Course Title: Hardware Startups
Course Code: BUS 42
Instructor: Joe Augenbraun

Course Summary:
Please see course page for full description and additional details.

Grade Options and Requirements:

• No Grade Requested (NGR)
  o 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)
  o Score will be determined by student attendance and participation. To earn a grade of CR a student must attend 4 out of the 5 sessions.

• Letter Grade (A, B, C, D, No Pass)
  o Your grade will be based on your choice of a paper (3 to 5 pages), a project, or a presentation.

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:

Class 1: Introduction
  How hardware startups are different from software-only startups
  Types of hardware startups
  Business models for hardware startups
  Protecting your idea with a provisional patent
  Consumer product startups, basics of branding

Class 2: Financial modeling for hardware startups
  Walk-through of the generic hardware financial model
  Hardware-specific issues: prototype costs, COGS, gross margin
  Sales models (direct versus channel sales) and impact on bottom line
  Inventory and carrying costs

Please contact the Stanford Continuing Studies office with any questions
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Class 3: Crowdfunding and other fundraising topics
   Hardware Incubators and other non-traditional investment models
   Kickstarter and Indigogo
   VCs

Class 4: Contract manufacturing and logistics
   Guest speaker

Class 5: Actually running your company
   Warranty
   Field service
   Customer support
   Conclusion