



ENTREP 495
Northwestern University
Spring Quarter 2016

DATES March 30 - June 1, 2016

TIME Wednesdays, 1-4pm

LOCATION The Garage, Classroom

TOOLS launchpadcentral.com
Paul Graham's Blog
How to Start a Start-Up // Start-Up Podcasts
The Price of Inequality

PROFESSORS **Erin Huizenga**, Adjunct Professor, Farley Center for Entrepreneurship and Innovation (FCEI), McCormick School of Engineering, Segal Design Institute
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TEACHING ASSISTANT

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COURSE OVERVIEW

NUvention impact is designed to expose students to all aspects of the business development process from the idea to the creation, financing, and running of a start-up business, benefit corporation, nonprofit organization, or new earned income model for an existing business or organization.

In this class, you will have the opportunity to develop businesses, organizations, or new models that leverage innovations specifically in the social entrepreneurship space. We'll be teaching you the design thinking process and the skills to build a business. **This course emphasizes the need for teamwork and collaborative learning and support, part of your grade will be based on how well you function as a team member in the class.**

Worth noting: This class won't necessarily make you into an entrepreneur (although it might!) but it can help you assess whether an idea is a business or organizational opportunity and how to transform that opportunity into a sustainable model.

COURSE GOALS

Our overall goal is to help you understand how to evolve a socially innovative idea into a sustainable model. Our course objectives include:

- How to develop an idea using the design thinking process
- How to assess whether an idea is a good opportunity
- How to build a valid business model
- Obtain solid understanding of Lean Start-Up
- Developing sound business strategy
- Understand how to create value
- How to market your business
- Building a successful team
- Developing and protecting intellectual property
- Developing compelling idea pitches
- Understanding how to value a business
- How to raise capital
- Understand how to allocate equity among founders and employees

Over time, you will more than likely forget some of the cases and other things you learn here. Our hope is you never forget how to spot a good idea and develop it.

STUDENT ROLE

We hope to create a classroom environment that is interesting and fun. Your participation in class is **CRITICAL** to accomplishing our goal. You should come prepared to discuss your progress and current development goals each week.

INSTRUCTOR ROLE

Our role as professors is to facilitate learning. You will do the majority of the talking. We will be taking notes on the board to help provide a path through the learning and progress each week.

GRADING

Your grade will be compiled from these different components:

BUSINESS PITCH	20%
WEEKLY STATUS/ATTENDANCE	30%
BUSINESS CANVAS	20%
FINAL PITCH PRESENTATION	30%

For the business pitch, you will form groups of up to four people and develop an idea pitch and a complete business model with supporting documentation for an idea you will pursue. Weekly status reporting will be graded based on quality versus quantity. We place high importance on comments that move the class discussion forward. Your business canvas is the document that describes your business in some detail. Your thoroughness and business viability. The final pitch presentation will be a panel critique of all work for the class.

CLASS FORMAT

We will have a guest speaker each week. 70% of class time will be allotted to discussing the topic of the session, 30% will be allocated to either team pitch feedback time and/or team workgroup time

COURSE

PREREQUISITE

It is your responsibility to insure that you meet the prerequisites for this course.

WEEKLY AGENDA

Week One

DATE: March 30, 2016

LECTURE TOPIC: Overview of Design Process, Primary Research Methods and Planning: Erin Huizenga

ASSIGNMENT: Align on idea, research plan, begin initial research to assess needs

Week Two

DATE: April 6, 2016

GUEST TOPIC: City Impact: Paul Zalmezak, City of Evanston

LECTURE TOPIC: Sharing Economy: Mark Werwath

ASSIGNMENT: Continue research to assess needs

Week Three

DATE: April 13, 2016

GUEST TOPIC: Impactful Strategy: Natasha Krol

LECTURE TOPIC: Synthesis and Defining your POV to move you forward: Erin Huizenga

ASSIGNMENT: Ideation against POV

Week Four

DATE: April 20, 2016

GUEST TOPIC: Lean Start-Up, Business Model Canvas, launchpadcentral.com review: Mark Werwath

LECTURE TOPIC: The Law Project: Erica Spangler Raz

ASSIGNMENT: Further ideation and prototyping

Week Five

DATE: April 27, 2016

GUEST TOPIC: Start-Up Story of SkillScout: Elena Valentine, SkillScout Co-Founder

LECTURE TOPIC: Legal Considerations, Entity Formation, Regulatory Issues, Unique Funding Models: Elizabeth Lukehart

ASSIGNMENT: Further prototyping to learn, forming business model canvas, test ideas

Week Six

DATE: May 4, 2016

GUEST TOPIC: Systemic Impact: Jessica Droste Yagan, CEO of Impact Engine

LECTURE TOPIC: Pivoting and the Search for White Space: Mark Werwath

ASSIGNMENT: Competitor analysis, forming business model canvas, test ideas

Week Seven

DATE: May 11, 2016

GUEST TOPIC: Impact Entrepreneurship: Matt Abrams, Seven Peaks Ventures

IN CLASS: Pitch Practice

ASSIGNMENT: Further prototyping to learn, forming business model canvas, test ideas, pivot if needed

Week Eight

DATE: May 18, 2016

GUEST TOPIC: The Role of Impact Initiatives for Corporations (TBD Colleen Wilson)

LECTURE TOPIC: Storytelling: Erin Huizenga

ASSIGNMENT: Further prototyping to learn, forming business model canvas, test ideas

Week Nine

DATE: May 25, 2016

GUEST TOPIC: Center for Neighborhood Technology Impact Story: Steve Perkins or TBD Sam Evans

ASSIGNMENT: Prepare for final presentations

Week Ten

DATE: June 1, 2016

FINAL PITCH PRESENTATIONS TO PANEL

NOTICE OF VIDEO AND AUDIO RECORDING

Students in this course may be subject to periodic audio and video recording. Such recordings will potentially be used by Northwestern University in the future and made available through various means, including web pages, to both students and advisors in the program. By registering for the course, you are consenting to such recording and consenting to having the materials made available for academic and marketing purposes.