Purpose:

Provide EECS students, Catalyst company founders and other interested students, 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.
- Each session consists of standard lecture (for selected sessions): 30 minutes; guest lecture discussion (90 minutes). Dinner for participants is provided. Location: main conference room at the BTBC.

Lecture 1, March 2nd: Key Components of Successful Startups

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/ii1jcLg-eIQ#Lecture%203%20-%20Before%20the%20Startup%20%20Paul%20Graham%29

Lecture 2, March 9th: Generating Ideas

Reading: How To Get Startup Ideas (Paul Graham)  
http://paulgraham.com/startupideas.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  

How to Get Started (Stanley Tang – Doordash) to 15:50  

Optional: Competition is for Losers (Peter Thiel-Pay Pal)  
http://datab.us/5_0dVHMpJlo#Lecture%205%20-%20Competition%20is%20for%20Losers%20%28Peter%20Thiel%29

Note: no seminar 3/16 due to Spring Break

Lecture 3, March 23rd: Building Product

Building Product, Talking to Users and Growing (Adora Cheung-Homepoint)  
http://datab.us/yP176MBG9Tk#Lecture%204%20-%20Building%20Product,%20Talking%20to%20Users,%20Growing%20%28Adora%20Cheung%29

How to Build a Product Users Love (Kevin Hale – WuFoo)  
http://datab.us/sz_LgBAGYo#Lecture%207%20-%20How%20to%20Build%20Products%20Users%20Love%20%28Kevin%20Hale%29

Optional: How to Run a User Interview (Emmett Shear – Justin.tv and Twitch)  
http://datab.us/qAww7eXltMk#Lecture%2016%20-%20How%20to%20Run%20a%20User%20Interview%20%28Emmett%20Shear%29
Lecture 4, March 30th: Financing Your Startup (Marc Andreessen – Netscape; Ron Conway – SV Angel; Parker Conrad – Zenefits)
http://datab.us/uFX95HahaUs#Lecture%209%20%20How%20to%20Raise%20Money%20(Marc%20Andreessen,%20Ron%20Conway,%20Parker%20Conrad)

Lecture 5, April 6th: Growth (Alex Schultz-Facebook)
http://datab.us/n_yHZ_vKjno#Lecture%206%20-%20Growth%20(Alex%20Schultz)
Getting the First $1M in Sales (Tyler Bosmeny – Clever) to 19:00; http://datab.us/SHAh6WKBgiE#Lecture%2019%20-%20Sales%20and%20Marketing;%20How%20to%20Talk%20to%20Investors%20(Tyler%20Bosmeny,%20YC%20Partners)
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

Lecture 6, April 13th: Operating the Startup (Keith Rabois – Khosla Ventures Partner and Square COO)
http://datab.us/6fQHLK1alBs#Lecture%2014%20-%20How%20to%20Operate%20(Rabois)
Optional: Later Stage Advice (Sam Altman – Y Combinator) http://datab.us/59ZQ-rf6ilc#Lecture%2020%20-%20Later-stage%20Advice%20(Sam%20Altman)