

**ENTR 4393/7393**  
**Springboard: Customer Discovery for Business Success**  
**Spring 2025**

**Instructors:**

Steve Wilbur [swilbur@bauer.uh.edu](mailto:swilbur@bauer.uh.edu)

Liana Gonzalez-Schulenberg [lgonzalez@bauer.uh.edu](mailto:lgonzalez@bauer.uh.edu)

Grading or Homework questions should be directed to Liana via email

**Class Time and Location**

Tuesdays 6pm to 9pm

Classroom: MH 112

Join Zoom Meeting:

<https://uh-edu-cougarnet.zoom.us/j/87192925306?pwd=HGDrXmr2FzB2DEUWGmfFXPrJ91vpv5.1>

Meeting ID: 871 9292 5306

**Office Hours**

Professor Wilbur: By Appointment

In Person – CBB 402P

Email: [swilbur@bauer.uh.edu](mailto:swilbur@bauer.uh.edu)

Liana Gonzalez-Schulenberg: By Appointment

In person – CBB 526a

Email: [lgonzalez@bauer.uh.edu](mailto:lgonzalez@bauer.uh.edu)

**Course Objectives**

By the end of the course, students should be able to:

1. Identify their target market
2. Understand the needs of their customers
3. Develop nonbiased questions for interviews with potential customers
4. Use customer feedback to validate, pivot, or further develop the business idea
5. Analyze data from customer feedback to make informed business decisions
6. Apply customer discovery methodologies to their own business or other entrepreneurial pursuits

**Instructional Philosophy:**

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

**Course Sections**

Class attendance is required in accordance with the syllabus class schedule.

There are three different sections to this course, make sure you are enrolled in the proper section.

- One undergraduate sections ENTR 4393 (face to face)
- Two graduate level sections ENTR 7393 (one online and one in person (F2F))

**Please Note:** If you are enrolled in the face-to-face section, you cannot attend the online section for attendance credit unless previous approval has been granted by an instructor.

**Syllabus Next Page**

CLASS SCHEDULE				
Class #	Date	Topic	Assignment Due	Assignment Assigned
1	14-Jan-25	Course Introduction	NA	See Canvas
2	21-Jan-25	No Class Winter Storm		
3	28-Jan-25	Validate Problem, Market, Solution	See Canvas	See Canvas
4	4-Feb-25	Customer Discovery - Basics (Why)	See Canvas	See Canvas
5	11-Feb-25	Customer Interviews (How)	See Canvas	See Canvas
6	18-Feb-25	Research Resources (Library)	See Canvas	See Canvas
7	25-Feb-25	Target Customers Part 1/2	See Canvas	See Canvas
8	4-Mar-25	Target Customers Part 2 / Mid-Point Presentations	See Canvas	See Canvas
9	11-Mar-25	<b>Spring Break-No class</b>		
10	18-Mar-25	Why US-VP	See Canvas	See Canvas
11	25-Mar-25	QVP; Competitive Positioning	See Canvas	See Canvas
12	1-Apr-25	BMC	See Canvas	See Canvas
13	8-Apr-25	Iterative Development	See Canvas	See Canvas
14	15-Apr-25	Business Model Refinement	See Canvas	See Canvas
15	22-Apr-25	Mentoring Sessions (Final Project)	See Canvas	See Canvas

## Graded Assignments

Topic	#	Points Per	Total Points	Remarks
Attendance/Participation	15	10	150	10 "free" Spring Break
Homework Assignments	8	10	80	per Canvas
Customer Interviews	20	4	80	Additional interviews to max of 20 extra .5 pt ea. (10 pts total)
Idea Pitch (30 secs)	1	20	20	(30 secs) In class
Mid-Point Class Presentation	1	20	20	3 mins in class
Mid-Point Presentation:	1	50	50	Presentation submitted Canvas
10 min. Final Presentation Video	1	100	100	Submitted Canvas
<b>Total Points:</b>			<b>500</b>	

The following scale is used to calculate your grade. Please note: There is no curve and no rounding up. For example: For an A, you must earn the full 93 points. A 92.9999 is an A-. This example applies to the entire grading scale.

### FINAL SEMESTER GRADES:

A	93		C	73
A-	90		C-	70
B+	87		D+	67
B	83		D	63
B-	80		D-	60
C+	77		F	lower

## ADDITIONAL INFORMATION:

UNIVERSITY OF HOUSTON SYLLABUS LANGUAGE: 2025

### Required Language for All Courses

#### Mental Health and Wellness Resources

The University of Houston has a number of resources to support students' mental health and overall wellness, including [CoogsCARE](#) and the [UH Go App](#). UH [Counseling and Psychological Services \(CAPS\)](#) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit [uh.edu/caps](http://uh.edu/caps), call 713-743-5454, or visit a [Let's Talk](#) location in-person or virtually. [Let's Talk](#) are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

#### **Need Support Now?**

**If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text [988](https://988), or chat [988lifeline.org](https://988lifeline.org).**

#### Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

#### Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing [jdcenter@Central.UH.EDU](mailto:jdcenter@Central.UH.EDU).

The [Student Health Center](#) offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The [A.D. Bruce Religion Center](#) offers spiritual support and a variety of programs centered on well-being.

The [Center for Student Advocacy and Community \(CSAC\)](#) is where you can go if you need help but don't know where to start. CSAC is a “home away from home” and serves as a [resource hub](#) to help you get the resources needed to support academic and personal success. Through our [Cougar Cupboard](#), all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The [Cougar Closet](#) is a registered student organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh\_CSAC and @uhcupbrd. YOU belong here.

### Women and Gender Resource Center

The mission of the [WGRC](#) is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

### Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

### Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

### Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

### Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, Blackboard, and Canvas; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

### UH Email

Please check and use your Cougarnet email for communications related to this course. Faculty use the Cougarnet email to respond to course-related inquiries such as grade queries or progress reports for reasons of FERPA. To access your Cougarnet email, [login](#) to your Microsoft 365 account with your Cougarnet credentials. Visit [University Information Technology \(UIT\)](#) for instructions on how to connect your Cougarnet e-mail on a mobile device.

### Security Escorts and Cougar Ride

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. The security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety, please call [713-743-3333](tel:713-743-3333). Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called "Cougar Ride" that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at <https://uh.edu/af-university-services/parking/cougar-ride/>.

### Syllabus Changes

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through Canvas announcement.

### Artificial Intelligence

If used for the course, be aware the AI tools are still in new stages as such they provide similar answers for all students utilizing. Please note if your answers to assignments are identified as clearly from AI and not generated with your own thought/input the grade will reflect such.

### Online Exams

(1) students are permitted to take their online tests or quizzes in a computer lab or other available space; (2) there is no requirement that a student use their own personal computer or that they complete exams and quizzes in any specific location (e.g., their home).

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