

UNIVERSITY OF ILLINOIS AT CHICAGO

College of Business Administration

ENTR 555: Technology Venture Formation I

Fall 2012 – Thursdays 6:00 to 8:30pm

Professor: Dr. Rod Shrader
Office hours: Thursdays 4:00-6:00pm
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Course Materials: No textbook will be required. Course materials from ENTR 554 will remain available on Blackboard for duration of this course and ENTR 556.

Course Description: Technology Venture Formation is intended to help students acquire an in-depth understanding of how new technology-based business ventures are formed. The course will focus on understanding the science behind specific technologies, researching their market potential, and writing business plans for startups that will commercialize the technologies. This course will be conducted in a workshop format and culminates in the presentation of detailed business plans, which are expected to represent the efforts of groups of students over the entire semester.

Evaluation and Grading:

Grades will be assigned as follows:

90% and above = A
80% and above = B
70% and above = C
60% and above = D
Below 60% = F

Grades will be calculated as follows:

(1) Written Business Plan (Group)	60%
(2) Business Plan Presentation (Group)	40%

- (1) Written Business Plan. Various parts of the business plan will be due throughout the semester. These parts will not be graded per se, but MAY allow the professor to provide modest feedback along the way. 2 COPIES (typed, double-spaced, 12 pt. Font, 1" margins) of the complete business plans are due on the last day of class. Business plans should be limited to 25 pages total, including 15 pages of text followed by up to 10 pages of appendixes. Business plans will be graded based on thoroughness, accuracy, and how well written and convincing they are. Business plans will also be graded based on how they compare to others from this class. For specific guidelines on the required format, please refer to the rules posted at UIC.edu/cba/ies/c2v.

For guidelines on organization and content, the guide published by Ernst and Young is helpful. It can be downloaded free from Blackboard or from [www.ey.com/global/download.nsf/US/EGCS_-_Outline_for_a_Business_Plan/\\$file/Outline_for_a_Business_Plan.pdf](http://www.ey.com/global/download.nsf/US/EGCS_-_Outline_for_a_Business_Plan/$file/Outline_for_a_Business_Plan.pdf). (If you have trouble finding the link, Google "Ernst Young Business Plan Outline"). Example business plans can be found on Blackboard.

- (2) Business Plan Presentation. Each group will present a 15-minute overview of the formal business plan they developed, followed by 20 minutes of questions and answers. Presentations will be evaluated by the professor and by a panel of entrepreneurs and investors from the business community. Guidelines for presentations can also be found at Concept2Venture.org. Videos of presentation examples can be found on Blackboard.

Division of Labor Within Groups: Groups are free to divide labor in any manner they see fit. However, because it is impossible for the instructor to fairly evaluate individual contributions to a group project, one grade will be assigned to the entire group project. Each student will be asked to evaluate the contributions group members made to the project as a percentage of the work. Individual grades will then be adjusted according purely to mathematics. For example, if there are 4 group members it is expected that each do 25% of the project. If three group members indicate that a fourth did only 20% of the project, then their feedback indicates that the fourth individual did only 80% of the work that was expected (i.e., $20 = .8 * 25$). That individual will, therefore, get 80% of the grade that the group project received. So, if the group scored 90 the fourth individual would score 72 (i.e., $72 = .8 * 90$). No grades will be adjusted upward because the efforts of those who did more than their share are reflected in the project grade prior to making adjustments.

Honor Code for the College of Business Administration: This course and its associated coursework are being administered under the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and uphold this code. Violations of the Honor Code are just causes for discipline under the University of Illinois at Chicago Student Disciplinary Procedure, and all allegations of Honor Code violations shall be handled pursuant to that Procedure. The honor code can be found at:

<http://www.uic.edu/cba/Faculty/academicaffairs/honorcode.html>

If you require accommodation to participate in this course, please contact Professor Rod Shrader at (312) 996-26702 or rshrader@uic.edu.

Tentative Schedule

Date: **Assignments Due:**

8/25	Course Introduction/Groups formed
9/6	Group project workshop
9/13	Groups finalized and projects chosen
9/20	Group project workshop: Market research
9/27	Group meetings/Market analysis draft due
10/4	Group project workshop: Competitor Analysis
10/11	Group meetings/Competitor analysis draft due
10/18	Group project workshop: Marketing Strategy
10/25	Group meetings/Marketing plan (or market entry strategy) draft due
11/1	Group project workshop: Operations Strategy
11/8	Group meetings/Operating plan draft due
11/15	Group project workshop: Financial Projections & Analysis
11/22	THANKSGIVING HOLIDAY
11/29	Group meetings/Financial plan draft due; (also turn in latest version of all other section drafts)
12/6	Guests Judges Business plan presentation; All groups present; Final plans due; Course wrap up/evaluations CLASS WILL GO LATE. PLEASE PLAN AHEAD.
12/15	All day—C2V presentation rehearsals
12/17	Concept2Venture Business Plan Competition Semifinals
12/18	Concept2Venture Business Plan Competition Finals and Elevator Pitches