

**Integrated Business Practicum**  
**Seminar in Entrepreneurship and Business Plan Writing**  
**University of Washington, Bothell**  
**Spring Quarter 2008**  
**<http://www.uwbce.org>**

Alan Leong  
Office: Room 336 - UW1

Office Ph: 425.352.3259  
Email: [leonga@u.washington.edu](mailto:leonga@u.washington.edu)

Mike Gold  
Office: Room 249 - UW1

Office Ph: 425.352.3563  
Email: [MGold@uwb.edu](mailto:MGold@uwb.edu)

Office hours are also by appointment. We may not check the office phone except on class days. Please leave a phone number and times when we can reach you. If necessary, we can call you back during the evening. To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in the Counseling Center, Room 145, (425) 352-5000, (425) 352-5303 (TDD). If you have a documented disability on file with the DSS office, please have your DSS counselor contact me and we can discuss accommodations you might need in class.

**Overview:** This class is for building business plans. What is an entrepreneur?

It's for: *Guys and gals...creating the next company;*  
*Brave souls that are birthing new products and services to market;*  
*Saints starting schools, churches, and not-for-profits*  
*And Passionate Spirits who want to work for them!*  
- Paraphrased from Guy Kawasaki in Art of the Start

This course provides an experience at building your own business. The final deliverables are: 1) A Business Plan; 2) Highly Polished Presentations. With technology ventures, we also ask that you work towards a proof of concept.

We cannot provide you everything you need to know to start your own company as truly building a company takes more than a 4-credit or even a 12-credit course.

**Prereqs:** Passion, pure and simple, is absolutely necessary. A passion for building a great team; developing a product; fleshing out business ideas; for doing something great.

**Readings:** Kawasaki, Guy. The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. New York: Portfolio, 2004. (Required)

Leong, Alan. Introduction to Writing a Business Plan. Bothell, WA: Center for Student Entrepreneurship, 2008. (Required – Free Book)

Kim, W. Chan, and Renée Mauborgne. Blue Ocean Strategy. Boston: Harvard Business School Press, 2005. (Optional)

**Grading:** See table below.

**Homework:** The Assignments are geared towards constructing the final paper and proof of concept. The final paper involves defining your business and proving your plan.

<b>Requirement</b>	<b>Basic</b>	<b>Evaluator</b>
	<b>% of Grade</b>	
<b>Final Paper</b>	<b>35</b>	Instructor, Guest Experts
<b>Presentation Performance and Class Participation</b>	<b>25</b>	Instructor, Guests*
<b>Assignments</b>	<b>15</b>	Instructors
<b>Peer Evals</b>	<b>15</b>	Team, Project Manager
<b>Quiz</b>	<b>10</b>	Instructors
<b>Total Percentage</b>	<b>100%</b>	

### **Grading Criteria and Method**

*Course Grade:* Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on. This is not a curve as everyone can theoretically qualify for a certain grade range like over 3.8 or under 2.0.

#### **About the Final Project**

These elements must be in your shortest pitch to your longest plan. See the Introduction to Writing a Business Plan. The business plan should contain no more than 11 pages of text in the main body. Charts, graphs, and illustrations don't count.

1. Definition - What is your unique Product or Service?
2. Who is your Customer? – Target markets? Customers in hand?
3. How will you reach your customer? – Marketing, Sales, and Advertising Strategies
4. How will you make money? – Financial Model
5. Who are you? – How is your team capable of making this happen? Who else do you need?

*Class Participation:* Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class exercises. This class will have a vigorous atmosphere of critique and support. *Critique hard, but support harder.*

*Lab Participation:* Labs are in-class exercises designed to simultaneously advance the class material and your projects. Like class participation, it means taking an active approach. Your peers and the instructor will grade you on this. You'll be visited by guests who will critique your ideas and plans and offer concrete input.

**Schedule:** Our schedule may revise to fit guests. An asterisk denotes a 4-hour session.

Week	Topics	Activities & Assignments
4/7* & 4/9*	<i>Foundations</i> Introduction The Financial Model: Martin Zych Quick Presentations of Accelerated Plans	Pitching Lab Read First 10 Pages of Handout Chapters 1 to 4 of <i>Art of the Start</i> Financial Pitching Lab
4/14 & 4/16	Entrepreneurial Marketing: David Miller Negotiations: Mike Gold Advisors and Boards: Alan and Mike	Skim the Handout and <i>Art of the Start</i>
4/21 & 4/23	Entrepreneurial Sales / Customer Service: Bill Abbott Presentation Tips: Mike and Alan Fishbowl Day	<b>HW 1: The Early Business Plan First Fishbowl</b>
4/28 & 4/30	Fishbowl Day Startup Law Seminar: Sponsored by Rob Peck Schwabe Williamson & Wyatt	<b>HW 2: Critiquing Another Plan</b>
5/5*	Branding: Eric Mattson Squak Mountain Stone: Améé Quiriconi	
5/12*	Special Visiting Entrepreneurship Lecture Joe Belanoff, CEO, Corcept Therapeutics	<b>HW 3: <i>The Case of the Notorious Depression Drug</i></b> ( <a href="http://www.susanfreinkel.com/work6.htm">http://www.susanfreinkel.com/work6.htm</a> )
5/28	<i>Quiz</i> <i>Presentation Day</i>	Presenters hand in Business Plan Drafts on May 21 Guest Jurors
6/2*	<i>Presentation Day</i>	Presenters hand in Business Plan Drafts on May 28  Final Business Plans, Peer Evals, & Class Questionnaire due on Monday, June 9 at Alan's Office