## COURSE

**NUvention Analytics (ENTREP 495)**

## TEXT

- From Big Data to Big Profits, FBDBP, Russell Walker, Oxford Press, 2015
- **Optional:**

## TIME

Friday, 1PM to 4PM

## LOCATION

Padulla Classroom, North Garage, Evanston campus

## FACULTY

- **Mark Werwath**, Tech Room C118
  - m-werwath@northwestern.edu, 847-491-4696
- **Mike Marasco**, Ford1.221
  - mmarasco@northwestern.edu

## CO-CHAIRS

Dean Malmgren  
Michael Stringer  
Co-Founders, Datascope Analytics

## ADVISORY BOARD

- [http://www.farley.northwestern.edu/who-we-are/advisory-boards/analytics.html](http://www.farley.northwestern.edu/who-we-are/advisory-boards/analytics.html)

## PROGRAM WEBSITE

- [http://www.farley.northwestern.edu/we-teach/nuvention/analytics.html](http://www.farley.northwestern.edu/we-teach/nuvention/analytics.html)

## LAUNCHPAD CENTRAL

- [https://launchpadcentral.com/](https://launchpadcentral.com/)
  - Launch pad central will be used to house all student team generated business model canvases in a cloud based central repository.

## PROGRAM

Elizabeth Lukehart, e-lukehart@northwestern.edu, 847-467-5977, Ford 1.217

## TEACHING ASSISTANT

TBD

## PROGRAM OFFICES

Farley Center for Entrepreneurship and Innovation, Ford Engineering Design Center, 2133 Sheridan Road, #2-331, Evanston,  
847-467-6347 / 847-467-4727 (fax)

## COURSE OVERVIEW

Nuvention Analytics is a unique interdisciplinary course being designed to create opportunities for students to search and develop business models for new analytics technologies/opportunities. Students teams will be seeded with ideas from our Class Co-Chairs and Advisory Board members that they will work to ascertain a
possible business model. Teams will be mentored by faculty and advisory board members to insure they have an opportunity to build a compelling business case. Class is designed to expose students to all aspects of creating a start-up in the analytics space. In many ways, class is designed to be a business accelerator for a student team. Although launching a start up is not a planned outcome, it could certainly happen.

COURSE GOALS

- Gain an in-depth understanding of Lean Start-Up, Customer Development, and Business Model methodologies.
- Develop a business model for a product/service or new analytics application.
- Launch and measure initial market reaction to the analytics product/service.
- Provide the starting point for a company student can choose to launch post-class.
- Provide opportunities for students to consult in analytics.

STUDENT ROLE

Student’s participation in class is CRITICAL to accomplishing your goals. You should come prepared to discuss the assigned case and readings as well as how it applies to the ongoing project.

ADVISORY BOARD ROLE

The advisory board’s role is to give mentorship/feedback/networking assistance to the student teams in all areas of business formation and execution.

INSTRUCTOR ROLE

The instructor’s role is to facilitate the learning. Students will do the majority of the talking. Instructor will be taking notes on the board to help provide a path through the cases, and ongoing projects.

GRADING

Your grade will be compiled from these different components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKLY TEAM CHECK-INS</td>
<td>20%</td>
</tr>
<tr>
<td>BUSINESS MODEL CANVAS</td>
<td>20%</td>
</tr>
<tr>
<td>ADVISOR ASSESSMENT</td>
<td>15%</td>
</tr>
<tr>
<td>FINAL PITCH</td>
<td>30%</td>
</tr>
<tr>
<td>CLASS &amp; TEAM PARTICIPATION</td>
<td>15%</td>
</tr>
</tbody>
</table>

CLASS FORMAT

The course is intended to balance entrepreneurship skills as well as technical skills necessary for any analytics project. Guest speakers will be regularly scheduled to cover a particular aspect of analytics in the business realm. Students will also be expected to make regular presentations of their business model to the class.

COURSE PREREQUISITE

It is your responsibility to insure that you meet the prerequisites for this course.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| 1    | 4/1/16  | Class Overview-Mike and Mark  
                     Opportunity in Analytics/Consulting as a starting point-Mike  
                     The Datascope Story-Dean and Mike  
                     Project Ideas-Dean and Mike  
                     Guest Speaker: Paul Zhang, CTO of Avant | • LPP-Chapters 1-2  
• FBDBP-Chapters 1-2  
• Review Project ideas  
• Team Formation  
• Develop customer development plan |
| 2    | 4/8/16  | Lean Startup in Analytics & Business Model Canvas-Mark  
                     Uptake Case Study-Mike  
                     Team Check-in  
                     Two minute pitches  
                     Mark Werwath  
                     Mike Marasco  
                     Guest: Gene Leynes-City of Chicago | • LPP-Chapter3  
• FBDBP-Chapter 3  
• 2 minute elevator pitch to Advisory Board  
• Write down hypothesis for each of 9 parts of canvas, ways to test the hypotheses, and how to determine if the hypothesis passed or failed  
• Competitor analysis – incumbents, new entrants, substitutes |
| 3    | 4/15/16 | Customer Development-Mike  
                     Mark Werwath  
                     Mike Marasco  
                     Guest Speaker: Ardak Kussainova, INJOO | • LPP-Chapters 4-5  
• FBDBP-Chapters 4-5  
• 2-minute elevator pitch to Advisory Board |
| 4    | 4/22/16 | Product Management-Positioning, Pricing, etc.-Mike  
                     Pivoting and the Search for the White Space-Mark  
                     Opportunities with IOT-Mark  
                     Mark Werwath  
                     Guest Speaker: Steve Subar | • LPP-Chapters 6-7  
• FBDBP-Chapters 6-8 |
| 5    | 4/29/16 | MIDPOINT REVIEW  
                     Mike, Dean, AB Members | • |
| 6    | 5/6/16  | Partnering with Large Companies-Mark  
                     Nick Howard, Bantix Technologies, LLC | • LPP-Chapters 8-9  
• FBDBP-Chapters 9-10 |
| 7    | 5/13/16 | Customer Acquisition/Selling-Mike  
                     Guest Speaker: Zach Johnson, Syndio Social | • LPP-Chapters 10-11  
• FBDBP-Chapter 11 |
| 8    | 5/20/16 | Funding & Financing (Angel and Venture Capital)-Mike  
                     Guest Speaker: David Jakopac . Lisle Technology Partners  
                     Guest Speakers: Scott Duncan, Agile Health Care  
                     Dave Shulman | • LPP-Chapters 12-13  
• FBDBP-Chapter 12 |
| 9    | 5/27/16 | Wrap Up – the State of Analytics  
                     Dry Runs  
                     Guest: Russell Walker | • LPP-Chapters 14-15  
• FBDBP-Chapter 13-14 |
| 10   | 6/3/16  | FINAL PRESENTATIONS  
                     Advisory Board, Faculty, Guests | • |