Quarter: Spring 2017

Course Title: *Accelerate Your Startup Idea*
Course Code: BUS 217
Instructor: Bret Waters

**Course Summary:** In this fast-paced course we will experience together an accelerated methodology for turning a startup idea into a launch-ready, investment-ready business in eight weeks. The process is applicable to all kinds of ventures, including non-tech and social ventures. *Please see course page for full description and additional details.

**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 80% of class sessions.
- Letter Grade (A, B, C, D, No Pass)
  - Students must attend at least 80% of class sessions, plus complete and submit two pieces of written work (to be discussed further in class).

*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:**

Week 1: Overview of the course along with Lean Startup and Design Thinking principles.
Week 2: Market Landscape Analysis
Week 3: The Lean Business Model Canvas
Week 4: Testing your assumptions.
Week 5: Lawyers, Guns, and Money.
Week 6: Storytelling and Growth Hacking
Week 7: Risk Identification and the Laws of Physics.
Week 8: Pitch Night, with Venture Capital Investors in the classroom.

*Each week there will also be an optional team meeting before class, and an optional video conference on Sunday night.*