

LPCE 102: StudioLab on Creativity and Entrepreneurship – Startups from Ideation to Exit

Spring Term 2022, 4 credits

Course Description

LPCE 102 is a 4-credit StudioLab designed for students with existing ventures and enterprises in the early stages of development with the goal of launching the venture/enterprise by term's end. The target student will have conceived and prototyped a solution to an intractable problem in an effort to create a "better normal" with social impact.

Using an interdisciplinary exploration of the liberal arts, you will develop and apply transformative ideas to tackle today's societal challenges such as racial injustice, climate change, and strained health and well-being. You will work to execute your actionable solutions to pressing issues. You will learn to properly analyze your identified problem; work to collaboratively ideate and create an actionable plan of execution; build a scaling strategy and marketing plan; network with experts for fundraising advice; and persuasively communicate your venture to build the requisite human capital and funding relationships to launch your venture. This class will take advantage of activity-based learning, guest lecturers and speakers, and an active council of expert mentors to guide you through the launch of your venture. The term will culminate in a Festival of Ideas at the end of the semester where individuals and teams will have opportunities to seek support to move their projects along.

For the first half of the term, our class will begin with a pitch-draft day. From there, we will transition to a series of lectures by Jeff Bartel, who will speak on applied ideation and business of life. We will be joined by Cyane Dandrige who will talk specifically about professional communication in business. We will wrap-up the first half of the term and re-visit your pitch in a special lab session with Spencer Rascoff, who will offer personalized advice on refining your pitch.

To kick off the second half of the term, Kelly Twichel will offer tips about grant writing for small business owners. Spencer Rascoff will return and speak about the enterprise life cycle. Lastly, we will be joined by Calisha Brooks who will speak on how to effect change as a business leader.

In addition to the weekly 3-hour studio workshop sessions, we will hold screenings and talks from visitors who are working at the intersection of innovation, technology, creativity and entrepreneurship. These may be synchronous or asynchronous, in-person or virtual. The outside class time course load will be typical of a 4-credit class. You will need to allocate the appropriate time each week to complete the assignments. LPCE 102 will help you imagine a better normal for society and take meaningful action to make it a reality.

Meeting Times and Locations

Times: 9 AM to 11:45 AM ET on Wednesdays, SC 418D

With 1 Lab on Monday 03/21/2022 in one of three slots -- 12 PM - 2 PM, 2 PM - 4 PM or 4 PM - 6 PM ET, location Harvard Innovation Labs

Location: SC 418D (Science Center) for typical lecture sessions, unless otherwise noted on the class schedule (see below). In the event of a change of location, an update will be announced on Canvas. It is your responsibility to check your email on a regular basis.

Please note enrollment is limited for this course. If you would like to take this class, please follow the steps below:

1. Add LPCE 102 to your Crimson Cart.
2. Petition to enroll in LPCE 102 on my.harvard.
3. Fill out the short [lottery form](#) by 11:59 PM ET on Tuesday, 01/18/2022. Decisions will be notified via email on late Wednesday, 01/19/2021
4. The deadline to enroll in LPCE 102 is Thursday, 01/20/2022.

Course Head

Alain Viel, PhD

aviel@fas.harvard.edu

Office: Northwest building, Room 152

Office hours: By appointment

Teaching Staff Members

Maria Guo, Program Manager

Marina Watanabe, Senior Fellow

Amy Shi, Course Assistant

Hanna Davies, Teaching Fellow

If you need to contact us with inquiries such as informing us of your unexpected absence due to illness, the best way is by email at LPCE@fas.harvard.edu. We will try our best to respond promptly during regular business hours (M - F: 9 AM - 5 PM ET, excluding holidays). Please do not send questions to individual teaching staff members.

For all other general inquiries on LPCE, please email LPCE@fas.harvard.edu. We will try our best to respond within two (2) business days.

To reduce duplicate emails, non-urgent questions regarding scheduling, the syllabus, and other course administration issues that multiple students may have will not be individually answered directly, but will instead be included in the regular Canvas announcement for the week.

Guest Lecturers and Speakers

Jeff Bartel

Chairman and Managing Director [Hamptons Group](#)

Spencer Rascoff

Co-founder & Chair [Pacaso](#), [Recon Food](#), [Supernova SPAC](#), [dot.LA](#), and [75 & Sunny Ventures](#)

Cyane Dandridge

Founder and Executive Director [Strategic Energy Innovations \(SEI\)](#) and [School of Environmental Leadership](#)

Kelly Twichel

Founder and CEO [Access Trax](#)

Calisha Brooks, PhD

Founder [Soul Care](#)

Class Format

- Dr. Alain Viel, Course Head, will oversee the curriculum, introduce key concepts, and determine final grades
- LPCE guest speakers will lecture most classes to share their expertise, mentorship, and key guidance for your venture. They are happy to be a resource to you as you begin your innovation journey
- Mandatory in-person class sessions will be held on Wednesdays 9:00 AM - 11:45 AM ET where you will engage in:
 - Guided group work
 - Short presentations expanding on lecture material covered by the Pathways

- Guest lectures
- Mentoring
- In-class feedback
 - Feedback session on 02/23/2022, 9 AM - 10 AM ET
 - Feedback session on Pitchpage on 03/23/2022, 9 AM - 10 AM ET
 - LPCE Teaching staff members offering feedback to your Pitchpage on 04/20/2022
- Outside class feedback
 - There is one (1) mandatory Lab run by Spencer Rascoff on Monday, 03/21/2022 at the Harvard Innovation Labs
 - Peer to peer feedback. You will get paired with 2 other groups and must meet with them to share reflections. More details TBA.
 - If needed, each student venture group can request up to two optional feedback meetings with LPCE teaching staff members. To schedule the appointment, please email LPCE@fas.harvard.edu.

Relevant Course Website

- Canvas: <https://canvas.harvard.edu/courses/102140>
 - All announcements and graded assignments will be handled through the Canvas course website. Please be sure to check your email on a regular basis.
- LabXchange: www.labxchange.org
 - Lecture Pathways will be posted in advance to the LabXchange class (class code: TBA after course registration deadline)
 - Once we announce the LabXchange class code:
 - Register for a free Learner account on LabXchange using the same full first name and surname that you used to enroll in the course.
 - Log into your LabXchange account to access your Learner Dashboard under "Browse"
 - Click on the "Classes" tab and enter the class code using "Join a Class."
 - Once you have requested to join the LabXchange class, the system will then notify Dr. Viel and he will admit you into the LabXchange class.

Intellectual Property

When creating intellectual property through the use of Harvard resources, students are subject to certain university policies. Harvard's "statement of policy in regard to intellectual property," or IP policy, governs patentable inventions, copyrightable works, and tangible materials made

through use of funds, facilities, or other resources provided by or through Harvard. You can review the policy [here](#), but in practice this policy is largely focused on graduate research and the university does not pursue claims on undergraduate work done in a course or extracurricularly.

Please reach out to the LPCE teaching staff (LPCE@fas.harvard.edu) if you have any questions or concerns surrounding IP pertaining to your project.

Students Requiring Accessible Education

We are aware some students may require additional accommodations for any components of the course. If this applies to you, please contact the Harvard Accessible Education Office (AEO) as soon as possible to discuss the specific accommodations you might need (instructions: <http://aeo.fas.harvard.edu/register.html>). Please note the review process may take up to 3 - 4 weeks. All accommodations will remain confidential, and we may consult with the AEO to determine appropriate implementation.

Preliminary draft
Subject to change.

Spring 2022 Course Schedule (subject to change)

Week 0 - Friday, 01/14/2022, 10:30 AM

Info Session, Location: Zoom

- Please note: [Lottery](#) deadline = 01/18/2022 at 11:59pm ET

Week 1 - Wednesday, 01/26/2022

Pitch-Draft day

- Introduce yourself and your venture idea to the class

Part I: Applied Ideation and the Business of Life (Jeff Bartel)

Week 2 - Wednesday, 02/02/2022

The Entrepreneurial Mindset

- Cultivating curiosity, ideation, and inspiration
- Leveraging creation, innovation, and design thinking
- Bridging academia, enterprise, and social impact

Pre-Class Material:

- Jeff Bartel [Biography Page](#)
- Malcolm Gladwell: [The Sure Thing: How Entrepreneurs Really Succeed](#)
- Sujan Patel: [9 Ways Entrepreneurs Think Differently Than Employees: Entrepreneurship is a state of mind as much as a set of actions.](#)
- Peter Baskerville: [How Do Entrepreneurs Think?](#)
- Sara Caroline Sabin: [3 Reasons Why Social Impact Businesses Are on the Rise](#)
- Thomas Åstebro, Holger Herz, Ramana Nanda, and Roberto A. Weber: [Seeking the Roots of Entrepreneurship: Insights from Behavioral Economics](#)
- Sherrie Campbell: [Eight Gifts of Giving Back](#)
- Filipe M. Santos: [A Positive Theory of Social Entrepreneurship](#)
- (video) Simon Sinek: [How Great Leaders Inspire Action](#)
- (optional) Alice Boyes: [How Perfectionists Can Get Out of Their Own Way](#)

Week 3 - Wednesday, 02/09/2022

Types of Capital and Their Deployment

- Applying intellectual, human, financial, social, and natural capital

- Developing products and services with scale, sensibility, and an impact mindset
- Navigating competitive landscapes and finding your space

With invited speaker: Rhys Williams, CEO of Prototype House, Inc.

Pre-Class Material (unlinked resources found on LabXchange):

- Class overview and Rhys Williams biography page
- Ben Horowitz, 2014. "Chapter 5: Take Care of the People, the Products, and the Profits - in that Order"
- (video) Bloomberg Green, 2021. [Waving Goodbye to Fast Fashion](#)
- Salim Ismail, 2014. "Introduction and Chapter 1: Illuminated by Information"
- Giff Constable with Frank Rimalovski, 2014. [Talking to Humans](#)
- Eric Ries, 2011. "Chapter 8: Pivot (or Persevere)," The Lean Startup
- Dan Senor & Saul Singer, 2009. "Chapter 2: Battlefield Entrepreneurs"
- (video) Steve Blank, 2014. [No Business Plan Survives First Contact With Customers,](#)

Assignment 1:

- Social Impact due 02/09/2022 at 11:59 PM on Canvas

Week 4 - Wednesday, 02/16/2022

Internal and External Relationships

- Optimizing agility, adversity, resilience, and situational awareness
- Effective communication, negotiation, and cultural competence
- Building teams, fostering collaboration, and engaging stakeholders

Pre-Class Material:

- Farnam Street, ["The Best Summary of Dale Carnegie's How to Win Friends and Influence People," FS blog](#)
- Rachel Grumman Bender, 2016. ["7 Ways to Maintain Your Professional Network without Annoying Your Contacts," Fast Company](#)
- Forbes, 2021. ["How To Build Authentic Business Relationships."](#)
- Mariana Vernieri, 2018. ["Introverts, extroverts and energy," Medium](#)
- Gwen Moran, 2020. ["5 Ways to Connect with People Almost Instantly, Even When You're Remote," Fast Company.](#)
- Laura Huang, Edge: Turning Adversity into Advantage (2019), summarized by Dina Gerdeman, ["Hard Work Isn't Enough: How to Find Your Edge," Harvard Business School Publications \(January 27, 2020\),](#)
(See the self-assessment below in the Recommended Readings/Preparation section, based on Laura Huang's book, which you may wish to take. You do not need to share it with the class or with the instructor. That said, you may find it professionally and personally very useful in "finding your edge.")
- Kim Scott, [Radical Candor \(2017\), reviewed by Marc Abraham, Medium.com](#)
- (optional) Self-Assessment: Laura Huang, [Find Your Edge Quiz.](#)

- (optional) Book summary: Travis Bradberry and Jean Greaves, [Emotional Intelligence 2.0](#) (2009), summarized by *GetStoryShots.com*,
- (optional) Sherrie Campbell, 2017. ["Eight Gifts of Giving Back."](#) *Entrepreneur*
- (optional) Lizz Schumer, 2018. ["Why Following Your Passion is Good For You \(and How to Get Started\)."](#) *The New York Times*
- (optional) Marcel Schwantes, 2020. ["Warren Buffett Says Choosing to Live Your Life This Way Is What Separates Successful People From the Rest."](#) *Inc.*

Assignment 2:

- Networking Reflection due 02/16/2022 at 11:59 PM on Canvas

Week 5 - Wednesday, 02/23/2022

9 AM - 10 AM - Individual Project Time

10 AM - 11:45 AM - Practice professional communication, develop business recruitment plan, and begin business outreach

Guest speaker: Cyane Dandridge

- Designing a clear and role appropriate job description, cover letter and resume.
- Assigning roles and responsibilities and develop group norms
- Industry panels, informational interviews

Assignment 3:

- Demand Validation due 02/23/2022 at 11:59 PM on Pitchpage

Week 6 - Wednesday, 03/02/2022

Optimizing Leadership and Impact

- Understanding authentic, servant, transformational, and values-based leadership styles
- The character of great entrepreneurship: Doing well and doing good, doing the right things and Doing things right
- Developing a successful strategy, plans, models, and tactics

With invited speaker: Scott Rodrick, CEO of Rodrick Management Group and the Rodrick Family Foundation

Pre-Class Material:

- Kevin Kruse, 2013. ["What Is Authentic Leadership?"](#) Forbes

- Simon Sinek, Start with Why – How Great Leaders Inspire Everyone to Take Action (see PDF document)
- OR
- Simon Sinek, 2009. [“How Great Leaders Inspire Action,”](#) TEDxPuget Sound
- Zeynep Ton, 2017. [“The Case for Good Jobs,”](#) Harvard Business Review
- Clint Pulver, 2021. [I Love It Here: How Great Leaders Create Organizations Their People Never Want to Leave](#)
- OR
- Podcast Interview: Clint Pulver, “Great Leaders Create Organizations with People Who Love It Here,” A Shark’s Perspective podcast (2021)
- (optional) Noam Scheiber, 2022. [“Taking On Starbucks, Inspired by Bernie Sanders,”](#) *The New York Times*
- (optional) Liz Garone, 2022. [“How Gen Z Baristas Are Spreading the Starbucks Unionization Effort,”](#) *Time*

Assignment 4:

- Website/Social Media/MVP due 03/02/2022 at 11:59 PM on Pitchpage

Week 7 - Wednesday, 03/09/2022

External Constraints and Opportunities

- Navigating regulation, politics and bureaucracy
- Understanding the entrepreneurial spectrum from ideation to implementation: Dream, design, develop, drive, deliver, deconstruct/debrief

Pre-Class material:

- Meredith Wood, October 2020. [“11 Important Government Regulations on Business You Must Know,”](#) Fundera
- Meredith Galante, November 2021. [“Crucial Business Laws for Entrepreneurs,”](#) SquareUp.com
- Webpage [“Understanding Small Business in America,”](#) U.S. Chamber of Commerce website article. (note: pro-business/deregulation advocacy association perspective)
- Neil C. Churchill and Virginia L. Lewis, May 1983. [The Five Stages of Small Business Growth](#), Harvard Business Review
- [“The entrepreneurial process,”](#) Duke Entrepreneur Manual.
- Naval Goel, April 2017. [“The 7 Stages of Entrepreneurship,”](#) Entrepreneur.

Assignment 5:

- Business Model due 03/09/2022 at 11:59 PM on Pitchpage

Assignment 6:

- TBA

Week 8 - Wednesday, 03/16/2022

Spring Break

Part II: Enterprise Life Cycle and the Life of a Business (Spencer Rascoff)

Lab - Monday, 03/21/2022

Pitch Workshop with Spencer Rascoff and Wil Chockley

- Workshop where students pitch and receive feedback
- Hands-on help with pitching

Please choose a time slot below:

- 12 - 2 PM
- 2 - 4 PM
- 4 - 6 PM

Pre-Class Material:

- (video) Jose Cayasso (Caya): [10 Pitch Deck Examples from Successful Startups](#)
- (video) Mike Vernal: [What the Best Pitch Decks Have in Common](#)
- (activity) [Brief Link](#)
- (reading) Aaron Harris: [How to Build Your Seed Round Pitch Deck](#)
- (video) Kevin Hale: [How to Pitch Your Startup](#)

Assignment 7:

- In class 5 minute Pitch

Week 9 - Wednesday, 03/23/2022

9 AM - 10:30 AM - Individual Project Time

10:30 AM - 11:30 AM - How to Win Free Money for Your Startup

Guest speaker: Kelly Twichel

- Transitioning a classroom Idea to a real world project
- Finding grants
- Taking advantage of available opportunities
- Navigating the grant writing process
- Raising small business loans

Week 10 - Wednesday, 03/30/2022

Startup Lifecycle Part 1: Zero to One

- Brainstorm ideation and company formation

- Minimum viable product and product/market fit
- Fundraising

Pre-Class Material:

Ideation and Company Formation:

- (video) Kevin Hale: [How to Evaluate Startup Ideas](#)
- (podcast) Spencer Rascoff: [How Outer Aims to Disrupt the Outdoor Furniture Industry](#)
- (movie) [The Social Network](#)

MVP and PMF

- (video) David Rusenko: [How to Find Product-Market Fit](#)
- (video) Michael Seibel: [How to Plan an MVP](#)
- (podcast) Spencer Rascoff: [Cameo's Custom-Crafted Celebrity Videos Is The New Autograph](#)
- (optional book) Sarah Frier: [No Filter : the Inside Story of Instagram](#)

Fundraising

- (reading) Geoff Ralston: [A Guide to Seed Fundraising](#)
- (reading) Carolyn Levy: [Fundraising Templates: Safe Financing Documents](#)
- (podcast) Mark Cuban: [What Investors Really Look for](#)
- (podcast) Spencer Rascoff: [Bill Gurley: Venture Capitalist and General Partner at Benchmark](#)
- (Other optional resources): [YC Startup Library](#)

Week 11 - Wednesday, 04/06/2022

Conscious, Unconventional, Creative, and Socially Impactful: Building a New Breed of Business Leaders

Guest speaker: Calisha Brooks

- Shaking the foundations of traditional business systems and models
- Digging into your authentic core beliefs, values, and intersections of identity as a business leader
- Learning to build with intention, compassion, creativity, and equality

Week 12 - Wednesday, 04/13/2022

Startup Lifecycle Part 2: Scale and Exit

- Growing the business and team
- Running the business
- Exits

Pre-Class Material:

Growing Business and Team

- (podcast) Spencer Rascoff: [Stewart Butterfield, Co-founder and CEO of Slack](#)
- (podcast) Spencer Rascoff: [Dara Khosrowshahi, CEO of Uber](#)
- (podcast) Spencer Rascoff: [Satya Nadella: CEO of Microsoft](#)
- (Movie) [Jobs](#)
- (optional book) Eliyahu M. Goldratt: [Goal, The : A Process of Ongoing Improvement](#)

Running a Business

- (podcast) Spencer Rascoff: [How The E-Commerce Sneaker Company GOAT Achieved GOAT Status](#)
- (podcast) Wondery: [WeCrashed: The Rise and Fall of WeWork](#)
- (podcast) Jeff Weiner, CEO, LinkedIn: [How to Set The Drumbeat](#)
- (optional book) Brad Stone: [The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World](#)

Exits

- (reading) Spencer Rascoff: [Being Public Can Be Great - If You Do it the Right Way](#)
- (reading) Spencer Rascoff: [Going Public is Hot Again. But Are You Ready?](#)
- (reading) Spencer Rascoff: [The role investors play over a company's lifetime -- and where SPACs fit in](#)
- (reading) Spencer Rascoff: [What are the costs of going public, and how do SPACs stack up? Part 3: Opportunity \(the even less obvious cost\)](#)
- (reading) Spencer Rascoff: [What are the costs of going public, and how do SPACs stack up? Part 2: Time \(the less obvious cost\)](#)
- (reading) Spencer Rascoff: [What are the costs of going public, and how do SPACs stack up? Part 1: Money \(the obvious cost\)](#)
- (reading) Spencer Rascoff: [The Third Way: Why SPACs are a good option for an IPO](#)

Assignments 8:

- Ethical Inclusion Considerations Plan due 04/13/2022 at 11:59 PM on canvas

Week 13 - Wednesday, 04/20/2022

Individual Project Time & LPCE teaching staff members feedback session

Week 14 - Wednesday, 04/27/2022

Last Day Spring Classes, 9 AM - 11:45 AM ET

Festival of Ideas: date and time tentative

Assignments and Grading

Student assignments must be uploaded onto Canvas in PDF format or included on their Pitchpage on the due date by 11:59 PM ET.

Your final assignment for this class will include a pitch deck on an interactive and easy to navigate landing page called Pitchpage. Weekly assignments will be graded as pass / fail and will collectively be worth 40% of your final grade. These assignments are meant to support the growth of your venture and get you started working on your Pitchpage, which you will be submitting at the end of the term for 50% of your grade. The weekly assignments are for your benefit. They are meant to get you started on different components of your final project, and encourage personal reflection. Even after submitting a P/F assignment such as your business plan, we encourage you to continue polishing and revising the content of your pitchpage throughout the term. Specific criteria for a passing assignment will be provided and the grading scheme outlined below allows for one fail with no penalty to your final grade. Please note that not submitting an assignment is not the same as failing an assignment and points will be deducted for failure to submit anything. With this said we understand that circumstances sometimes prevent assignment submission by the specified due date. If this is the case we simply ask that you contact us in advance and we will figure out a plan together.

LPCE 102 Grade Breakdown

- 8 checkpoint assignments, Pass/Fail, (40 points)
 - 7 or 8 assignments passed = 40 points
 - 5 or 6 assignments passed = 30 points
 - 4 or less assignments passed = 20 points

Assignments are mandatory, failure to submit any of the eight assignments will result in 20 points being deducted from your final assignment score out of the total of 40 points.

- Final project of Pitchpage, Normal Grading (50 points)
- Participation (10 points)
 - Class attendance & contribution (8 points)
 - Course surveys (2 points)

Assignment Descriptions

<p>1. Social Impact Reflection</p>	<p>Due: Feb 9th 11:59 PM ET (submit to canvas) Description:</p> <ul style="list-style-type: none"> The United Nations have defined 17 Sustainable Development Goals (SDGs). Write a short 1 page or less reflection describing how your venture will address one or more of these SDGs. For some of you the social impact component of your venture is very clear, other teams may need to brainstorm and redefine their current venture idea. Feel free to reach out to the LPCE teaching team for support redefining your idea. <p>Grading: P/F</p>
<p>2. Networking Reflection</p>	<p>Due: Feb 16th 11:59 PM ET (submit to canvas) Description:</p> <ul style="list-style-type: none"> Identify 5 potential people that you plan on reaching out to for advice or to make a network connection. Write a brief reflection on how each of these connections will help the growth of your venture. Gorick Ng's talk will be very useful for this assignment. You can register here. <p>Grading: P/F</p>
<p>3. Demand Validation</p>	<p>Due Feb 23rd 11:59 PM ET (update your Pitchpage) Description:</p> <ul style="list-style-type: none"> Create a "Research" section on your Pitchpage. In this section include information about your target audience. You may want to include facts about your audience that reveal your product would be of interest to them. ex.) stats about how this sub group of people suffer from the problem that your venture can offer a solution for. Create a demand validation survey and collect at least 10 responses from people who are in your target market. Include a summary of the survey responses on your PitchPage. For your final project you may want to continue collecting responses throughout the term. <p>Grading: P/F</p>
<p>4. Website/Social Media/MVP</p>	<p>Due Mar 2nd 11:59 PM ET (update your Pitchpage) Description:</p> <ul style="list-style-type: none"> This assignment is flexible depending on the stage of your venture. Create any of the following and include it on your team's Pitchpage. <ul style="list-style-type: none"> A website

	<ul style="list-style-type: none"> ○ Social media platform/s ○ A Social media advertising campaign ○ A Minimum Viable Product (MVP) ○ A digital mock up of your MVP <ul style="list-style-type: none"> ● Note that regardless of your choice, attending Max Mirho's lecture of Friday, 02/25/2022, will be very valuable. <p>Grading: P/F</p>
5. Business Model	<p>Due Mar 9th 11:59 PM ET (update your Pitchpage)</p> <p>Description:</p> <ul style="list-style-type: none"> ● The term "Business Model Canvas" (BMC) expresses the strategic relationships between the key elements/stakeholders of the business model. ● Using one of the two templates provided, create a BMC for your venture by filling out the boxes with brief bulleted statements. Once you have completed your BMC, you should upload it as a PDF to the [Downloads] section of your Pitchpage. In addition, you should also create and fill in the [Business Model] section on your Pitchpage. <p>Grading: P/F</p>
6. Jeff Bartel Reflection Meeting	<p>Due April 1st 11:59 PM ET</p> <p>Description:</p> <ul style="list-style-type: none"> ● Required one-on-one 20-minute session before Friday, 04/01/2022. Please contact Jeff directly at jeff.bartel@hamptongroup.com to arrange at a mutually convenient time. ● Please come prepared to discuss aspects of your business plan, issues you consider "critical path" (i.e., indispensable issues or challenges that must be addressed by your venture in order to launch), and to assess at least one Strength Weakness Opportunity and Threat (SWOT analysis) of your venture - all as articulated in class on 02/09/2022. (Remember that Strengths and Weaknesses are internal to your venture; Opportunities and Threats are found external to your venture.) ● Review your venture <ul style="list-style-type: none"> ○ Discuss your business plan ○ Explore "critical path" issues ○ Your venture SWOT (Strengths, Weaknesses, Opportunities, Threats) <p>Grading: P/F</p>

7. Pitch	<p>Due in class Mar 21th (in class presentation)</p> <p>Description:</p> <ul style="list-style-type: none"> • On Tuesday March 21st we will be meeting in the Harvard Innovation Labs for a pitch workshop with Spencer Rascoff. You will have the option of having your pitch recorded if you would like to include it on your Pitchpage or just watch it to identify points of improvement. The recordings will only be for you. • Create and practise a 5 minute Pitch using your Pitchpage. Make sure to include all the necessary components for a successful and clear pitch outlined in the pre-class material. <p>Grading: P/F</p>
8. Ethical Inclusion Considerations Plan	<p>Due Apr 13th 11:59 PM ET (submit to canvas)</p> <p>Description:</p> <ul style="list-style-type: none"> • Using the resources provided and what you learned from Calisha Brooks outline a plan for ethical and inclusion considerations within your venture. You may also choose to include the plan on your Pitchpage. <p>Grading: P/F</p>
Final Project	<p>Info coming soon</p> <p>Grading: Regular Grading (50%)</p>