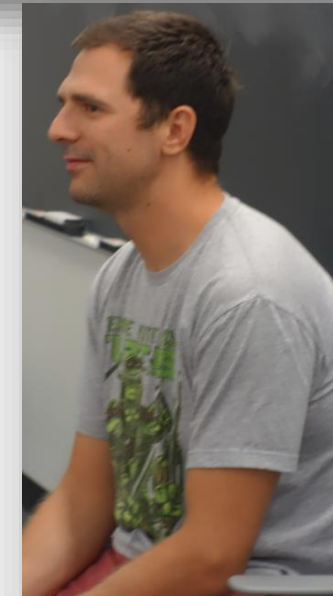


Welcome to Enterprise and the Entrepreneur!

Harvey Mudd College
SS147
Professor Gary Evans



This is a people-
based course with
an emphasis on
networking!



Books:

Assigned for this class (mandatory):

The Startup Checklist: 25 Steps to a Scalable, High-Growth Business, by David S. Rose, Wiley, ISBN 9781119163794, 2016.

Blitzscaling: The Lightning-Fast Path to Building Massively Valuable Companies, by Reid Hoffman and Chris Yeh, ISBN 9781524761417, 2018.

Recommended at some time:

Engineering You Start-up: A Guide for the High-Tech Entrepreneur, by James A. Swanson and Michael L. Baird, 2nd edition, Professional Publications, ISBN 1888577916.

Value Proposition Design, by Alex Osterwalder et. al., Wiley 1st edition, ISBN 1118968050

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, by Steve Blank, ISBN 0984999302

Without Their Permission, by Alexis Ohanian, ISBN 978-1-4555-2002-2

The New Strategic Selling, by Robert B. Miller and Stephen E. Heiman, ISBN 044669519X

Getting to Yes: Negotiating Agreement without Giving In, by Roger Fisher and William L. Ury, 2011, ISBN 0143118757

Mudd Entrepreneurship



WeWork, Santa Monica

The HMCEN Menlo Park / San Francisco meeting

Rule # 1: Better an A team and a C product than an A product and a C team.



This year on Friday September 20. 4 to 6 of you can go, all expenses paid.

Objectives (and apologies):

The objectives for this course are not easy to define. I teach the course because I appreciate the importance of entrepreneurship in our society and others. Among other things, I want to encourage some of our students to become entrepreneurs -- to become innovators and managers of the technology that will define our future. I enjoy working with students who are excited by the spirit of entrepreneurship. Perhaps the primary objective of this course is to encourage and refine that spirit.

Additionally, I try to develop or enhance skills that raise the probability of success for students who aspire to someday become involved in entrepreneurial ventures. This objective can be further subdivided into a number of categories:

- Awareness of the entrepreneurial environment, including the role played by law and contracts, personnel and other labor management issues, fundraising, marketing and sales techniques, etc.
- Stressing the importance of planning and strategy and the devices for implementing them, such as the plan of business, timelines, project management skills, etc.
- Exposure to certain business fundamentals that an entrepreneur should know before starting out.
- Consideration of issues of character, personality, and moral responsibility.
- The capacity for promotion and becoming a tenacious champion of the Koz (traditionally stressed very strongly in this class).

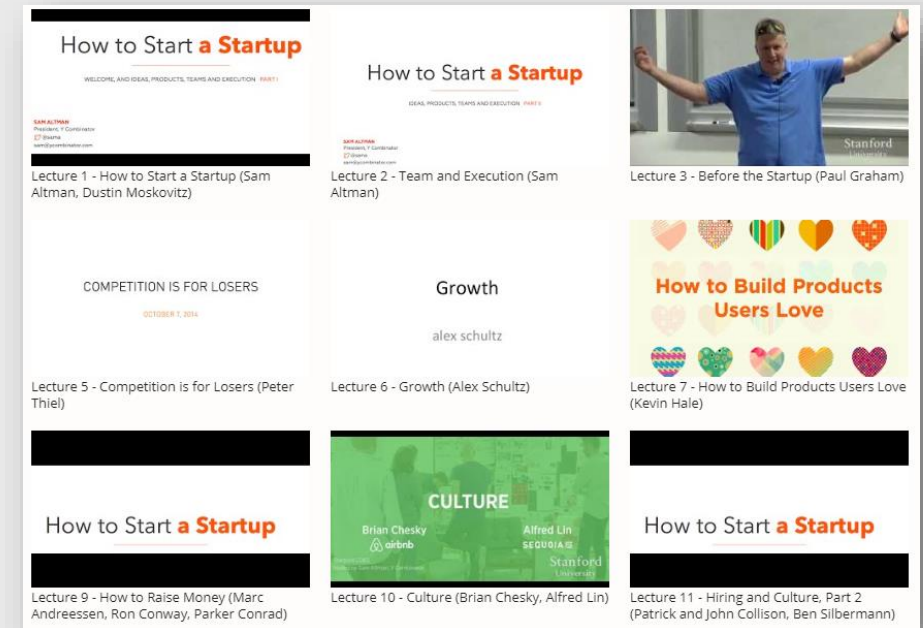
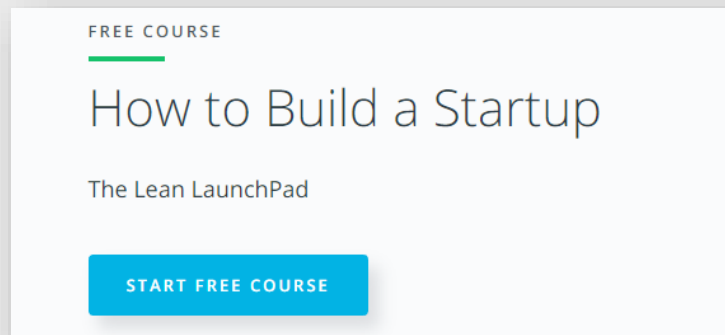
**... and the
apology ...**

Videos:

Aside from a couple of the videos from the Sam Altman series below, these are optional ... something you might review to supplement this course when you have the time, especially if during the summer before the course is offered:

First, the Sam Altman (founder of Y-Combinator) series, “How to Start a Startup”, <http://startupclass.samaltman.com/>. Our own incubator, HMCINQ is modeled after Y-Combinator.

Second, the lengthy but free Udacity series “How to Build a Startup,”
<https://www.udacity.com/course/how-to-build-a-startup--ep245>
This is a full-length course!



Also at some point I want you to watch “The Social Network” (2011) about the founding of FaceBook.

Guest speakers:

Mudders who been-there-done-that are a very useful resource for Mudders who want to go there ...



Discussion of the “War Stories” critique of teaching entrepreneurship ...

Mudd Entrepreneurship




Student Videos and EOY Pitches:



You will see
the project
descriptions
on our site ...



Mudd Entrepreneurship

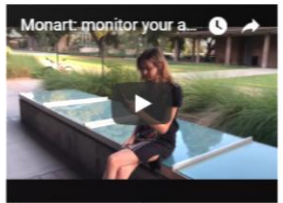
**ENTERPRISE AND THE ENTREPRENEUR:**
Student Video Pitches FALL 2017

Course Outline | Course Calendar | Course Assignments | Prof E's Courses


This is the selection of student team pitch videos presented for Enterprise and the Entrepreneur in Fall 2017. These can be viewed full screen on YouTube. To vote and comment on the videos also use the YouTube option.

The Winning Pitches

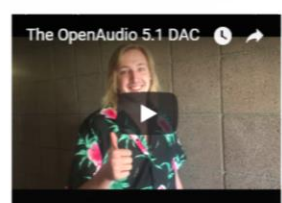
These three pitches were selected by the peers and Professor Evans as the best product pitches for 2016. All of these were strongly upvoted by peers on YouTube



Monart
Kimberly Joly, Anjaneya Malpani, Aman



tinkr
Lucius Bynum, Kevin Shimba Bengtsson,



OpenAudio 5.1
Duncan Crowlev, Gus Callaway



The Course Assignments Page ...

<https://www.palmislandtraders.com/ss147/s147co.htm>


ENTERPRISE AND THE ENTREPRENEUR: *Course Assignments*

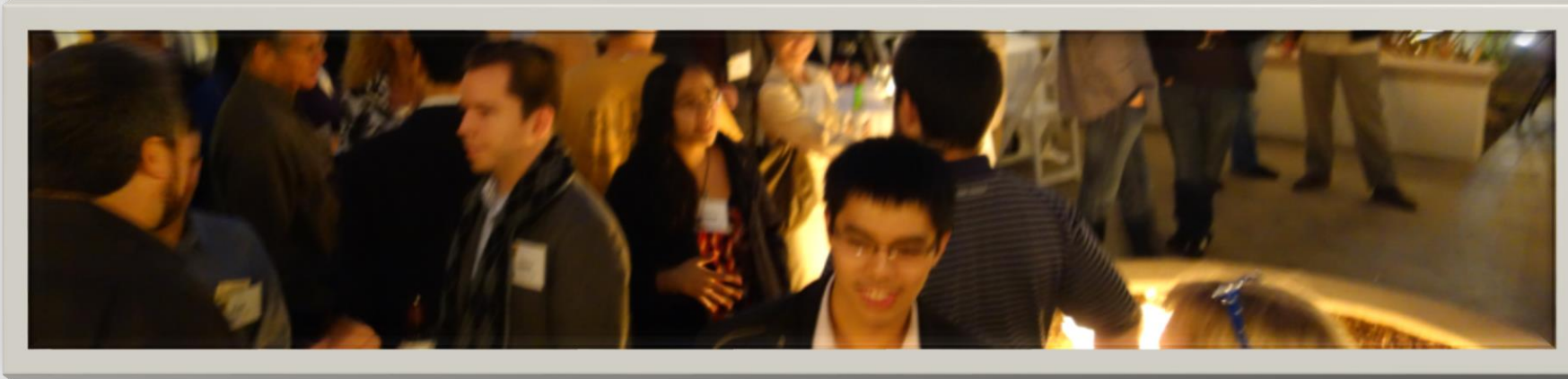
[Course Outline](#)
[Course Calendar](#)
[Student Videos](#)
[Prof E's Courses](#)

Discussion and Related Assignments

These will be added as the semester proceeds, and in some cases will be tied to class visits:

Week	Title/Link	Discussion Dates	Comments (if any)
W1	Welcome and introduction and opening discussion about the two tiers of the class. On Thursday download, complete, and bring to class and be prepared to discuss: Enterprise Motivational Survey	September 3 and 5	We discuss who will be on teams or doing research and complete our motivational survey.
W2	Discussion of the The Seven Facets of the Successful Startup - Polishing the Diamond and Should you be an entrepreneur? Watch SAL1 -- Lecture 1 of <i>How to Start a Startup</i> (see below). Read the Introduction and first 3 chapters of TSC	September 10 and 12	The SAL videos are linked below. Let's get started on this as the class organizes.

The Course Calendar has only the major due dates. A mix of weekly assignments are added to this page as the course proceeds. This course is generally planned out, but not in the detail of Econ 104 or Econ 53.



Discussions for the first few meetings .. the orientation:

1. Character, motivation, perseverance ... do you have what it takes?
2. What works and what doesn't when teaching entrepreneurship?



Rule no. 1:

TAETER

- War stories of other Mudders
- Syd Field's screenplay .. and the TAETER
- Rule number 1
- Scenario descriptions
- Fundamental business guidelines
- Warnings about what not to do
- Endless discussions about financing

