



**UNIVERSITY OF HOUSTON
ENTREPRENEURSHIP – Spring 2018**

Red Labs Pre Accelerator 4393/7393

INSTRUCTOR: Stephen Wilbur
TIMES: Weds 6:00pm – 9:00pm
OFFICE: 420P UCBB
CELL PHONE: 713-320-1870
OFFICE HOURS: By appointment
E-MAIL: swilbur@bauer.uh.edu
swilbur@intxcapital.com

COURSE GOALS AND OBJECTIVES:

The RED Labs Pre-Accelerator is designed for students and faculty who want to launch a technology-based, high-growth venture. During the semester, our goal is to answer two fundamental questions:

- 1: Who is your customer?
- 2: What can you do for them?

INSTRUCTIONAL PHILOSOPHY:

Students are strongly encouraged to attend class as I welcome and desire free discussion. To this end I will ask lots of questions and will expect to answer lots of questions. Clarity is important, if you do not understand the topic being discussed or if you desire additional information, just ask.

TEXT:

Disciplined Entrepreneurship
Bill Aulet
Wiley, 2013
ISBN-13-978-1118692288

GRADING:

Attendance and Participation:	140 points (10 per class)
First and Final Checkpoint Presentation:	200 Points (100 each checkpoint)
Slide Deck Compilation:	110 points (10 per Step)
Total Points:	450 points

The following scale is used to calculate your grade (no +/- in the course). Please note: There are no points “given” for any reason. For example: For an A, you must earn the full 90 points. A 89.9999 is an B. This example applies to the entire grading scale.

FINAL SEMESTER GRADES:

A	90 – 100
B	80 – 89
C	70 – 79
D	60 – 69
F	59 and below

ACADEMIC HONESTY

The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook which can be downloaded at <http://www.uh.edu/dos/publications/handbook.php>. Students are expected to be familiar with this policy.

AVAILABILITY OF COUNSELING SERVICES

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus.

http://www.uh.edu/caps/outreach/lets_talk.html

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end and in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400, <http://www.uh.edu/csd/>) and present approved accommodation documentation to their instructors in a timely manner.

CLASS SCHEDULE:

Date	Discussion Topic	Speaker/Other
17-Jan-18	Course Intro and Overview Disciplined Entrepreneurship Step 0: Getting Started Step 1: Market Segmentation	
24-Jan-18	Ideation Step 2: Beachhead Market	RED Labs Alum
31-Jan-18	Understanding Customers Step 3: End-User Profile	
7-Feb-18	Show Me the Money Step 4: TAM	Field Trip
14-Feb-18	Persona Exercises Step 5: Define Customer persona	

21-Feb-18	Prep First CheckPoint	Eric Pulaski (Founder/CEO of BindView, Founder/CEO of SmartVault)
28-Feb-18	First CheckPoint	Feb 28: Dan Watkins (Managing Director of Mercury Fund)
7-Mar-18	Use Case Fun Step 6: Full Life Cycle Use Case	Jessica Traver (Co-founder/CEO of IntuiTap Medical)
14-Mar-18	Spring Break: No class	
21-Mar-18	Build and Design What! Step 7: High Level Product Specification	Jeff Garoon (President, R&D of FlowCommand)
28-Mar-18	Value Proposition: What to Know Step 8: Quantify the Value Proposition	Mentors Assistance
4-Apr-18	Customers, Who Are They; Where Do They come From Step 9: Identify Your Next 10 Customers	Grace Rodriguez (Co-founder/CXO of Station Houston)
11-Apr-18	What Makes Us Different?? Step 10: Define Your Core Step 11: Chart Your Competitive Position	Juliana Garaizar (Managing Director, Houston Angel Network)
18-Apr-18	Open Prep for Final Checkpoint	
25-Apr-18	Final Checkpoint	

HOW TO CONTACT ME:

I am easily reached via email and usually respond to them within 24 hours. Send emails directly to swilbur@bauer.uh.edu.

MEETING WITH STUDENTS:

I want you to succeed in this course. I am happy to meet with you, individually, at any point in the semester. If you do not understand why you are not able to be successful in this class, please schedule an appointment. There is no excuse for not being able to do well in this class.