Course Title: Bootstrapping Your Startup  
Course Code: BUS 115  
Instructor: Michael Mckenna

Note About Live Attendance and Recording:

These class sessions will not be recorded. Attendance is not required to pass, but it’s the best way to get the most value out of the course.

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 5 sessions and complete the assignments between sessions.
- Letter Grade (A, B, C, D, No Pass)  
  - Students must attend at least 5 sessions and complete the assignments between sessions.

*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.

Tentative Weekly Outline:

Use this area to enter your planned weekly agenda. Students like to have as much detail as possible, so this section should at minimum list lecture topics, but also include in-class work, reading assignments, take-home work, etc.

Week 1: Who is this for?

- In class material: Who is the target user for my product? Is it specific enough? Extreme users and how to interview them. A day in the life.
- At home assignment: Based on our discussion today, come up with at least one specific target user and interview at least one extreme user.

Week 2: Brainstorming

- At home assignment: Interview at least one more extreme user. Brainstorm at least 3 needs your target users has.
3: Minimum Viable Product
- In class material: What’s the simplest part of my product that delivers what the customer needs? Build phase 1 now, and later phases later. Can I make it simpler? Rinse and Repeat
- At home assignment: Come up with the MVP for at least one of the needs you identified last week. Now scale it back and make it simpler. Now do it again.

Week 4: Rapid Prototyping
- In class material: Looks like, works like, feels like prototypes. Just getting a point across. Arts and Crafts. 3D printing. Software prototyping.
- At home assignment: Build at least one prototype for the MVP you came up with last week. Either a looks like, a feels like, or a works like.

Week 5 Hand-off
- In class material: Get your work into people’s hands. Conducting user reviews
- At home assignment: Conduct at least 1 customer review of your rapid prototype.

Week 6: How much is this worth?
- In class material: COGS. Costs of Complexity. Price flexibility. Build a signup page, not a product. Recurring revenue.
- At home assignment: Identify at least one way to calculate the pricing flexibility of your target users.