**ENTP 3005 – Entrepreneurship Innovation Lab**

Credits: 3 Section: \_\_\_\_ Term: \_\_\_\_\_\_\_

**Location & Meeting Time**

Classroom location:

Class Meeting Schedule:

**Contact Information**

**Instructor:**
**Email:**
**Phone: (**423) 439-
**Office:**

**Instructor Availability**

Office Hours:

**Course Description & Materials**

*Prerequisites*: N/A
Presents in-depth and hands-on content on how to bootstrap an entrepreneurial idea into a plan and pitch for starting a business. Includes defining a business concept, performing market validation, evaluating key business activities and supporting eco-systems, developing go-to-market strategy, performing risk assessment and competitive analysis, identifying and developing marketing campaigns, creating real-world proforma P/L statements, evaluating operational considerations, and creating an investor pitch deck.

**Required Materials**

[enter textbook, software, tool etc]

**Course Overview**

**Course Purpose and Objectives**

The purpose of this course is to apply entrepreneurship and design-thinking skills that enable the transition from concepts to pitch-deck.

The goals of this course are to:

* Create a foundation for a successful business
* Develop an initial business plan
* Prepare and assess a pitch for an entrepreneurial effort

 **Expected Learning Outcomes**

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| Upon completion of the course, students will:1. Define key terms and concepts relating to a milestone-based approach for developing a new product/service
2. Recognize and develop an entrepreneurial ecosystem.
3. Apply iterative customer and market validation as a way to identify and modify the minimum viable product.
4. Apply techniques to identify, assess and mitigate internal and external risk.
5. Develop inbound and outbound market outreach programs to achieve market/customer growth goals.
6. Develop budgets and proforma financials to support operations and investor proposals that reflect unique cash flows and milestones for start-ups.
7. Explain key components of operational readiness for a start-up and the impact on a business plan.
8. Develop a pitch deck for use with institutional customers and the investment community

**Major Course Topics**

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| * Cognitive skills and entrepreneurship mindset
* Identification and assessment of product/service ecosystem
* Iterative development, discovery and validation of customer and market needs
* Develop unique selling proposition
* Identification and assessment of market research/segmentation, competitive forces, and business strategy
* Impact of external and internal assessment and risk remediation techniques
* Go-to-market strategy for marketing campaigns that drives customer awareness, engagement, and acquisition skills across channels and customer segments
* Fundamentals of revenues and costs to create milestone-based proforma profit-loss models and key performance business indicators needed for budgeting, operations and investors
* Operations readiness including start-up formation and legal structures, human resources, customer service requirements and strategies; review 3rd party sources, structures and attributes for funding needs
* Mentor-based storytelling to communicate the unique selling proposition and business plan via the pitch-deck to institutional customers and investors
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**Course Policies**

**Attendance**

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| Attendance and participation are critical. Attendance will be taken and will factor into this grade in the following ways: having more than 2 unexcused absences on TR class (3 on MWF) will result in the lowering of your overall grade by one letter grade (ie, if you have a B with more than 3 absences, you will receive a C). An excused absence includes university sponsored activities, family emergencies and personal illness (w/ reasonable documentation). |

**Assignment and Grading**

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**Other**

**Syllabus Attachment Information**: The University’s approved Syllabus Attachment Information page provides information about important University and Academic Policies that all students should know. <https://www.etsu.edu/curriculum-innovation/syllabusattachment.php>