



*Every Day*  
IN THE  
*Life*  
OF AN **ENTREPRENEUR**

## **STRT 280-01: ENTREPRENEURSHIP**

Georgetown University McDonough School of Business  
FALL 2015

Time: 5:00pm – 7:45pm  
Rafik B. Hariri Building  
Room 140

*“Formal education will make you a living;  
Self-education will make you a fortune.”*

*The late, great entrepreneur, Jim Rohn  
Go to [www.jimrohn.com](http://www.jimrohn.com) to see materials.*

# CONTACT INFORMATION

## **Professor:**

William Boone Finnerty

Website: [www.willfinnerty.com](http://www.willfinnerty.com)

Email: [will@willfinnerty.com](mailto:will@willfinnerty.com)

Cell #: (202) 494-0296

*In addition to attending class, each individual/team has the option to meet with me or the TAs during the semester. These meetings are designed for us to review and discuss the progress and challenges that you, personally, or your team, collectively, face. I will be as flexible as possible in scheduling these meetings. **Coordinate with TAs directly for scheduling a meeting with them. If you would like to meet with me, please contact Tara, my assistant, for scheduling.***

## **Professional Assistant:**

Tara Ward

Email: [tara.ward@ubs.com](mailto:tara.ward@ubs.com)

Office #: (202) 942-2804

## **Teaching Assistants:**

Denise Graham and Christina Tadin

Email: [EntrepreneurshipTA@gmail.com](mailto:EntrepreneurshipTA@gmail.com)

Denise's Cell #: 956-212-5442

Christina's Cell #: 773-491-7522

# COURSE DESCRIPTION

*Welcome to one of the most rewarding and challenging courses that you will take during your academic career here at Georgetown's McDonough School of Business!*

Entrepreneurship is not only the practical art of creating a new organization, whether an independent start-up or internal corporate venture, whether a for-profit or not-for-profit entity – **BUT IT IS ALSO ABOUT A LIFE OF LEADERSHIP AND ACCOUNTABILITY.** A choice to take personal responsibility for who you are and what you do: 100% Entrepreneurship requires, most plainly, the active organization of human, financial, technical, and material resources for the production of valuable goods and services that generate funds (revenues or donations) to sustain the company. The first step in the process is development of an operating and fundable business model.

In this course, you will reevaluate every part of your life, and in doing so, make clear decisions about whether or not you're living it the way you should. You will work in teams to identify an opportunity for a new business venture and to research and develop a business model. You will draw on literally every skill you have learned in business school to date and you will learn to apply your skills entrepreneurially, i.e. with little time and few resources. At the end of the semester, your business idea and model will be presented, both written and orally, to a panel of entrepreneurs and investors for their review and critique.

The course is designed for students who might wish to try an entrepreneurial path, whether immediately after graduation or later in their careers, as well as any student who might become involved with start-ups, whether as an employee, investor, or corporate venture. It's also for individuals that want to live a **life of results.** THAT is an entrepreneur. Business planning and life planning are fundamental and ongoing activities within all organizations. They are essential skills for everyone. The only requirement for admission to this course is a willingness to work hard and to take the business modeling project seriously. To stay in this course you **MUST** show up and be a team player.

Course methods and materials—e.g., readings, lectures, speakers, and assignments—are all designed to help students in the practical art of leadership and/or business start-ups. Not only will we be studying the fundamentals of the lean business model approach, but also drawing from the real life experiences of local entrepreneurs to help develop a plan for your life. Students will discover and solve the challenges of entrepreneurship through work on their own business model canvases.

# COURSE OBJECTIVES

By the end of this course, students will:

- 1) Understand the personal qualities of successful entrepreneurs, and will have practiced some of the key skills of entrepreneurs such as public speaking and networking.
- 2) Understand the 11 Pillars of Success that will help you succeed personally, professionally, academically, psychologically, physically, spiritually, financially, and socially.
- 3) Understand the steps required to identify a problem facing a specific industry within today's modern world and come up with a solution to that problem based on the beginning stages of the lean startup business model.
- 4) Understand the development of the different proponents of the business model canvas.

# COURSE MATERIALS

## Required Materials

*"The book you don't read won't help"*

### What you're buying:

- Journal – BOUND (*No spiral bound journals*)
- DISC Assessment (*The DISC Assessment costs \$25 and must be paid by you personally via check or money order. CASH IS NOT ACCEPTED*)
- 13 Thank You Notes with Envelopes & 13 Postage Stamps (*Ex: Boxes of Thank You Notes can be found at CVS*)
- Postage for Personal Entrepreneurship Plans (*At the end of the semester, each student is required to cover the cost of mailing (FedEx or UPS) their Personal Entrepreneurship Plan to an individual of their choice*)

### What you're signing up for:

- TED Videos: [www.ted.com/talk](http://www.ted.com/talk)
- NY Times Corner Office: <http://projects.nytimes.com/corner-office>
- Jim Rohn: [www.jimrohn.com](http://www.jimrohn.com)
- Udacity Lectures "How to Build a Startup:" [www.udacity.com/](http://www.udacity.com/) (*Instructions for how to sign up and course specifics will be explained in the TA's weekly emails*)
- Startup Hoya Entrepreneurship Events: <http://startuphoyas.com/events-programs>
- Blogs/magazine articles, if applicable (*To be provided in the TA's weekly emails*)

Optional Textbook: *The Startup Owner's Manual*, by Steve Blank and Bob Dorf (*Will be required for students in STRT 295 and MGMT 208*)

**\*\*\*Laptop usage WILL NOT be tolerated during this class**

# COURSE REQUIREMENTS

*"Discipline is the bridge between goals and accomplishment."*

1) **Syllabus** – You are required to read and understand this syllabus in its entirety. It is a contract between us. We reserve the right to change the syllabus at any time. All changes will be reflected in the TA's weekly email so please refer to the weekly emails for final details regarding each class and all expectations.

2) **Deadlines** – **ALL** assignments **MUST** be emailed to [EntrepreneurshipTA@gmail.com](mailto:EntrepreneurshipTA@gmail.com) by **2:30PM on class days**; if a hard copy of the assignment is required it is due at the start of class time.

While I will certainly point out and discuss upcoming assignments along the way, **you are** independently responsible for completing and submitting all assignments and meeting all deadlines that are indicated in this syllabus and by the TAs in their weekly emails. **A DEADLINE IS A DEADLINE even if class is cancelled due to unexpected circumstances.** A missed deadline results in a drop in your grade. Therefore, only **you** will determine the grade you receive in this class.

3) **Teamwork** – You are required to work in teams for the business model portion of the class. That is because entrepreneurship in the real world is a team activity. The requirements for this course demand the contributions of many people, both to accomplish the volume of work and to ensure that the necessary variety of skills are available to do the work at hand. Under **NO** circumstances will students be permitted to work on their own for the designated group activities. Therefore, **IT IS YOUR RESPONSIBILITY TO FIND TIMES WHEN EVERYONE CAN MEET – NOT MINE.**

4) **Attendance** – Class attendance is **MANDATORY**. The work load is very reasonable so I expect you to be here. The option is yours to make. I **STRONGLY** suggest you attend all classes and participate fully in discussions with both me and the many speakers who will come to the class to share their experiences. This course is not a smorgasbord of topics for you to select or speakers for you to choose who to listen. Successful completion of this course depends on all students being present for all learning activities.

- a. If you cannot attend class because of illness – Please email the TAs a note from the school medical center attesting to your condition.
- b. If you cannot attend class because of a sporting event – Please take the appropriate action through your coaching staff.
- c. If you have to leave early from a class due to sickness – Please email the TAs a note from the medical center attesting to your condition the following week.
- d. **If you are NOT going to make it to class for any other reason – I require that you notify the TAs via email**

**\*Please note: Just because you email the TAs with an explanation for an absence, tardiness, or leaving early from class DOES NOT mean it is automatically approved. I am the one who gives the final approval!**

5) **Class Cancellations** – If class is cancelled due to a holiday, break, etc. and we **CANNOT** make up the class later in the semester, you are required to attend a McDonough School of Business event in its place, write a one page summary about the event, and submit it the following class. Such events include entrepreneurial events and workshops such as: Pitch Jack, Bisnow Expos, Hoya Challenges, etc. The TAs will continually inform you of these events in their weekly emails. Note, if a class is cancelled, all work that was due for that class **MUST BE HANDED IN ON TIME** as if the class was never cancelled.

6) **Journals** – Your journals need to be bound (not loose leaf). If you bring a loose-leaf or coil journal, I will reject it and ask you to rewrite all the notes from class into a new journal. You will be required to take notes in every class – handwritten. **NO COMPUTERS ALLOWED.**

7) **Personal Entrepreneurial Plan** – The Personal Entrepreneurial Plan is something you will build over the semester. A written assignment that contributes to this plan is due every week of the course. This Personal Entrepreneurial Plan applies only to you. Any other assignments will be team assignments, designed to ensure regular progress for the group's mid and final presentations. You will be required to submit every assignment, unless otherwise noted by the TAs or myself, via the EntrepreneurshipTA email. In some cases, you will be asked to submit a hardcopy of your assignment in addition to the digital version. **Hardcopy assignments that are not stapled will not be accepted.**

# GRADING

*“What you become directly reflects what you get in life.”*

***Unlike many traditional courses, you will be graded in this course throughout the semester NOT JUST at the end with a big final exam or project.***

## Come To Class

<b>Attendance</b> ( <i>one % per week – half % per class</i> )	<b>13%</b>
<b>Class participation</b>	<b>5%</b>
<b>TY Notes &amp; Speaker Evaluation</b>	<b>3%</b>

## Do Your Homework

<b>Pillar Assignments</b> ( <i>1% for HOE + 2 % per Pillar</i> )	<b>23%</b>
<b>Final Personal Entrepreneurial Plan</b>	<b>4%</b>
<i>*If late by 1 week or less = Only 1 point is possible</i>	
<i>*If late by more than 1 week = 0 points</i>	
<b>Stranger Interview</b>	<b>7%</b>
<b>Personal Presentation Skills</b>	<b>7%</b>
<i>*2 minute presentations</i>	

## Work Together

<b>Biz Model Assignments</b>	<b>3%</b>
<b>Customer Interviews</b>	<b>10%</b>
<i>*10 Interviews total per member per group</i>	
<b>Business Model Presentations &amp; Executive Summaries</b>	
Mid-Semester Business Model Presentation & Executive Summary	<b>10% (Scaled)</b>
Final Business Model Assignment & Executive Summary	<b>15% (Scaled)</b>

## Extra Credit

Read 1 of 5 books	<b>2%</b>
Entrepreneurship Events	

***\*Please note: Because I must follow the grading guidelines outlined by the business school, at the end of the semester, everyone's grade may/may not be adjusted due to a curve.***

# ASSIGNMENT BREAKDOWN

## Journal

- All notes from class will be written in your journals.
- Journals must be brought to the guest dinner you attend (If applicable)

## Attendance

- More than 3 class absences will result in a zero for attendance. Every week's 2-hour-45-minute session is considered two classes. The first half of each week's class is half % and the second half is half %. Therefore, every week's class is worth 1% total for attendance.
- If you need to leave early or come late to a class, you must notify the TAs via email beforehand. Leaving early and coming late to class (even with permission from the TAs) is NOT excused. Your grade will be affected accordingly. For example, if you miss 1/4 of a class, 1/8 of a point will be deducted from your attendance grade; 1/2 of a class = 1/4 of a point.

## Weekly Assignments

**Assignments must be emailed to [EntrepreneurshipTA@gmail.com](mailto:EntrepreneurshipTA@gmail.com) by 2:30pm on class days!**

- You will turn in written assignments every week (specifics outlined in the TA's weekly email) BOTH on the Pillars of Entrepreneurship and on the Business Model portion of the class.
- The "11 Pillars" represent the 11 most important areas of an entrepreneur's life.
- The Business Model assignments are designed to advance your progress on the beginning stages of the business model canvas in a timely manner so that you are prepared for your mid-semester and final semester presentations.
  - The topics in which we will be covering are: business idea generation, value proposition, customer segments and relationships, MVPs, channels of distribution, revenue models, and more. Your teamwork on these topics will be presented in the form of an executive summary and presentation at the mid-semester presentations and final presentations.
  - For each business model concept, each group is required to hand in a corresponding homework assignment (outlined in the TAs weekly email). Receiving feedback from the TAs on this homework is strongly encouraged because the quality of your final executive summary depends on the seriousness with which you take these drafts.
- Weekly assignments will get a:
  - 0 – turned in = poorly done.
  - 1 – turned in = ok/average work
  - 2 – turned in = excellent work
- The general template for assignments is:
  - Word document
  - 12pt Times New Roman font
  - Single-spaced, double-sided (unless otherwise noted)
  - Word/page requirement is specified per assignment by the TAs in the weekly emails
- Assignments will NOT be accepted late without consequences.
  - Late assignments = ½ credit

## Thank you notes

- **Handwritten thank you notes to guest speakers – INDIVIDUALLY**
  - Please write a handwritten thank you note to each speaker. Once a speaker comes to class, bring a complete thank you note to the following class. Include something(s) that they mentioned that had a particular impact on you. Make sure you include an envelope and it has a stamp. **DO NOT SEAL** envelope and turn into TAs at the next class.



# ASSIGNMENT BREAKDOWN

- **Handwritten thank you notes to panel members – AS A TEAM**
  - Please write a handwritten thank you note to each panel member from the business plan presentations. Have all team members sign the card and include your team name. Make sure you include an envelope and it has a stamp. **DO NOT SEAL** envelope and turn into TAs at the next class.
- **Handwritten thank you notes to dinner guests (If applicable) – INDIVIDUALLY**
  - Please write a handwritten thank you note to the dinner guest for the dinner that you attend. Bring a complete thank you note to the following class. Include something(s) that they mentioned that had a particular impact on you. Make sure you include an envelope and it has a stamp. **DO NOT SEAL** envelope and turn into TAs at the next class.

## **Business Model**

- **Business Ideas**

*"It's better to have a simple idea than a complex one!"*

  - The business idea **MUST** be national in size.
  - Restaurants and Non-profits are **NOT** acceptable business ideas.
  - An expansion plan for your business idea **MUST** be thought out with an ultimate goal of \$10million in sales over 5 years.
- **Udacity Videos**
  - Each week you will be required to watch an Udacity video outlining the different sections of the business model canvas.
  - A 100 word summary of each video will be emailed to the TAs along with your other assignments week to week.
- **Customer Interviews**
  - 2 customer interviews are required per team member per week starting the week customer interviews are assigned.
  - Customer Interviews are graded based off the quality of the questions asked, how the findings are formatted, what is learned, and implanting what is learned to "pivot" each group's business idea.
- **Executive Summary**
  - Along with your mid-semester and final presentations, you will be expected to produce an executive summary describing your business concepts and strategies. These summaries will be graded on the following grounds: (1) the clarity and persuasiveness of your executive summary (2) the quality and depth of market and industry research (3) the quality of your value proposition and customer interview findings (4) the soundness of your distribution channels (5) the professionalism of the document.
  - Each business summary will be evaluated and graded on its own merits and compared to the others (keeping with my assessment of the challenges and uncertainties of each business model's particular business).
  - I will consider the comments and questions of the investors and entrepreneurs during your presentations, but panel members will not formally participate in grading the plan.
- **OPTIONAL:** Before submitting your assignments at the midpoint of the semester and at the end, groups are **STRONGLY** encouraged to visit the Writing Center. Tutors will be able to help groups put together a clear, cohesive document. Sessions are done on a walk-in or appointment basis.
- **FEEDBACK:** Feedback on your business ideas and your business model canvas will come from the VC panel in addition to the comments from Professor Finnerty, the TAs, and your fellow peers. The unique approach taken by each group will be compared against your peers to determine the grade.

## **Presentations**

- **Personal Presentations**
  - Public speaking is a **VITAL** skill in leadership. Whether it's in front of a room or your peers, your employees, or one-on-one in an interview.



# ASSIGNMENT BREAKDOWN

- We focus on 5 areas when presenting: face, eyes, voice, hands, and feet.
- Your personal presentations will be based on a TED talk of your choosing. TED talks are assigned on a FIRST COME FIRST SERVE basis. Each person will submit his/her top 3 choices to the TAs via email. The TAs will ultimately confirm the TED talks in which each person's presentation will be based and the date he/she will be presenting.
- **TED Video Examples:**
  - 1) Ken Robinson says school kills creativity\* (20 min)  
[http://www.ted.com/talks/ken\\_robinson\\_says\\_schools\\_kill\\_creativity.html](http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html)
  - 2) Drew Dudley - The List (10 min)  
<http://tedxtalks.ted.com/video/TEDxUWO-Drew-Dudley-The-List>
  - 3) Gary Vaynerchuk - Do what you love (no excuses!) (16 min)  
[http://www.ted.com/talks/lang/en/gary\\_vaynerchuk\\_do\\_what\\_you\\_love\\_no\\_excuses.html](http://www.ted.com/talks/lang/en/gary_vaynerchuk_do_what_you_love_no_excuses.html)
  - 4) Candy Chang - Before I Die I want to...  
[http://www.ted.com/talks/candy\\_chang\\_before\\_i\\_die\\_i\\_want\\_to.html](http://www.ted.com/talks/candy_chang_before_i_die_i_want_to.html)
- **To Be Included with your Personal Presentations:**
  - All students must include a **HARD-COPY, TYPED** one-page outline of their presentation and **HAND IT** to me the day their presenting. **STAPLED** and attached to the outline should be a print-out of the speaker's bio for that class.
  - Students who are presenting that week **MUST** write an open-ended question on the back of the bio print-out. When the speaker asks if anyone has a question **YOU MUST** raise your hand to ask your question.
- **Business Model Presentations**
  - The oral presentation to investors and entrepreneurs (10-15 minutes total per group) will be graded for its clarity and overall quality (e.g., persuasiveness) and for the professionalism you exhibit in responding to the panel of entrepreneurs and investors.
  - Not everyone is **REQUIRED** to present the Business Model concepts at the end of the semester – you can choose who in the group will do it.
  - **NOTE:** All presentations **MUST BE** in PowerPoint Format

## Final Personal Entrepreneurial Plan

- At the end of the semester you will turn in – **IN HARD COPY** – a Final Personal Entrepreneurial Plan made up of each of the 11 Pillar assignments. The plan should be **BOUND** with a cover sheet and an Executive Summary.
- You will place the bound copy in a **CORRECTLY STAMPED/NON-LICK** envelope addressed to the person you selected in your House of Equilibrium.
- The Executive Summary should be written at the end of the semester about your experience over the course of the semester – reflecting on the 11 pillars and how you intend to **EMPLOY** what you have learned in your **ACTIONS** not words.
  - The E.S. should have an opening Summary, and 1 paragraph for each pillar.
  - The E.S. should be around 500-1000 words in length.
  - Use Tabs to separate each pillar.
  - Plans must be turned in to the secure drop box on the wall outside the Copy Center. Students should NOT enter the mail room.

## Speaker Evaluation

- At the second to last class, you will turn in a 250-500 word summary of your favorite speaker from the semester. Detail why the person was your favorite and what they said that resonated with you.
- **THIS IS MANDATORY** – If the assignment is not handed in on time and the above criteria is not met, points will be deducted.

# THE "HOE"

*"The unexamined life is not worth living"*

**THE HOUSE OF EQUILIBRIUM**

Full Name:  
Home Address:  
Personal E-mail:  
Date:  
Phone #:  
Bdav

Digital  
PHOTO  
HERE

**Money:**

- What you make
- What you save
- What you give away

**Personal Development:**

- Document your life with pictures & journal
- Learning new things
- Exploring (Travel) or taking classes

**Careers:**

- Loving what you do
- Grow while you do it
- Get paid well

**Health:**

- Nutrition
- Exercise (Cardio Resistance)
- Rest

**Relationships**

- Family
- Friends
- Community
- Religion

Name of person who gets copy of plan and relationship to you:

**The House that you turn in is one of the most important assignments you give me so take it very seriously. The document should be typed and pictures should be *digitally* attached. Do NOT staple pictures to your House of Equilibrium.**

**I want to understand where you are in each of the major areas of your life so that we can focus this semester on designing an Entrepreneurial Life based on your unique issues.**

*"2 of these 'balls' in the air are glass, and 3 are rubber. The glass ones break if dropped. Which ones are glass and which ones are rubber?"*

Habits: *"Healthy habits are difficult to put in place and easy to break. Unhealthy habits are easy to put in place and difficult to break."*

# STRANGER INTERVIEW

## THE STRANGER INTERVIEW

*"You cannot succeed by yourself. It's hard to find a rich hermit."*

No effective business is ever started without literally hundreds of conversations with knowledgeable individuals, e.g., customers, other entrepreneurs, investors, competitors, industry analysts, and many other types.

In order to ensure that you take this necessary activity seriously, each team member is required to submit a report of an interview with one entrepreneurially knowledgeable individual.

This exercise is designed to help you "break out of your comfort zone" and develop the skill of reaching out and **NETWORKING**.

The report must include at the top of the page:

- 1) The name of the Entrepreneur
- 2) His/her Bio
- 3) The name of his/her company including gross revenues and number of employees
- 4) The full contact information (address, phone number and email) for that Entrepreneur
- 5) A brief summary of who started the company and what he/she does
- 6) A brief summary of the substance of the conversation and description of 5 key learning points or insights
- 7) The list of questions you prepared and asked during the interview. You must have at least 10 creative open ended questions.

The Stranger Interview **MUST BE** handed in as a **HARD COPY**.

The maximum length should be 3 full pages (1.5 pages double-sided) in **TOTAL** (this includes the question and answer breakdown **ALONG** with your summary).

The same format as the weekly assignments should be followed:

- Word document
- 12pt Times New Roman font
- Single-spaced, double-sided

### **NOTES:**

- The Stranger Interview **MUST BE** with a **STRANGER**. Guest speakers, VC panel members, dinner guests and friends of yours that have started businesses **DO NOT** qualify as Stranger Interviews. **NO ONE** associated with the class OR you personally can be interviewed.
- The Stranger Interview **MUST BE** with entrepreneurs/founders of companies, **NOT** executives.
- Think Big – Large private or public companies.
- The Interview **MUST BE** in person. E-mail interviews or phone interviews are **NOT** allowed.
- **ONE** personal connection can be used to gain access to someone of significance, **NOT** as a last minute resort however (ex: "my mom was college roommates with a Founder/CEO of a company that I want to interview).
- **A deadline is a deadline**. You **MUST** submit your Stranger Interviews by the communicated deadline; however, if an interview is scheduled with a hard to reach entrepreneur and he/she re-schedules, an exception can be made as long as there is documented proof. Under this circumstance, a **MAXIMUM** of 3 days past the deadline is accepted. Later than 3 days, points will be deducted.
- I have the right to contact the person interviewed. This is solely to confirm that the interview did indeed take place.

### **Past Examples of Student Stranger Interviews:**

Howard Shultz – FOUNDER & CEO – Starbucks

J.W. Marriott – FOUNDER & CEO – Marriott

Meg Whitman – FOUNDER & CEO – eBay

# PEER EVALS

## PEER EVALUATION

*“One person caring about another represents life’s greatest value.”*

### **Peer Evaluations are MANDATORY.**

At the end of the term, each team member will receive a form showing the names of all team members. Each team member will indicate, for him or herself and for every other member, the extent of contribution to the project. For each team member, contributions will range between 0 and 100 percent.

*Note: You will not simply divide 100 points over all members.*

*Note: Any student can exempt this procedure simply by assigning contribution scores of 100 to all team members. If all team members elect this option, each team member will receive the grade that I assign to the plan.*

*Note: If there is a student with a 75% or below – please explain why with specific examples*

Example of the grading template for Peer Evaluations:

Business Model Group	Student 1	Student 2	Student 3	Student 4	Student 5		
Student 1							
Student 2							
Student 3							
Student 4							
Student 5							
							Total Avg:
Total:							
Avg:							
Difference(Avg-Total Avg):							0

# EXTRA CREDIT

**\*Extra Credit is due the 2<sup>nd</sup> to last class. The maximum amount of extra credit points one can receive is 2 points.  
Options include:**

## **Entrepreneurship Events**

*Note: Students are REQUIRED to attend at least one of these events throughout the semester. If students attend more than one event it will count towards extra credit*

All students with an interest in entrepreneurship can become a member of the StartupHoyas and will receive their weekly email blast featuring events on and off campus. Visit [www.startuphoyas.com](http://www.startuphoyas.com) to register.

Example of events one can attend:

- Georgetown Entrepreneurship Day
- Startup Weekend at Georgetown
- Pitch Jack
- StartUp Hoya Challenges

Other events/programs students may attend can be found at: <http://startuphoyas.com/events-programs>

After attending an entrepreneurship event, a one-page, single spaced summary of the event and what you learned must be handed into the TAs in order to receive credit.

*\*1 event = 1 point extra credit*

*\*2 events = 2 points extra credit*

## **Book Summary**

Read a book and write a summary. The book you choose should correspond with the area of the HOE that you circled. The written summary should include: (1) Highlight the major themes and what distinctions you drew from them (2) How did reading the book modify how you see the world?

Options:

- Option 1 (1 point): Read the book and write a two-page summary, single spaced
- Option 2 (2 points): Read the book and write a three-page summary, single spaced in which you go through chapter by chapter assimilating what you've learned!
- Option 3 (0 points): Do nothing.

Books:

- Relationships: Men are from Mars, Woman from Venus (John Gray) OR How to Win Friends and Influence People (Dale Carnegie)
- Personal Development: The Ultimate Gift (Jim Stoval)
- Health: Body for Life (Bill Philips)
- Career: The Pathfinder (Nick Lore)
- Money: The Richest Man in Babylon (George Clayson)

**\*All summaries should follow the same format as all other assignments handed in throughout the semester**

## **Guest Dinners (If applicable)**

Dinner with entrepreneurs who are unable to speak to the class.

- BRING your JOURNAL to the dinner to take notes.
- Prepare 1 QUESTION to ask the guest.

*\*1 dinner = 1 point*

# COURSE OUTLINE

*“Don’t mistake movement for achievement. It’s easy to get faked out by being busy. The question is: Busy doing what?”*

**There are four main parts to the class:**

**Part 1:**

**Entrepreneurial Habits**

This section of the class will go over tips for establishing common habits of successful entrepreneurs and people of value. Part 1 will include assignments to help increase certain skills like public speaking and networking as well as becoming a person of value.

**Part 2:**

**Pillars of Your Personal Entrepreneurial Plan**

This section will go over the 11 Pillars of Success to help get you on track personally, professionally, academically, psychologically, physically, spiritually, financially, and socially. These pillars will help your personal development by encouraging you to set goals, prepare for the future, and make sure your life is going in the right directions. The 11 Pillars will constitute the majority of your homework assignments each week.

**Part 3:**

**Business Models**

You will be divided into groups and will work with these groups the entire semester to develop the beginning concepts of a Business Model on an original idea. Each week a different item/section of the business model canvas will be covered and your group will have to work on that item/section the following week. These assignments will be submitted to the TAs. You will also have a chance to present your idea in front of a panel of experts two times throughout the semester.

**Part 4:**

**Speakers**

Each week, for the last forty-five minutes of class, an entrepreneur will share his/her story. You are more than welcome to invite people for this part of the class! This is to provide you with inspiration and wisdom!

***\*The syllabus below describes what we will cover in each class over the next semester. While we generally will follow the schedule below, keep in mind that you are still responsible for weekly personal assignments (for your personal entrepreneurial plan) and any group business model work each and every week even if these assignments are not listed below.***

***\*In addition, you are expected to follow all instructions given by the TA's in their weekly emails to students.***



# THE ENTREPRENEUR'S PLEDGE

*"Anything done in life is the product of new information and an idea. Keep an open mind."*

## **The Entrepreneur's Pledge:**

- I am an Entrepreneur.
- I am following a dream, pursuing an opportunity, taking charge of my own destiny.
- I am bringing something of value to society, making a job for myself and for others, and creating wealth that benefits my family, my community, my country, my world.
- I am one of a movement of millions of entrepreneurs and innovators who made America great, and who will continue to keep our economy going...and growing.
- I am what I am because many people have helped me along on this journey.

*Therefore:*

- I will tell my story, sharing my successes and failures, so that others taking the entrepreneurial path can learn.
- I will strive to mentor an aspiring entrepreneur.
- I will make my voice heard by those who make policy decisions that affect me and my business.
- I will appreciate and celebrate my accomplishments, and the accomplishments of all my fellow entrepreneurs.
- I will give back to the society that helped me to be successful.
- I will build a Stronger America.

Entrepreneurs can sign the Pledge and join the Movement at [www.BuildAStrongerAmerica.com](http://www.BuildAStrongerAmerica.com). The new Web site presents Pledge signers with the ability to promote their action through social media. Supporters also have the choice to receive weekly email updates about entrepreneurial initiatives and innovations and can share their stories and experiences about building their business through posting comments and videos.

## **Definitions:**

- **Accountability:** Under-promise, over-deliver | Take responsibility | Live up to your word | Being your word | Practice what you preach | Leaders are accountable.
- **Should vs. Must:** Things you are inclined to do vs. things that are imperative/not optional | Turn "shoulds" into "musts"
- **Law of Control:** You feel happy to the degree in which you have control over your life. |
- **Habits:** You can learn anything. It requires effort, dedication and time.
- **Belief System Drives Behavior:** Belief system is a feeling of certainty. The worst beliefs are self-limiting. Entrepreneurs believe they will win and succeed.
- **The Law of Correspondence:** Your outer world is a reflection of your inner world.
- **The Law of Attraction:** You draw in your life things that harmonize with your worldview.
- **Failure:** A few simple errors in judgment every day.
- **Success:** A few simple correct judgments every day.
  - **Success Formula:**
    - 1) Start with an end in mind (precise)
    - 2) Do something/take action
    - 3) Monitor your results (constant/periodic)
    - 4) Make adjustments

# CLASS #1

## **INTRODUCTION TO THE CLASS**

*Wednesday, September 9<sup>th</sup>, 2015*

**Recommended Book:** Getting Things Done by David Allen

### **Part 1:**

In addition to reviewing the basic course requirements and logistics, today's class will explore the entrepreneurial habit of mind, first starting with where habits begin and then discussing how these habits evolve for entrepreneurs. We will then discuss the constant search for and assessment of new business opportunities and an enthusiasm for near-constant conversation about the business. We'll also address the Entrepreneur's Pledge.

"The Entrepreneur's Pledge allows entrepreneurs to not only publicly express their enthusiasm for being a business owner, but also to show their support for entrepreneurship as a cause," said Carl Schramm, president and CEO of the Kauffman Foundation. "Entrepreneurs continue to be the key to our country's economic recovery because they are the primary source of new job creation. Introducing the Pledge only enhances the Entrepreneurs' Movement, which is aimed at giving entrepreneurs a platform to share their stories and amplify their voice."

### **Part 2:**

We will also discuss the importance of leading a balanced lifestyle when creating a business and developing your career. Here we will introduce The House of Equilibrium as well as go over Pillar 1 – Personal Development.

### **Personal Development**

- Invitation offered to every person but recognized by few.
  - You either choose to do it or not.
- Successful people write out their plan/goals and look at them often.
- Personal development is affected by who you interact/associate with.
- You will be judged for your associations as an adult.
  - *"You are average of the five people that you hang out with the most."*
  - It is a conscious choice to choose who your friends are.
- Results are commensurate with plans.
- Geography is no barrier.

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #2

## **PRESENTATION SKILLS AND HARD WORK**

### **INTRODUCTION TO EVIDENCE BASED ENTREPRENEURSHIP**

*Wednesday, September 16<sup>th</sup>, 2015*

**Recommended Book:** Never Eat Alone by Keith Ferrazzi

#### **Part 1:**

Today we will go over the Master Program for Success. We will review the fundamentals of public speaking and presenting. Public speaking is not only an integral part of this class because of the presentation of your business models and the short two-minute speeches that each student will give during the semester, but also an integral part of life! In this class, you will be assigned dates for your short speeches, which will be based on TED videos. I will illuminate the elements of dynamic speaking, and discuss your assignment in full.

#### **Part 2:**

We will also discuss Pillar 2 – Hard Work.

#### **Part 3:**

We will introduce the ideas of Evidence Based Entrepreneurship (aka: "Lean Startup") and the Business Model Canvas.

- Why startups are different from other companies?
- Search versus execution: how to "search" for a business model.
- Business model generation versus creating a business plan.
- What is the business model canvas?
- What are the components?

We will also discuss the DISC assessment which will help divide you into groups for the business model portion of the class.

#### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #3

## **TIME MANAGEMENT**

## **THE STRANGER INTERVIEW**

## **IDEA GENERATION**

*Wednesday, September 23<sup>rd</sup>, 2015*

**Recommended Book:** The Six Fundamentals of Success by Stuart Levine

### **Part 1:**

Today we will discuss Pillar 3 – Time Management. Time Management is an incredibly important skill to have and can also improve your productivity and health. As you learn more about time management, you can prioritize your life, gain more time in your life, and decrease your stress.

### **Part 2:**

In addition, I will discuss the art of the Stranger Interview. Proper behavior, self-presentation, and follow-up are only a few aspects of a successful interview. In addition to meeting many interesting people, the stranger interview can be an invaluable tool in expanding your network and learning to maximize your time with busy professionals.

### **Part 3:**

We will discuss Business Idea Generation.

Your Business Groups will also be assigned this class.

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #4

## **NETWORKING**

### **PRESENTATION OF IDEAS**

*Wednesday, September 30<sup>th</sup>, 2015*

**Recommended Book:** The Power of Positive Thinking by Norman Peale

#### **Part 1:**

Today we will discuss Pillar 4 – Networking.

*"There are only two words that will always lead you to success. Those words are yes and no. Undoubtedly, you've mastered saying yes. So start practicing saying no. Your goals depend on it!" - Jack Canfield*

#### **Part 2:**

During this class, groups will present their business ideas to the class during a class exercise known as, "It will never work because."

#### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #5

## **SELLING AND NEGOTIATING BUSINESS MODELS AND CUSTOMER DEVELOPMENT**

*Wednesday, October 7<sup>th</sup>, 2015*

**Recommended Book:** Built to Last by Jim Collins

### **Part 1:**

Today we will discuss Pillar 5 – Selling and Negotiation Skills.

Selling – Even the most creative idea for the most novel and needed product or service for the largest imaginable market is insufficient for the realization of a profitable new business. In short, people must *know* about your revolutionary idea. In this class, we will discuss positioning, marketing, and selling your product or service.

Negotiation – We will discuss the intricacies of negotiation. You can negotiate anything, and as such, this is a skill you CANNOT ignore. Often times, early-stage negotiations will be a platform for your businesses' success or failure.

### **Part 2:**

We will discuss Business Models and Customer Development.

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**



# CLASS #6

## **COMMUNICATION**

## **VALUE PROPOSITION**

*Wednesday, October 14<sup>th</sup>, 2015*

**Recommended Book:** Who Moved My Cheese by Spencer Johnson

### **Part 1:**

We will address Pillar 6 – Communication.

### **Part 2:**

We will discuss the component of the business model canvas known as the Value Proposition

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #7

## **MONEY & FINANCES**

### **CUSTOMER INTERVIEWS**

*Wednesday, October 21<sup>st</sup>, 2015*

**Recommended Book:** The Tipping Point by Malcolm Gladwell

**Financial side:** [www.mint.com](http://www.mint.com)

#### **Part 1:**

This week we will go over the Financial Habits of Entrepreneurs. We will review the steps to achieve financial independence. How does one achieve financial independence? By addressing the three critical components of any financial plan: saving, spending, and giving.

#### **Part 2:**

This week we will go over Pillar 7 – Money and Finance. We will discuss getting out of debt, saving, investing, and giving.

#### **Part 3:**

We will discuss the process of conducting Customer Interviews.

#### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #8

## **MID-SEMESTER PRESENTATIONS**

*Wednesday, October 28<sup>th</sup>, 2015*

**Recommended Book:** The Magic of Thinking Big by David Schwartz

### **Part 1:**

Due to the presentations today, we will NOT be going over any habits or pillars today.

### **Part 2:**

Today you will present your work on the business model thus far. Each group will present to a panel of entrepreneurs and/or venture capitalists. Through this exercise you will gain clarity regarding the current state of your business models. The panel will provide insight into the beginnings of your project.

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #9

## **LEADERSHIP**

## **CHANNELS**

*Wednesday, November 4<sup>th</sup>, 2015*

**Recommended Book:** Hire and Keep Great People by Brian Tracy

### **Part 1:**

Today we will discuss Pillar 8 – Leadership. Leadership is imperative when creating a business and establishing your management team.

### **Part 2:**

We will discuss the component of the business model canvas known as Channels.

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #10

## **GOAL SETTING AND MILESTONES**

### **CUSTOMER RELATIONSHIPS**

*Wednesday, November 11<sup>th</sup>, 2015*

**Recommended Book:** You Can Negotiate Anything by Herb Cohen

#### **Part 1:**

Today we will go over the Habits of Personal Effectiveness. We will also hold a goal setting workshop. This is a time to reflect on the areas of your House of Equilibrium. Where are you? Where do you want to go? This will give us the opportunity to systematically work through each section and develop actionable goals in each side of our houses.

#### **Part 2:**

We will discuss Pillar 9 – Goal Setting. I will help you create SMART goals – Specific, Measurable, Attainable, Realistic, and Time-Sensitive goals.

#### **Part 3:**

The business model portion of the class will revolve around getting, keeping, and growing customers through building Customer Relationships.

#### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #11

## **SUCCESS**

### **REVENUE STREAMS**

*Wednesday, November 18<sup>th</sup>, 2015*

**Recommended Book:** The One Minute Salesperson by Larry Wilson

#### **Part 1:**

We will discuss Pillar 10 – Success.

#### **Part 2:**

We will discuss the component of the business model canvas known as Revenue Streams.

#### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

*Have a wonderful  
Thanksgiving Break!*



# CLASS #12

## **LEAVING A LEGACY**

### **MVPs**

**Wednesday, December 2<sup>nd</sup>, 2015**

**Recommended Book:** Think and Grow Rich by Napoleon Hill

#### **Part 1:**

We will go over the final pillar – Leaving a Legacy. We will discuss loyalty, honesty and human interaction as they relate to leadership. Leadership is a life-long role, and as such you must be a leader in all areas of your life. You must also adopt an attitude of gratitude. Take nothing for granted.

*"People's true character is revealed in times of crisis."*

We will also discuss honesty and business ethics. Honesty is critical in business. Reputations take a lifetime to build and a moment to lose. *Always* tell the truth.

#### **Part 2:**

We will review "MVPs:" Minimal Viable Products.

### **Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# CLASS #13

## **FINAL PRESENTATIONS**

*Wednesday, December 9<sup>th</sup>, 2015*

**Recommended Book:** The Richest Man in Babylon by George Clason

### **Part 1:**

This is the final class. ALL outstanding assignments should be turned in by the end of class.

### **Part 2:**

This week you will be presenting your business models to a panel of entrepreneurs and/or venture capitalists. The experienced panel will provide real-life feedback essential for any entrepreneur.

The format will be as follows:

- Each group will have 15 minutes in TOTAL to present (this includes set-up, break-down, and the question and answer period); however, you can complete an excellent presentation in 15 minutes or even less. The question and answer period will include comments from BOTH the students and the panelists.
- We will be sending the panelists your business model presentations in advance, so be ready to answer questions regarding your ideas.
- Business attire is required.
- Remember the 10/20/30 Rule: Ten slides, twenty minutes, thirty font.

*Good Luck!*

**Assignments due next class:**

**SEE NEXT WEEK EMAIL FROM THE TAs**

# SIGNATURE PAGE

*“People often ask me how I became successful in the six-year period of time while many of the people I knew did not. The answer is simple: the things I found easy to do, they found easy NOT to do. I found it easy to set goals that could change my life. They found it easy NOT to. I found it easy to read books that could positively affect my thinking and my ideas. They found it easy NOT to. I found it easy to attend classes, seminars, and ensured I placed myself in front of/in the company of other successful people. The said it probably wouldn’t matter. Again, to sum it up, what I found easy to do, they found it easy NOT to do. That is because success is NOT about doing the things you WANT to do, but rather, having the willingness to overcome and work through the things you DON'T WANT to do.*

**After you have read and fully understand the syllabus please sign and date:**

Student Signature: \_\_\_\_\_

Student Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Please turn this into the TAs as soon as possible.**

Thank you,



William B. Finnerty