Course Title: Venture Startup Formation: From Inception to Seed Funding  
Course Code: BUS 248  
Instructor: Shawn Kung

Tentative Weekly Outline:

Please bring a fully charged laptop computer (or tablet) to class.

Week 1: The Essence of Entrepreneurship  
● Conceptualizing the entrepreneur mindset. Interactive class exercises and videos help frame & illustrate what it means to be startup founders.  
● To Do: Read the “Experimenting in the Entrepreneurial Venture” brief and related online articles. Form teams for startup pitch mini-project.

Week 2: The Path to MVP (Minimum Viable Product)  
● Class discussion on Chasm, Lean Startup, and MVP concepts, emphasizing problem/solution fit. Introduce the Business Model Canvas framework.  
● To Do: Read the TeleSign case study. Continue on team mini-project.

Week 3: Team Formation & Dynamics  
● Class discussion on TeleSign case study - startup formation and evolving team dynamics. Introduce business model & GTM (go-to-market) concepts.  
● To Do: Read the Stride case study. Continue on team mini-project.

Week 4: Business Model & GTM  
● Class discussion on Stride case study - GTM strategy and early sales decisions. Introduce fundraising concepts and the art of the pitch.  
● To Do: Read the Findmine case study. Continue on team mini-project.

Week 5: Fundraising & Term Sheet  
● Class discussion on Findmine case study - negotiating terms and difficult funding decisions. Q&A with technology startup founder guest speakers.  
● To Do: Finalize slides and practice team startup pitch.

Week 6: Team Pitches & Wrap-up  
● Each team will have 5-10 minutes to present their mini startup pitch. Closing remarks highlighting keys to success for startup founders, and Q&A.  
● To Do: Please keep in touch - with your team, classmates, and me!
Note: This course is designed as a fun, interactive experience that combines lectures, videos, class exercises, and case study discussions. For the team mini-project, we will allocate 15 minutes before the end of class for breakout working sessions.

Grade Options and Requirements:

- **No Grade Requested (NGR)**
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

- **Credit/No Credit (CR/NC)**
  - Students must attend at least 4 of 6 class sessions.
  - Encouraged to participate in class & team mini-project (startup pitch).

- **Letter Grade (A, B, C, D, No Pass)**
  - Students must attend at least 5 of 6 class sessions.
  - Class participation and team mini-project (startup pitch).

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*