TEXT:

Disciplined Entrepreneurship, Bill Aulet, Wiley, 2013


The Lean startup, Eric Ries, Crown Business, 2011 (read before week 1)
Taming the Big Data Tidal Wave, Bill Franks, Wiley 2012.

TIME: Thursday evenings 6:30-9:30
LOCATION: Farley design studio space
PROFESSOR: Mark Werwath, Room C118, Phone 847-491-4696
OFFICE HOURS: Wednesday afternoons 2 to 5:30
TOOL: Launch pad central will be used to house all student team generated business model canvases in a cloud based central repository.

COURSE OVERVIEW

Nuvention Analytics is a unique interdisciplinary course being designed to create opportunities for students to create new analytics technologies and then build businesses around their innovations. This one quarter class is conceived by students within the Engineering, Business, Law, Communications and other schools across campus along with the assistance of an Advisory board and the Farley Center for Entrepreneurship and Innovation. The course is built around projects, so an advisory board will keep track of the projects, giving its expert advice in order to ensure a proper product-market alignment.
COURSE GOALS

- Develop the best student’s entrepreneurship ideas; or involve students in ongoing faculty research in the field, in order to put these inventions in the market. Research, define, prototype and implement an initial product offering
- 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
- Gather analytics initiatives in many NU departments.

STUDENT ROLE

For students to spend the time reading, analyzing and writing up the cases. Student’s participation in class is CRITICAL to accomplishing your goals. You should come prepared to discuss the assigned case and reading as well as how it applies to the ongoing project.

ADVISORY BOARD ROLE

The advisory board’s role is to give feedback to the groups on common pitfalls in these kind of startups, basically regarding notions of the market as well as the weak points of the technological architecture being proposed.

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.

CLASS FORMAT

- The course in intended to balance entrepreneurship skills as well as technical skills necessary for any analytics project.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Details</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>4/3/14</td>
<td><strong>Working in Teams</strong></td>
<td><strong>Guest Speaker: Adam Goodman</strong></td>
<td>• Develop customer development plan</td>
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<td></td>
<td><strong>Lean Startup in analytics &amp; Business Model Canvas</strong></td>
<td><em>Mark Werwath</em></td>
<td>• Bill Aulet video 1.5A and 1.5B. See link above</td>
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<td>• Ries, 2011 (rd entire book)</td>
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<td>• Aulet, 2012 – Steps 1-3</td>
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<td>• Franks chapters 1-3</td>
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<td></td>
<td><strong>The rise of big data-Mark Werwath</strong></td>
<td><em>Guest: Tom Schenk-City of Chicago</em></td>
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<td>4/10/14</td>
<td><strong>Team Check-in</strong></td>
<td><em>Two minute pitches</em></td>
<td>• 2 minute elevator pitch to Advisory Board</td>
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<td><strong>Business Model Canvas &amp; Lean Design</strong></td>
<td><em>Mark Werwath</em></td>
<td>• 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</td>
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<td><em>The evolution of analytic scalability, Mark Werwath</em></td>
<td>• Competitor analysis – incumbents, new entrants, substitutes</td>
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<td>*Aulet, 2012 – Steps 4-8</td>
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<td>*Franks chapters 4</td>
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<td><strong>Case study: Datascope analytics-</strong></td>
<td><em>Guest: Dean Malmgren</em></td>
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<td>4/17/14</td>
<td><strong>Customer Development</strong></td>
<td><em>Mark Werwath</em></td>
<td>• SurveyMonkey survey and analysis</td>
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<td><strong>Evolution of analytics processes and tools</strong>, <em>Mark Werwath</em></td>
<td>• Aulet, 2012 – Steps 9-12</td>
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<td>• Franks chapters 5-6</td>
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<td>Week</td>
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<td>4</td>
<td>4/24/14</td>
<td>Pivoting and the Search for the White Space</td>
<td>Mark Werwath</td>
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<td>• Aulet, 2012 – Steps 13-16</td>
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<td>Guest Speaker: David Jakopac, Lisle Technology Partners</td>
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<td>5</td>
<td>5/1/14</td>
<td>Entity Formation, General Legal &amp; Regulatory Issues in data. Security, confidentiality, protection, regulatory issues</td>
<td>MIDPOINT REVIEW</td>
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<td>Guest Speakers: Diego Klabjan</td>
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<td>• Franks Chapter 7-9</td>
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<td>Recipes for data greatness, Mark Werwath</td>
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<td>6</td>
<td>5/8/14</td>
<td>Intellectual Property, Patents &amp; Licensing</td>
<td>Shari Wilkozek, Motorola Mobility</td>
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<td>• Aulet, 2012 – Step 16-19</td>
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<td>• Franks chapters 10-11</td>
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<td>Creating the analytics culture-Werwath</td>
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<td>5/15/14</td>
<td>Selling</td>
<td>Plamen Petrov, Deloitte.</td>
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<td>• Aulet, 2012 – Chapters 9 – 11</td>
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<td>Advisory Board, Faculty, and Guests</td>
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<td>8</td>
<td>5/22/14</td>
<td>Positioning, Pricing, etc.</td>
<td>Aulet Steps 20-24</td>
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<td>Funding &amp; Financing (Angel and Venture Capital)</td>
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<td>Date</td>
<td>Guest Speaker</td>
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<td>5/29/14</td>
<td>Tim Štojka from Agentis</td>
<td>Wrap Up – the State of Analytics</td>
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<td>6/5/14</td>
<td>Patricio Cofre</td>
<td>FINAL PRESENTATIONS</td>
<td>Advisory Board, Faculty, Guests</td>
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**GRADING**

**TEAM ASSESSMENT MODULATES GRADE**

- BUSINESS MODEL CANVAS  50%
- ADVISOR ASSESSMENT        20%
- FINAL PITCH             30%