

Course Description

Title: *Start it up, Just do it!*

Fields of activity: *Start ups*

Examination type: *Project/presentation examination.*

Number of ECTS credits issued: *27 working hours are equivalent to 1 ECTS, but it depends on your university.*

Learning Goals and Objective: *Learning in a practical way about how Start Ups are created and developed, which tools and skills are useful in the process and what drives and motivates entrepreneurs to create a Start Up.*

What is the expected result?

- *Basic knowledge to turn an idea into a business.*
- *Differences between traditional business and start ups models..*
- *Tools to face typical situations in start ups projects.*
- *The experience of turning an idea into a business.*

Syllabus

Each kind of academical activity is coloured in order to give a quick impression of what is it about:

- Blue for lectures.
- Green for Case Studies.
- Orange for Group Work.
- Yellow for Visits.
- Grey for Presentation.

You will find an orientative schedule at the end of the document.

Name of activity	<i>Start Ups 101</i>
Number of working hours	90min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none">• Start ups model vs traditional model.• Scalability.• Start Up culture.
Bibliography	<i>Zero to One: Notes on Start Ups, or How to Build the Future</i> by Peter Thiel
Expected effect	<ul style="list-style-type: none">• The participants should know what a start up is.• The participants should differentiate a scalable business and a non-scalable business.• The participants have to embrace the idea that the client is the base of the start up.

Name of activity	<i>Start Ups</i>
Number of working hours	90min
Type of activity	Case Study
Short summary of content	<ul style="list-style-type: none"> An initial statement and some conditions will be provided. The participants have to create a Start Up that fulfills the requirements. This is the Start Up that they are going to develop the following days.
Bibliography	<u>The Startup Owner's Manual</u> by Steve Blank
Expected effect	<ul style="list-style-type: none"> The participants have to be able to applicate the recent adquire knowledge. The participants have to interiorize the lectures of the day. The participants have to find themselves thinking out the box and seeking for new ideas of business.

Name of activity	<i>Lean Canvas</i>
Number of working hours	90min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none"> What a lean canvas model is. How it works. Why it is important
Bibliography	<u>The Startup Owner's Manual</u> by Steve Blank
Expected effect	<ul style="list-style-type: none"> The participants should know what a lean canvas model is. The participants should know how to create a good canvas model. The participants have to know every step of lean canvas model making. The participants have to differentiate the important steps on a business adventure.

Name of activity	<i>Lean Canvas Model</i>
Number of working hours	120min
Type of activity	Case Study
Short summary of content	The previous developed idea of a Start Up will be developed. The participants have to create their own Lean Canvas Model in groups
Bibliography	<u>The Lean Startup</u> by Eric Ries
Expected effect	<ul style="list-style-type: none"> • The participants should know what a lean canvas model is. • The participants should know how to create a good canvas model. • The participants have to differentiate the important steps on a business adventure.

Name of activity	<i>Define your Client</i>
Number of working hours	90min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none"> • What an empathy map is and why it is important in order to define the potentials clients of their Start Ups. • How to create an empathy map. • How to work with empathy maps.
Bibliography	<i>Value Proposition Design: How to Create Products and Services Customers Want</i> by Alexander Osterwalder
Expected effect	<ul style="list-style-type: none"> • The participants have to be able to create their own empathy maps. • The participants have to understand how they work. • The participants have to interiorize its value. • The participants have to start thinking who are the clients of their start up.

Name of activity	<i>Products 101</i>
Number of working hours	120min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none"> • Intro to lean development. • Intro to benchmarking. • Intro to the concepts of traction and pivoting. • MVP. • Prototyping.
Bibliography	<i>Running Lean. Iterate from Plan A to a Plan That Works</i> by Ash Maurya
Expected effect	<ul style="list-style-type: none"> • The participants should know what lean development is. • The participants should know how to apply lean development and how to create proper benchmarks. • The participants should know what benchmarking, traction and pivoting is. • The participants should know what MVP is and how it works. • The participants have to have tools to develop MVP. • The participants should know how to apply this ideas to their own Start Up.

Name of activity		<i>Make your prototype</i>
Number of working hours		120min
Type of activity		Group Work
Short summary of content		<ul style="list-style-type: none"> The participants have to create their own MVP with the tools provided. Maybe go out (leave the office) and test it with random people.
Bibliography		<i>Running Lean. Iterate from Plan A to a Plan That Works</i> by Ash Maurya
Expected effect		<ul style="list-style-type: none"> The participants should have a product ready to go. The participants should apply what they have learned in the morning. The participants should understand how important is what the client thinks.
Name of activity		<i>Start UPV</i>
Number of working hours		180min
Type of activity		Visit
Short summary of content		<p>The visit will consist on a tour of the university's entrepreneurship ecosystem in order to:</p> <ul style="list-style-type: none"> Get new ideas about Start Ups are launched and work. Stories about how they began and how they solved their initial troubles. Test of products and prototypes of technological Start Ups.
Bibliography		<i>Disciplined Entrepreneurship: 24 Steps to a Successful Startup</i> by Bill Aulet
Expected effect		<ul style="list-style-type: none"> The participants have to learn new ways to solve problems. The participants have to face how Start Ups work in real life. The participants have to have a great time.

Name of activity	<i>Sales Funnel</i>
Number of working hours	120min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none"> • Intro to marketing in Start Ups. • What funnel model is and how it works. • How each phase of funnel model works. • Why funnel model is relevant.
Bibliography	<i>The Entrepreneur's Guide to Customer Development: A cheat sheet to The Four Steps to the Epiphany</i> by Brant Cooper
Expected effect	<ul style="list-style-type: none"> • The participants should know what funnel model is and why it is important. • The participants have to link this lectures with the previous one ("Define your client"). • The participants have to know how to apply funnel model to their Start Ups.

Name of activity	<i>Sexy Presentations</i>
Number of working hours	90min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none"> • Elevator Pitch. • Pitch resources. • How to captivate the audience with your presentation.
Bibliography	<i>Value Proposition Design: How to Create Products and Services Customers Want</i> by Alexander Osterwalder
Expected effect	<ul style="list-style-type: none"> • The participants should know how to do a proper presentation. • The participants have to learn about web resources and tools to create captivating presentations. • The participants have to be able to behave and control the situation when presenting an idea in stressful situation (important investors, large amounts of people, etc)

- The participants have to be able to perform a good presentation.

Name of activity	<i>Investors</i>
Number of working hours	180min
Type of activity	Visit
Short summary of content	<p>The visit will consist on a small tour in the city of Valencia visiting different institutions. The idea is to learn about:</p> <ul style="list-style-type: none"> • What investors seek for. • How to captivate the investors. • Feedback from investors.
Bibliography	<i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i> by Alexander Osterwalder
Expected effect	<ul style="list-style-type: none"> • The participants have to know what investors seek for. • The participants will have an inside view of how investors think and work. They have to be able to take advantage of this knowledge. • The participants have to have an idea of what are they going to present.

Name of activity	<i>Fundraising</i>
Number of working hours	120min
Type of activity	Lecture
Short summary of content	<ul style="list-style-type: none"> • Intro to Business Angels, Investor founds, etc. • Bootstrapping. • FFF. • Crowdfunding.
Bibliography	<i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</i> by Alexander Osterwalder
Expected effect	<ul style="list-style-type: none"> • The participants should know their options to launch their Start Up in the market. • The participants have to link this lecture with the ideas previously learned in the past day visit and previous lectures. • The participants have to know how to do a good crowdfunding campaign.

Name of activity	<i>Presentation</i>
Number of working hours	120min
Type of activity	Group Work
Short summary of content	<ul style="list-style-type: none"> • The participants have to prepare the final presentation for the fake investors.
Bibliography	<u>The Startup Owner's Manual</u> by Steve Blank
Expected effect	<ul style="list-style-type: none"> • The participants should apply everything that they have learned.

Name of activity	<i>Shut up and take my money!</i>
Number of working hours	90min
Type of activity	Presentation
Short summary of content	<ul style="list-style-type: none"> The participants have to perform a brief presentation of their product and Start Up in front of a jury. A jury will distribute X money according to their own criteria in base of the presentations. This will be the final evaluation.
Bibliography	<u>The Startup Owner's Manual</u> by Steve Blank
Expected effect	<ul style="list-style-type: none"> The participants have to take contact with the real world and experience how it works. The participants have to interiorize that the client is fundamental. The participants should apply their elevator pitch knowledge. The participants should apply their presentation knowledge. The participants should feel fulfilled with their work along the week.

Pre-materials

Here list all the materials that are relevant for the course. Of course it is not necessary to buy the books provided on the bibliography but if you can take a look at them it would be ideal. Anyway, here are some resources that we have gathered for you.

All of them are located at the [web of our course](#).

Name	Start Up Glossary
Topic/field	Start Up culture.
Short description	General Start Up terms that are a must-know. You are going to hear this terms a lot during the course, so it might be a good idea to know what people is talking about.

Name	Before we start
Topic/field	Start Up culture.
Short description	Basic questions that you have to face before launching a Start Up or business.

Name	Start Ups & Lean Management
Topic/field	Products and clients.
Short description	A very brief introduction to how Start Ups develop their products and look for their clients. We'll have some sessions about this issues during the course.

Name	Start Ups & Bootstrapping
Topic/field	Financiación.
Short description	An introduction to bootstrapping, a really good way to finance your Start Up from the ground up. We'll have some deeper session during the course.

Name	Start Ups Marketing
Topic/field	Marketing.
Short description	An introduction to how marketing works in Start Ups and how to create your brand from the scratch.

Schedule

A small hint of what is coming! This schedule may have small variations for logistics reasons during this weeks.

Tuesday 29th	Wednesday 30th	Thursday 31th	Friday 1st
Wake-up & Breakfast			
Lecture 1: Start Ups 101	Lecture 3: Define your Client	Lecture 5: Funnel	Lecture 7: Fundraising
CS: Create your Start up	Lecture 4: Products	Lecture 5: Funnel	Lecture 7: Fundraising
Lecture 2: Lean Canvas	Lecture 4: Products	Lecture 6: Sexy Presentations	Group Work: Presentation
	Lunch	Lunch	
Lunch			Lunch
CS: Lean Canvas	Group Work: Make your Prototype		Presentation
	Visit	Visit	