

| **Georgetown University, BA Liberal Studies****NEW VENTURE CREATION (BLHS-398)****Spring 2023** |
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**Credits:** 3

**Dates:** Wednesday, January 11 to Saturday, May 13, 2023

**Location:** Georgetown University School of Continuing Studies (SCS) utilizes the Canvas Learning Management System for the provision of online courses. As an online course, all course content will be provided and exchanged on the Canvas platform.

**Instructor:** Professor John Jabara

**Instructor Contact Information:** Please email me through the Canvas Inbox. If you have issues with the Canvas Inbox, please contact me at [jfj11@georgetown.edu](mailto:jfj11@georgetown.edu).

**Virtual Office Hours:** You can contact me to set up an appointment.

| **Course Description** |
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This course provides you with a hands-on, step-by-step approach to launching a for-profit entrepreneurial venture with social impact. You will work in teams to deeply understand a problem or opportunity and use the lean startup methodology to iteratively develop solutions with both commercial and social impact potential. You will conduct weekly customer discovery interviews to validate your assumptions and will be encouraged to utilize a mentor to provide industry-specific perspectives on your project findings. The course includes team presentations and concludes with a fun online pitch event if time allows. Pitch decks and business plans produced in this course can be used to compete in Georgetown University and external pitch competitions.

| **Course Learning Objectives** |
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By the end of the semester, you will be able to:

1. Create a business plan that addresses both a business problem/need and a social problem/opportunity
2. Apply the lean startup methodology to manage new venture creation
3. Iteratively devise solutions to achieve product-market fit in an ethical manner
4. Measure and increase social impacts of business solutions
5. Present information clearly for business audiences through appropriate forms and media

| **Required Materials for Purchase** |
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1. MacMillan, I. C. & Thompson, J. D. (2013). *The social entrepreneur's playbook: Pressure test, plan, launch and scale your social enterprise*. Wharton Digital Press.
2. Jabara, J. (2019). *Mastering customer interviews for entrepreneurs: The fastest way to great customer feedback*.
3. Jabara, J. (2020). *Mastering social impact for entrepreneurs: Transform your lean startup with social impact.*
4. [Harvard Business Publishing Course Pack](https://hbsp.harvard.edu/import/999914). Use the link to access and purchase the Harvard Business Publishing course pack for this course. The course pack includes all of the HBP articles and cases you will read in this class. **(Note to students who have already taken BLHS 226 Introduction to Entrepreneurship: Check to see if you have already purchased these readings before buying. If you have - use this link to purchase readings not included in BLHS 226** https://hbsp.harvard.edu/import/999927**)**

| **Overview of Course Structure** |
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This course consists of 8 modules, plus the orientation module over 14-week term.

Two modules are open and available to you throughout the course for your planning purposes. However, the modules and activities must be done sequentially and certain activities and assignments must be completed by certain dates. Please do not submit work ahead of the schedule. Instead, we progress through each week as a cohort. See the [Weekly Schedule](#_h9ajlzzdjnmr) for details.

| **Assignments** |
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Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Canvas course. Each assignment category will be weighted according to the percentages below.

| **New Venture Team Assignments *Team Grade*** During this course, you will be working in teams to progress a new venture project. Your team members will work together to complete team assignments, compare notes on customer interviews, and meet regularly throughout the term to create an actual new venture.  Each week, there are between 3-5 team assignments that must be submitted. These assignments will walk you through the lean startup methodology of managing new venture creation. They will help you iteratively devise solutions to achieve product-market fit and measure and increase the social impact of your business solution.  Each written assignment should be between half and one (1) page long and will link to the learning goals from that module. There are also two short video pitches that each team will submit, which should be about 4-minutes long. You will read details about each team assignment in the modules. | **25%** |
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| **Customer Interviews *Individual Grade*** A core element of this course is interviewing customers to discover their problems and needs, and to get feedback on your project ideas. When we say customers, we are talking about a number of different stakeholders that could be important to your venture. These could include paying customers, users, stakeholders, experts, and others. Each week you will be individually tasked to identify, reach out to, and interview three (3) customers as per the weekly assignment prompts. This almost certainly will require you to reach out to more than three customers to ensure you hear back from at least three. The course text titled *Mastering Customer Interviews for Entrepreneurs* describes in detail how to plan and do each aspect of this process. Customer interview results should be written up and submitted for grading, and also shared with teammates to learn faster across multiple interviews each week. | **30%** |
| **Peer Reviews of Team Video Pitches  *Individual Grade*** In Modules 4 and 7, you will complete a peer review of another team’s video pitch. Peer reviews help your classmates to think about their work from a different perspective and invite you to reflect on your own work.  You should use the knowledge you’ve gained from the course to guide the content of your feedback. You might even refer to specific learning materials to back up your points. Use these talking points to guide your feedback:   * What you learned * What you liked * What you think needs further explanation or could be improved—and how the team might improve it | **10%** |
| **Final Business Plan and Video Pitch Deck Presentation *Team Grade*** ***Business Plan***  In the final week of the course, your team will submit a final business plan. Considering all of the modules that you have examined this term, the team assignments you have completed, and the input that you have gleaned from your research and peer and instructor feedback, please provide a 10-15 page business plan that addresses each of the major areas that we have covered in this course. Please utilize business writing and the key entrepreneurship and business concepts learned to concisely show how your new venture plans solve a specific problem. Include your thoughts on how this could continue to develop as a viable, profitable business.  ***Video Pitch Deck Presentation***  In the final week of the course, your team will also submit a recorded pitch deck presentation. Use Zoom and a slide deck to record a 5-minute video summarizing a pitch deck you have prepared on your new venture. All team members should participate. In your narrative, answer the question of whether or not you think this would be a good investment opportunity and why. Choose 10 slides from the final business plan topics, plus one introduction and one conclusion slide to present in your video, focusing on key findings that you have developed through the course objectives. Be persuasive and have fun with this. | **25%** |
| **Individual Team Contribution *Individual Grade*** In addition to your individual submitted work, you will be graded on your contribution to your team project. Most work today is done in teams, so your ability to work effectively with your team to complete the tasks is important both to your class grade and also your skills in the job market. The instructor will consider the results of your Team Member Contribution Evaluations as well as any other interactions observed for this grade. Please note that the instructor reserves the right to also adjust individual final course grades based on individual contributions including customer interview quality & completion and team member evaluations & submissions. | **10%** |
| **TOTAL** | **100%** |

| **Grading** |
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Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics. You can find them in the Canvas course.

For final course grades, please reference the grading scale below:

A: 93% to 100%

A-: 90% to 92%

B+: 87% to 89%

B: 83% to 86%

B-: 80% to 82%

C+: 77% to 79%

C: 73% to 76%

C-: 70% to 72%

D+: 67% to 69%

D: 63% to 66%

F: 62% and below

| **Course Policies** |
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#### **Time Commitment**

Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For an 8-week, 3-credit course, you should allocate *16-18 hours per week*.

#### **Submission Policy**

Submit all assignments to the Canvas course site. Assignments submitted through email are not acceptable and will be considered missing/and or late.

#### **Late Work Policy**

**No late submissions or extensions are available for any of the following:**

* The last week of class
* Customer Interviews
* Peer Reviews

For other course assignments not listed above, as stated in the [Student Handbook](https://static.scs.georgetown.edu/upload/kb_file/ay_2022-2023_scs_rules_and_regulations.pdf?_gl=1*1en4t5u*_ga*NDI4MzYxMTMyLjE2MzU5NjA2NDg.*_ga_N1DRN2W2NL*MTY2ODQzMjk3NS4yMS4xLjE2Njg0MzMwMjIuMTMuMC4w*_ga_C3ZTM8CX8F*MTY2ODQzMjk3NS4zNi4xLjE2Njg0MzMwMjIuMTMuMC4w), you must notify me and obtain my approval if you are unable to complete any assignment by the published submission deadline. I will gladly consider granting extensions for assignments as long as the request is made by e-mail at least 24 hours before the due date/time. The request must include the date and time when you intend to submit the assignment. If you fail to give both a date and a time, however, the request will not be honored. Late responses with no previous arrangements for all assignments will be penalized by 10% for each day or portion of a day that the assignment is late, unless previous arrangements have been made.

#### **Instructor Feedback/Turnaround**

If you have a concern and send me a message, you can expect a response within 2 business days. Please allow 4-7 business days for assessment submission feedback.

| **Weekly Schedule** |
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All assignments are due by the Sunday of the week of the module at 11:59 PM US Eastern Time, unless otherwise stated. **Initial postings for all discussions are due by Thursday 11:59 PM US Eastern Time.**

| **Week 1**  **01/11-01/15** | **Orientation *and***  **Module 1: New Ventures for Social Entrepreneurs - Week 1** | 1. Discussion: Introduce Yourself 2. Team Assignment - Team Charter |
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| **Week 2**  **01/16-01/22** | **Module 1: New Ventures for Social Entrepreneurs - Week 2** | 1. Team Assignment - Business Idea Summary 2. Customer Interview Plan 3. (Optional) Team Mentor Nomination |
| **Week 3**  **01/23-01/29** | **Module 2: The Lean Startup Methodology, Problems, Customer Segments, and Social Change - Week 1** | 1. Customer Interviews focusing on Problem & Customer 2. Team Assignment - The Problem |
| **Week 4**  **01/30-02/05** | **Module 2: The Lean Startup Methodology, Problems, Customer Segments, and Social Change - Week 2** | 1. Team Assignment - Customer Segments 2. Team Assignment - Business Model Canvas Draft |
| **Week 5**  **02/06-02/12** | **Module 3: The Solution & Value Proposition, Business Models, and Revenue Streams - Week 1** | 1. Customer Interviews focusing on Solution and Expert 2. Team Assignment - The Solution 3. Team Assignment - Value Proposition 4. Team Assignment - The Business Model and Impact Model |
| **Week 6**  **02/13-02/19** | **Module 3: The Solution & Value Proposition, Business Models, and Revenue Streams - Week 2** | 1. Team Assignment - Revenue Model 2. Team Assignment - Online Survey (Note that you should create and send the survey early in the week so you have time to receive the results) 3. Team Assignment - Video Pitch 4. Team Member Contribution Evaluation #1 5. (Optional) Mentor Feedback |
| **Week 7**  **02/20-02/26** | **Module 4: Market Opportunity, Key Activities, Competition, and Customer Relationships - Week 1** | 1. Customer Interviews focusing on Competitor and Supplier 2. Team Assignment - Market Opportunity 3. Team Assignment - Key Activities |
| **Week 8**  **02/27-03/03** | **Module 4: Market Opportunity, Key Activities, Competition, and Customer Relationships - Week 2** | 1. Team Assignment - Competition 2. Team Assignment - Customer Relationships 3. Peer review of Video Pitch #1 4. Mid-semester Survey   **Assignments are due March 13** |
| **Spring Break**  03/04-03/12 | | |
| **Week 9**  **03/13-03/19** | **Module 5: Scaling, Channels, Team, and Key Resources - Week 1** | 1. Customer Interviews focusing on Channel and Expert 2. Team Assignment - Scaling 3. Team Assignment - Channel |
| **Week 10**  **03/20-03/26** | **Module 5: Scaling, Channels, Team, and Key Resources - Week 2** | 1. Team Assignment - Team 2. Team Assignment - Key Resources 3. Team Member Contribution Evaluation #2 |
| **Week 11**  **03/27-04/02** | **Module 6: Minimum Viable Product, Go-to-Market, and Key Partners - Week 1** | 1. Customer Interviews focusing on Solution and Stakeholder 2. Team Assignment - MVP and Plan   **Assignments are due April 11** |
| **Week 12**  **04/03-04/09** |
| **Easter Break**  04/6-04/10 | | |
| **Week 13**  **04/11-04/16** | **Module 6: Minimum Viable Product, Go-to-Market, and Key Partners -Week 2** | 1. Team Assignment - Go-to-Market 2. Team Assignment - Key Partners 3. Team Assignment - Video Pitch #2 4. (Optional) Mentor Feedback |
| **Week 14**  **04/17-04/23** | **Module 7: Finance and Fundraising- Week 1** | 1. Customer Interviews focusing on Funding and Pricing 2. Team Assignment - Finance Profit & Loss Statement 3. Team Assignment - Finance Notes 4. Team Assignment - Social Impact Metrics |
| **Week 15**  **04/24-04/30** | **Module 7: Finance and Fundraising - Week 2** | 1. Team Assignment - Fundraising 2. Team Assignment - MVP Experiment Launch Report Part 1 3. Peer review of Video Pitch #2 |
| **Week 16**  **05/01-05/07** | **Module 8: Business Plans and Pitches** | 1. Team Assignment - MVP Experiment Launch Report Part 2 2. Team Assignment - Final Business Plan 3. Team Assignment - Video Pitch Deck Presentation 4. Team Member Contribution Evaluation #3 5. (Optional) Mentor Feedback 6. Final Course Evaluation |

| **Course Policies** |
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The course will follow SCS Course Policies in the following areas:

Attendance Policy

Citation Policy

Communication Policies

The Honor Pledge

Netiquette And Classroom Guidelines

Incomplete and Withdrawal Policies

Accommodation Policy

Technical Requirements

Student Support and Help

You can review these policies and other student resources in the [SCS STUDENT POLICIES & RESOURCES document](https://docs.google.com/document/d/1ws5-nNGLBaK78JkmZ_TYNlI9egEonJGB/edit?usp=sharing&ouid=107187765851923168396&rtpof=true&sd=true).