Purpose:

Provide students and faculty with an entrepreneurial mindset and a fundamental understanding regarding how to start a startup (adapted from Stanford’s CS 183); motivate further development of entrepreneurial skills.

Pedagogy:

- Flipped classroom: students consume provided materials (identified by class below) prior to class meetings
- Class sessions conducted by guest lecturers on the respected topic for that evening plus answer questions for that topic. Other material (personal experiences) are welcome additions.
- Standard class lectures, to provide essential background and basics, supplement flipped classroom materials and guest lecturer discussions for introductory lecture (#1), generating ideas (#2), and conclusion (#6).
- Each session consists of standard lecture (for selected sessions): 30 minutes; guest lecture discussion (90 minutes). Dinner for participants is provided. Location: Capitol Federal Hall, KU Lawrence.

September 28 - Top Ten Critical Considerations for a Successful Startup (TTCCSS)

- How to Start a Startup: Ideas and Products (Sam Altman, Dustin Moskovitz) http://startupclass.samaltman.com/courses/lec01/
- How to Start a Startup: Team and Execution (Sam Altman) http://startupclass.samaltman.com/courses/lec02/
- Optional: Lecture 3: Before the Startup (Paul Graham) http://datab.us/i1jcLg-eLO#Lecture%203%20- %20Before%20the%20Startup%20%28Paul%20Graham%29

October 5 - Top Ten Critical Considerations for an Unsuccessful Startup (TTCCUS) (and what to do about them)

- Business Insider: 33 Startups That Died Reveal Why They Failed
- Optional: https://www.youtube.com/watch?v=FhwxPPIOoFQ Grant Achatz, Chef’s Table, S3E1 Consider the entrepreneurial challenges faced by this world class chef and his route to successfully establishing a 3 star (Michelin) restaurant.

October 12 - Generating Ideas

- Reading: How To Get Startup Ideas (Paul Graham) http://paulgraham.com/startupideast.html
- Reading: The 10X Rule for Great Startup Ideas http://thenextweb.com/entrepreneur/2015/07/13/the-10x-rule-for-great-startup-ideas/#gref
- Reading: Real innovation is about solving problems, not having ideas http://thenextweb.com/voice/2015/02/25/real-innovation-is-about-solving-problems-not-having-ideas/
• Optional: Competition is for Losers (Peter Thiel-PayPal)  
http://datab.us/5_0dVHMpJIo#Lecture%205%20-%20Competition%20is%20for%20Losers%20-%20Peter%20Thiel%29

October 19 - Building Product

• Building Product, Talking to Users and Growing (Adora Cheung-Homepoint)  

• How to Build a Product Users Love (Kevin Hale – WuFoo)  
http://datab.us/sz_LgBAGYyo#Lecture%207%20-%20How%20to%20Build%20Products%20Users%20Love%20-%20Kevin%20Hale%29

• Optional: How to Run a User Interview (Emmett Shear – Justin.tv and Twitch)  
http://datab.us/qAws7eXltMk#Lecture%2016%20-%20How%20to%20Run%20a%20User%20Interview%20-%20Emmett%20Shear%29

October 20: Celebration of Innovation: A Startup Showcase

• Demo Day for KU startups founded by students, faculty, and new alumni
• Investor Panel
• Networking

October 26: Growth

• (Alex Schultz-Facebook)  
http://datab.us/n_yHZ_vkJno#Lecture%206%20-%20Growth%20-%20Alex%20Schultz%29

• Getting the First $1M in Sales (Tyler Bosmeny – Clever) to 19:00;  

• Reading: Five Ways to Build a $100M Business (Crishtoph Janz – Point Nine Capital)  
https://medium.com/point-nine-news/five-ways-to-build-a-100-million-business-82ac6ea8ff9#.k7xc2r2tu

November 2: Operating the Startup

• (Keith Rabois – Khosla Ventures Partner and Square COO)  
http://datab.us/6fQHLK1aIBs#Lecture%2014%20-%20Operating%20-%20Keith%20Rabois%29

• Optional: Later Stage Advice (Sam Altman – Y Combinator)  
http://datab.us/5ZQ-rf6lC#Lecture%2020%20-%20Later-stage%20-%20Advice%20-%20Sam%20Altman%29

• Optional: Legal and Accounting Basics for Startups (Kirsty Nathoo, Carolynn Levy, General Counsel – Y Combinator)  

November 9: Working Session with Mentors

• Mentors sourced from the Center for Entrepreneurship Board of Advisors and other sources will provide 1 on 1 counseling with startup teams.
• For attendees not pursuing a new venture, several mentors will provide their own perspective on entrepreneurship, share their experiences and generally interact with those attendees.

November 18: Global Entrepreneurship Week at KU

• Funding raising discuss financing of startups including a guest presentation by Marianne Hudson, CEO, Angel Capital Association and other roundtable discussions