SEC 499: BUILDING A NEW BUSINESS

SPRING 2019

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Time: Thursday, 09:40- 12:30

Location: FEAS AB2 101

Office Hours: Thursday, 12:30- 13:30

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COURSE OBJECTIVE:
Building A New Business is the first course of Sectoral Education Program that aims to train and guide students to establish their own businesses. In this course, the students will find chance to develop their business ideas through practical fundamental steps of a new business, from identifying opportunities to testing value propositions to building and validating business models in order to deliver and capture value.

Within the framework of this course, students are expected to develop their business ideas as independent entrepreneurs with lean methodologies provided. In the final session, the students will give their final presentations to Jury members to receive seed funding, to deliver further mentoring, and to have free office space opportunities.

The registered students are expected to have a business idea and to form a team comprised of students from different backgrounds needed to develop the business idea. In addition, the desire to work, to talk to customers, to go beyond simple readings and assignments is highly recommended.

LEARNING OUTCOMES:
Upon the successful completion of the course, the students are able to:

o   Identify business opportunities via customer problems and needs
o   Test business ideas and value propositions with potential customers
o   Express the business idea and clearly articulate value proposition
o   Create customer personas to specify solution use cases
o   Identify possible target markets and their sizes for a product idea
o   Analyze competitive landscape and related intellectual property
o   Build and validate business models in order to deliver and capture value
o   Develop alternate strategies through technics such as pivoting, etc.
o   Use prototyping and MVP (minimum viable product) to illustrate the business idea

o Understand start-up financing and able to identify funding resources for the initial stage
o Present validated business ideas
o Develop production plan, go to market and productization strategy
o Evaluate technical feasibility, cost, and timeline
o Prepare and give investor presentations to receive approval or investment

GRADING:

The grade* is based on the following criteria shown in the table below. Receiving the Jury's approval is not the prerequisite to pass this course. However, all project groups are expected to deliver the following assignments to show their progress during the course.

Subject	%	Details	Deadline
Assignment-1: Inspirational Business Model Search and Reporting	%20	Students will be required to research and provide a brief write-up on the business models of various startups, which are the source of inspiration for the develop their business models.	February 21st, 2019
Assignment-2: Problem Interview Presentation	%20	All project groups are expected to present the results of their problem interviews conducted with potential customers and the impact of the interviews on the evaluation of core business idea.	February 28th, 2019
Assignment-3: Solution Interview Presentations	%20	All project groups are expected to present the results of their solution interviews conducted with potential customers and the impact of the interviews on the evaluation of their solutions.	March 21st, 2019
Assignment-4: Financial Model Presentations	%10	All project groups are expected to present their financial models.	April 25th, 2019
Assignment-5: Final Presentation	%20	All project groups are expected to give their final pitch to the Jury members.	May 9th, 2019
Assignment- 6: Reporting	%5	Students will provide brief write-up of their learnings (reflections) from problem and solution interviews.	May 9th, 2019
Other: Peer Grading	%5	At the end of the term, students will grade their teammates via a peer review, with grade adjustments made to underperforming teammates.	May 9th, 2019

*Late submissions of assignments will result in lower grades.

WEEKLY SCHEDULE:
Week-1- Why Build A New Business? (February 14th, 2019)
o General information about the course objectives and planning.
o Introduction of the selected project groups and business ideas to the class.
o Introduction of business model canvas framework.
o Preparing the first draft business model canvas for each project. (in-class)
Week-2- Idea Generation and Customer Discovery (February 21st, 2019)
o Familiarizing participants with the process of idea generation through the discovery of customers' unmet needs and problems.
o Introduction of the business model validation framework.
o Enabling the participants to identify key hypothesis to be validated with customer interviews.

Week-3- Problem and Need (February 28th, 2019)
o Introduction of the "customer persona" concept to define target customer segments, their unmet needs, and market opportunity.
o Creating customer personas to define solution use cases. (in-class)
o Introduction of the key principles of customer interviews.
o Enabling the participants to generate the problem interview question sets by using the business model hypothesis and customer persona frameworks. (in-class)
Week-4 Problem Presentation (March 7th, 2019)
o Problem interview presentations and in-class discussions.
o Mentoring all project groups to reach the right problem- customer fit.
o Enabling the participants to generate a new iteration of their business model with the information gathered from customers. (in-class)
Week-5 Solution- Value Proposition (March 14th, 2019)
o Introduction of the value proposition concept.
o Enabling the participants to define the unique value proposition that they offer to each specific customer segment. (in-class)
o Combining the customer persona and value proposition concepts to specify the solution for the target customer segment. (in-class)
Week-6- Idea Sketching (March 21st, 2019)
o Introduction of the idea sketching concept.
o Idea sketching practices for each project to alternate the product/ service solutions to response the target customers' unmet needs. (in-class)
Week-7- Prototyping/ MVP (March 28th, 2019)
o Defining the alternative prototyping and MVP (minimum viable product) methods that help to gather early feedback about the solution from target customer segments.
o Introduction of the customer solution interview principles.
o Enabling participants to plan their solution tests by using prototyping and MVP alternatives. (in-class)
Week-8- Solution Presentation (April 4th, 2019)
o Solution interview presentations and in-class discussions.

o   Mentoring all project groups to reach the right customer-solution fit.
o   Enabling the participants to generate a new iteration of their business model with the information gathered from customers. (in-class)

Week-9- Channels (April 11th, 2019)
o   Introduction of "get-keep-grow" perspective to develop and sustain customer base.
o   Developing customer journey maps for each project. (in-class)
o   Introduction of the types of customer relationship concept.
o   Enabling the participants to detail the channels and customer relationship blocks on their business model canvases.

Week-10- Financial Model (April 18th, 2019)
o   Introduction of the key revenue and pricing models.
o   Introduction of alternative funding resources for a start-up financing.
o   Enabling participants to generate alternative revenue models and develop financial models for their businesses. (in-class)
o   Mentoring for the development financial models of each project.

Week-11- Metrics and Growth (April 25th, 2019)
o   Financial model presentations and in-class discussions.
o   Mentoring all project groups to refine their financial models.
o   Familiarizing the participants with the innovation metrics to enable them to track the success of their businesses.
o   Enabling the participants to develop innovation metrics for their businesses. (in-class)

Week-12- Guest Speaker (May 2nd, 2019)
o   In this week, the founders of successful local start-ups will be hosted. The speakers will share their experiences about founding a start-up. Through this interactive session, the participants will have chance to learn more about the implementation of lean methodologies in start-ups and alternative sources of investments to grow and sustain the business ideas.
o   Each team will also make a brief presentation to the guest speakers to hear the speakers' feedbacks on their business models.

Week-13- Investor Pitch (May 9th, 2019)
o   Introduction of the investor pitch concept and its components.
o   Enabling participants to develop their investor pitch presentation. (in-class)

Week-14- Final Presentation (May 16th, 2019)
o   All project teams will present their 15-minute Pitch to the Jury. Following each presentation, there will be Q&A sessions. The Jury members will ask questions to team to further evaluate each business idea.
o   The qualified/ approved teams will be awarded. The following opportunities will be provided to the successful teams:
o   Seed funding for the teams to commercialize their businesses.
o   Coaching and guidance from the mentors of OzU Fit Startup Company.
o   Office space, hardware/ software support from OzU Fit Startup Company.
* The schedule of the course is subject to change.

COURSE MATERIALS
Recommended Course
Each week, the required pre-readings will be uploaded on LMS.
Materials:

BOOKS:
Business Model Generation
Alexander Osterwalder & Yves Pigneur

Value Proposition Design
Alexander Osterwalder & Yves Pigneur

Running Lean
Ash Maurya

Talking to Humans
Giff Constable
https://s3.amazonaws.com/TalkingtoHumans/Talking+to+Humans.pdf

ONLINE COURSES:
How to Build A Startup
https://www.udacity.com/course/ep245