SPRING 2016 CLASS SYLLABUS

PROGRAM: NUvention: Arts

TIME: Fridays, 12:25-3:25 Spring Quarter


Course Packet can be purchased at Quartet Copies: these are chapters from books and articles/cases from HBS that cannot be found for free online. This is essential for the course.

LOCATION: Ford Design Studio 2nd floor, Ford Building, 2133 Sheridan Rd., Evanston all classes except 4/15, 4/29, 5/13, & 6/3 which will be held in The Garage Incubator (2311 Campus Dr. 2nd floor, Evanston)

WEB SITE: fcei.northwestern.edu/curriculum/nuvention/arts.html

FACULTY: Gregg Latterman: gregg@awaremusic.com

TEACHING ASSISTANT: Miya Williams: miyawilliams@u.northwestern.edu

ADVISORY BOARD: The NUvention Arts Advisory Board is composed of NU Alumni and Friends in the Arts/Media/Start-up world.

PROGRAM OFFICE: Farley Center, Ford Engineering Design Center, 2133 Sheridan Road, Evanston,

TELEPHONE: 847-467-6347 Office

COURSE OVERVIEW: NUvention: Arts consists of ten classes, each in a three-hour session, created to help facilitate the creation, innovation, and organization of new ideas and companies in the field of the creative arts. The goal of this course is to help students understand that success in the arts is a function of passion, work ethic, talent, and entrepreneurial drive; and culminates in a term project that will help translate ideas into potential products or services related to the arts. While we will spend time studying traditional media companies involved in the arts, the goal of the course is to fuel the students' passion to become entrepreneurs in the arts and start a company.

LEARNING APPROACH: This class will utilize case studies, guest speakers, lectures, and a team project to study how different industries currently deal with the challenges and
opportunities involved with the production, distribution, marketing, and commerce in the field of the creative arts.

My expectations are that all of you come prepared to discuss, interact, and learn from each other as well as from the lectures and guest speakers. My hope is that all of you will be inspired, challenged, and excited to be a part of the next revolution of game-changers in the world of entertainment, media, and all forms of the creative arts.

**GRADING:**

**Assignments:**
Your final grade will be composed of:
1. **Attendance and Class Contribution** 20%
2. **Individual Digital Disruption Paper (due week 2)** 10%
3. **Individual Calling Paper (due week 4)** 10%
4. **Business Model Canvas (due week 5)** 5%
5. **Test the Problem (due week 6)** 5%
6. **Test the Product Solution (due week 7)** 5%
7. **3 Minute Crowdfunding/Crowdvesting Video (due week 8)** 10%
8. **Peer Assessment** 10%
9. **Group Project (week 10)** 25%

1. **Attendance and Course Contribution (20%)**
   **Individual Participation:** It is imperative for this class that you are fully prepared for the lectures and discussions based on the readings and assignments. All students must be prepared to share their ideas, interpretations, and perspectives of the subject matter and be ready to add value to the class through their participation.

   Attending all the classes and participating in every discussion is expected and mandatory.

   All students must share 2 relevant articles/blogs on our Canvas discussion page and respond to at least 2 of your classmate’s articles/blogs that they have shared on the Canvas discussion page.

2. **Individual Digital Disruption Paper (10%)**
   Write a 2-page paper (double spaced) about Digital Disruption and how it affects the arts industry you plan on being involved with in your career. You must use 3 references from the readings from week 2. Please use APA style when citing references.
   [APA Style Help: owl.english.purdue.edu/owl/resource/560/02/](https://owl.english.purdue.edu/owl/resource/560/02/) [Bibme.org](https://www.bibme.org)
   If late, ½ letter grade deduction per day the paper is late.

3. **Individual Calling Paper (10%)**
   Write a 2-page paper (double-spaced) about the company that you want to create that would be a calling for you. DREAM BIG…You must use 3 references from any of the readings this semester. Please use APA style when citing references.
   [APA Style Help: owl.english.purdue.edu/owl/resource/560/02/](https://owl.english.purdue.edu/owl/resource/560/02/) [Bibme.org](https://www.bibme.org)
   If late, ½ letter grade deduction per day the paper is late.

4. **Business Model Canvas-First Draft (5%)**
   Phase 1: The first draft of your Business Model Canvas is due: The Business Model Canvas should include your hypothesis for all nine components of your business idea.
5. Test the Problem (5%)  
Phase 2: Test the problem. Get out of the building and test your “problem” hypothesis through interviews (min. 10) with potential customers/consumers. Be sure to update your Business Model Canvas based on what you have learned.

6. Test the Product Solution (5%)  
Phase 3: Test the Product Solution. Now that you’ve thought up a solution to the problem you’re tackling, go out and interview at least 10 more customers with your solution in mind. Be sure to update your Business Model Canvas based on what you have learned.

7. 3-Minute Crowdfund/Crowdvest video (10%)  
Make a 3-minute Crowdfund/Crowdvest Video. Be sure to include the following: what is your product/company, how does it work, why is it needed?

8. Peer Assessment (10%)  
Each student will have 100 points to distribute to the members of their group (including yourself). In addition, you will describe in a sentence what you felt each group member contributed to your project.

9. Group Project (25%)  
Each group will present to our class board of directors, faculty, and guests their business venture. Each group will present for twelve minutes and will then answer questions from the panel (max. of 16 slides and one minute from your Crowdfund/Crowdvest video). Include a Competitive Landscape Analysis slide (see example in Canvas under files). Need to have an MVP/mock up of your product. Please also include and hand in separately a 2 page Executive Summary and a Cap. Table (see excel template under files).

STUDENT CONDUCT:  
Every student is expected to abide by his or her individual school’s code of conduct. The faculty director from the student’s school will research any alleged or actual violation of any code. The highest level of ethical behavior is expected from every NUvention student.

TECHNOLOGY USAGE:  
Students will be allowed to use laptops/tablets in the classroom for note-taking purposes only during faculty-led case discussion and lecture. All laptops/tablets must be powered down during any guest speakers. No exceptions!

All mobile phones/PDA must be muted during class. Failure to do so may impact a student’s class participation grade.

STUDENT EXPECTATIONS:  
The faculty and students of NUvention expect the following from each student:

- **Preparation**: Every student needs to come prepared for class and all their out of class activities from team meetings to clinical shadowing.
- **Presence**: Attendance is required at every class as well as out of class activity. Attendance sign in rosters will be circulated at each class. Any planned absence must be discussed with your school faculty director.
Promptness: Students are expected to be on time for class and any out of class activity. All assignments must be submitted before deadline.

Participation: We are in an environment where both faculty and students learn from each other. Your active participation in all class discussions and team projects is critical to maximize each learning opportunity.


Week 1: Introduction to NUvention: Arts: April 1st (@ Ford)

In the past twenty years digital disruption has upended many industries including the music, film, and television industries, and has erased most of the barriers to entry in those industries. Furthermore, the transparency of the Internet has shifted the power from large corporations to anyone that has a great idea, talent, and a computer with an Internet connection. Digital technology allows artists to have greater control over their careers and enables entrepreneurs to create new companies that disrupt the traditional way of doing things. Entrepreneurs in the arts must be able to balance creativity with business acumen to create profitable, long-term sustainable businesses. Technology today has made it easy for anyone to be in the arts and to become an entrepreneur and make a living doing what they love.

Readings (required prior to class):

The Start-Up of You, by Reid Hoffman & Ben Casnocha, pp. 1-24 (casepack)

Jab, Jab, Jab, Right Hook: How To Tell Your Story In A Noisy Social World, by Gary Waynerchuck, pp. 1-28 (Chapters/Rounds 1 & 2) (Required Text)

Why the Lean Start-Up Changes Everything, by Steve Blank, hbr.org/2013/05/why-the-lean-start-up-changes-everything (casepack)

Prepare for class: (Please bring to Class 1)

Write down and be prepared to quickly tell your story of who you are and what you aspire to do with your life both personally and professionally. What industry do you want to focus on? Do you have an idea for a company or product?

BY THE END OF CLASS 1 YOU WILL HAVE YOUR GROUP FOR YOUR PROJECT.

Week 2: Digital Disruption: April 8th (@ Ford)

The entertainment/media business has drastically changed in the past twenty years in the way that products are developed, marketed, and distributed. The first industries that were affected by the Internet were the music and print industries and were quickly followed by the film and TV industries. Today, content can come from anyone at anytime; no longer is the distribution controlled by the large content companies, anyone with a great idea will be heard. The goal is to harness innovation and creativity to become entrepreneurs in the arts both in the traditional sense and any new and emerging outlets.
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*The New Digital Age*, by Eric Schmidt & Jared Cohen, pp. 1-31 *(casepack)*

*Digital Disruption*, by James McQuivey, pp. 3-16 *(casepack)*

*Zero to One*, by Peter Thiel, pp. 12-43 *(casepack)*

HBS Case Study: *Opening Pandora's Box* (casepack)

**Paper: (Due 24 hours prior to Class 2)**
Write a 2-page paper (double spaced) about Digital Disruption and how it affects the arts industry you plan on being involved with in your career. You must use 3 references from the readings above. Please use APA style when citing references. If late, ½ letter grade deduction per day the paper is late.


The music business was the first industry to be disrupted by the Internet. While the traditional music business (major labels, publishers, etc.) has been upended, the opportunities for new models are endless for new entrepreneurs.

**Readings (required prior to class):**

*Appetite for Self-Destruction*, by Steve Knopper, pp. 157-182 *(casepack)*


*The Startup Owner’s Manual*, by Steve Blank & Bob Dorf, Chapters 1-2 *(Required Text)*

**Watch** Steve Blank Udacity Lessons 0-1.5B

Our board advisors will be in class with us today so make sure you have your company/idea all set. Every team will pitch to our board members and validate their company/idea. The goal is to find a mentor from the board for each of your teams.

**Week 4: Social Media/Digital Marketing/Find Your Calling: April 22th (@ Ford)**

Social media is essential to marketing, product development, fundraising, customer service, networking, and just about every dimension of doing business and interacting with customers today. The students will discuss how they use social media (Facebook, Twitter, Snapchat, Instagram, Pinterest, Tumblr, youtube, etc.) in their everyday lives and how to utilize social media for all aspects of a company. Companies like Kickstarter and Indiegogo are not only used for funding new products but also refining their products to ensure a proper market fit and demand upon launch from the funders feedback.

**Readings (required prior to class):**

*The Startup Owner’s Manual*, by Steve Blank & Bob Dorf, Chapters 3-4 *(Required Text)*

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**Watch** Steve Blank Udacity Lessons 2-3

*Individual Calling Paper (Due 24 hours prior to Class 4)*
Write a 2-page paper (double-spaced) about the company that you want to create that would be a calling for you. DREAM BIG…you must use 2 references from any of the readings this semester. Please use APA style when citing references. If late, ½ letter grade deduction per day the paper is late.

**Guest Speaker:**
Dan Novaes-Founder & CEO NATIV

**Week 5: Presentation of Business Venture and In Class Mentoring/ Business Model Canvas: April 29th (@ The Garage)**

*The Startup Owner's Manual*, by Steve Blank & Bob Dorf, Chapter 5 *(Required Text)*

**Assignment (Due 24 hours prior to Class 5)**
Phase 1: The first draft of your Business Model Canvas is due: The Business Model Canvas should include your hypothesis for all nine components of your business idea.

**In Class**
Each group will meet with board advisors and other entrepreneur’s to present your business venture idea. Think of Speed Dating for your company. You will also present your idea to Brian Burkhart as part of the rotation. Be prepared for: What is your Value Proposition, who is your Target Customer/Segment, what are the key insights from your Customer Discovery process, and how will you make Revenue/Profits.

**Guests:**
Brian Burkhart-Squareplanet (sqplanet.com) and board advisors

**Week 6: Print/Digital Media/Customer Discovery: May 6th (@ Ford)**

In this class we will explore and discuss how digital technologies have revolutionized the traditional media business and created a new online world with unlimited distribution channels. We will discuss how traditional media companies are coping as well as the opportunities and challenges as an entrepreneur in the digital world.

**Readings (required prior to class):**

*The Startup Owner's Manual*, by Steve Blank & Bob Dorf, Chapters 5-6 *(Required Text)*

GSB Case Study: *Axel Springer in 2014: Strategic Leadership Of The Digital Media Transformation* *(casepack)*

**Watch** Steve Blank Udacity Lessons 4-5

**Assignment: (Due prior to Class 6)**
Phase 2: Test the problem. Get out of the building and test your “problem” hypothesis through interviews (min. 10) with potential customers/consumers. Be sure to:

1. Update your Business Model Canvas based on what you have learned through your hypothesis testing on Launchpad Central.
2. Log all of your interviews (min. 10) on Launchpad Central. For every interview, write a 1-2 sentence summary, conclusion or insight about the interview. Also, note if this interview validates or invalidates any hypothesis of your BMC.

**Guest Speaker:**
Julian Posada-Chicago Sun Times.

**Week 7: Maker Movement (Create, Make, Sell): May 13th (@ The Garage)**

We will explore how digital technology and the Internet have helped new companies and products to flourish based on traditional consumer goods and the Arts. Could this be the Third Industrial Revolution? The growing craftsman movement in America is allowing consumers to choose products that are made locally and to purchase products that are handcrafted (Etsy); artist designed footwear (BucketFeet); fund and market creative projects (Kickstarter); and build things through an online hardware store for designers (Inventables).

**Readings (required prior to class):**

- *The Startup Owner’s Manual,* by Steve Blank & Bob Dorf, Chapter 7 *(Required Text)*
- *Etsy Says Factories Are Artisans, Too,* *Business Week,* by Susan Berfield, *(casepack)*
- *Foot Traffic: Why BucketFeet's Soles are Landing in More Brick and Mortar Stores,* *Forbes,*
  [www.forbes.com/sites/karstenstrauss/2015/05/14/art-shoes-bucketfeet/#7fa2ea52d8c6](http://www.forbes.com/sites/karstenstrauss/2015/05/14/art-shoes-bucketfeet/#7fa2ea52d8c6)

**Watch** Steve Blank Udacity Lessons 6-7

**Assignment (Due prior to Class 7)**

Phase 3: Test the Product Solution. Now that you’ve thought up a solution to the problem you’re tackling, go out and interview at least 10 more customers with your solution in mind. Be sure to:

1. Update your Business Model Canvas based on what you have learned through your hypothesis testing on Launchpad Central.
2. Log all of your interviews (min. 10) on Launchpad Central. For every interview, write a 1-2 sentence summary, conclusion or insight about the interview. Also, note if this interview validates or invalidates any hypothesis your BMC.

**Guest Speaker:**
Aaron Firestein-BucketFeet (*BucketFeet.com)*
Week 8: Film, TV, & Digital Media: May 20th (@ Ford)

Prior to the digital revolution if you wanted a career in the film and TV world you moved to Hollywood and started in the mail room (CAA, William Morris, etc.). Now anyone can communicate instantly through video, music, pictures, and words directly with anyone in the world. Thus, an Internet connection combined with talent, hard work, and a little luck can allow anyone a career in the film, TV, and digital media industry today.

Readings (required prior to class):

*Jab, Jab, Jab, Right Hook: How To Tell Your Story In A Noisy Social World*, by Gary Waynerchuck, pp. 29-115 (Chapters/Rounds 3 &4), 151-169 (Chapter/Round 7) *(Required Text)*

Watch Steve Blank Udacity Lessons 8

Assignment (Due at beginning of Class 8)
3 minute Crowdfunding/Crowdvesting Video (we will be watching in class all the videos)

Guest Speaker:
TBA

Week 9: Presentation Practice: May 27th (@ Ford)

This class will be used for all of you to have a dry run of your presentations and to go over the materials for your final presentation.

Guest Speaker:
Liz Heller

Week 10: Final Presentations: June 3rd (@ The Garage)

Each group will present to our class advisory board, faculty, and guests their business venture. Each group will present for fifteen minutes and will then answer questions from the panel (max. of 20 slides).