur (non-family member) or read an entrepreneurial book, and write a summary of the meeting or book. The summary should include: why you picked this person or book, an overview of the book or interview, and the most important piece of advice you gained. If you are unsure if a book or specific entrepreneur qualifies for this assignment, please ask me.

Due date: April 27, 2016 at 5pm, the assignment will be submitted via blackboard

10 POINTS: Exit interview

Description: At the end of the semester, in lieu of our last class meeting, you will meet with me to discuss the class and your goals moving forward. The interview will last 30 minutes, and I will provide you with the questions you should have prepared a week beforehand. If you are not prepared for the interview, points will be deducted from your grade.

Due date: Weeks of April 24th and April 30th, you are required to sign up for an exit interview by April 20th, 2016. If you do not sign up for the interview, you will receive late penalties (2 points off per day).

8 POINTS: First idea presentation

Description: Each person should come to class prepared to pitch a tech startup idea. The pitch should be no longer than 5 minutes, and it should include the problem you're addressing, the solution you're proposing and who is your target customer.

Due date: February 17th, during class time

20 POINTS: Second idea presentation

Description: The second idea presentation will be in your group. The presentation should be an in-depth analysis of your tech startup, including problem, solution, market research, initial target market, and an end user profile. Groups present together, but it is up to the discretion of the group to decide who speaks about each issue and for how long.

Due date: April 20th, during class time

20 POINTS: Case studies

Description: A week before the case studies are due, I will send out a form with questions about the case. Please make sure you answer all parts of each question. The case studies can be found here: <https://cb.hbsp.harvard.edu/cbmp/access/45615525>

Due dates: Dropbox & Predictive Bioscience case studies are due February 10th at 5pm, NanoGene case study is due April 13th at 5pm

***note:** These assignments all add up to 100 points. Therefore, if you miss 2 points on one assignment, 2 points are deducted from your entire grade.

***grading scale:** 100-93 : A, 92-90 : A-, 89-87 : B+, 86-83 : B, 82 - 80 : B-, 79-77 : C+, 76-73 : C, 72 - 70 : C-, 69-67 : D+, 66-63 : D, 62 - 60: D-, 59 and below : F

Goals of this course.

To help you understand how to develop ideas & learn how to execute those ideas. To assist you in developing strategies to think creatively. To teach skills so that you can build innovative products, and understand the building blocks for launching a tech startup.

The larger picture.

This course is an introduction to technology entrepreneurship. If you are interested in launching a tech startup, there are several other resources at the University of Houston that are available to assist you.

This summer, RED Labs, the University of Houston's startup accelerator will be offering the summer startup accelerator to UH-affiliated students and faculty who want to launch a tech startup. This program is a collaboration with Rice University, and takes place at TMCx. It includes curriculum, mentorship and networking opportunities for founders. The summer culminates in a Bayou Startup Showcase that gives founders the opportunity to pitch their startup to the entire startup community.

