UGBA 198:
How To Build The Future

Class: Tuesdays 6:00 - 8:00 PM   **Faculty Advisor:** Sara Beckman
Units/Grading: 2 units (P/NP)   **Website:** http://thefuture.build
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There's no better place to explore building a startup than during your time as a student at UC Berkeley. Surrounded by ambitious and talented people and industry-leading professors, there's endless potential to create the next big thing. This course is designed to teach and inspire students through a collaboration-driven environment to build startups. We will go over the basic building blocks of a startup and connect this knowledge to emerging fields. In addition, we will provide an overview of the startup scene at Berkeley, pointing out resources ready to help students get a headstart.

A. **Course Structure**
   The course includes two parts. The first includes reflecting on industry speakers' talks and to collaboratively internalize new information with their peers through interactive discussions and case studies. The second features an entrepreneur to share their experiences and knowledge in a particular area of building a startup through a lecture-style, moderated, or a Q&A-driven talk. We will also feature resources and relay updated information about events on campus to help students kickstart their ventures.

   1. Student Learning Objectives
      a. *Is entrepreneurship for me?*
         i. An entrepreneur is more than innovative—they are passionate about a mission and working day and night for a better world. As a result, an entrepreneur's toolkit is vast and unrestrictive compared to a typical 9-5.
      b. *Illustrate the highs and lows of running a startup from an industry leader*
         i. Entrepreneurs are navigating a ship without a map in many situations. Understanding the graph of an entrepreneur's journey often helps you carve your own.

c. *Identify mistakes founders might have made in their journeys in order to help students potentially apply it to themselves.*
   i. Every founder has decisions they wished they made differently; hindsight is always 20/20. A lot of it comes down to how well you can learn from these missteps and stay motivated to carry on.

d. *Who am I in a team?*
   i. Figuring out where students fit in a team setting. Are students the leader in the team? An observer? A listener? A synthesizer?

B. Assignments

1. Homework
   a. Weekly assignments will include preparing well-drafted and insightful questions for each week's featured speaker along with a personal reflection of the past speaker to share and discuss further with classmates. Each homework will be worth 4 points, totaling 40 points for all assignments. One homework can be dropped.
2. Final Presentation
   a. Students will showcase their expanded knowledge of different industries from case studies throughout the semester combined with keynotes from featured speakers using a presentation deck. The presentation will be worth 10 points.

C. Attendance

Attendance is mandatory and will be taken every class period. In the case of an absence, please notify us ahead of time; you can also keep up with the speaker series online as we'll likely record them. Please note that watching the recorded video will not count towards the attendance grade. However, students may (and are highly encouraged to) watch the recorded class sessions and use it to complete that week's homework assignment. Students with more than a total of 3 unexcused and excused absences will fail.

D. Participation

As a class centered heavily around team-driven and speaker-driven learning outcomes, students are expected to be present in class whether that includes (and is not limited to) completing assignments, meeting with their team outside of class, and asking thoughtful questions to guest speakers. Participation will be graded using a combination of feedback forms sent throughout the semester and the student facilitators' classroom observations during activities.

E. Grading

As a DeCal, *How to Build The Future* will be graded on a P/NP basis. Grading will be based on attendance (40%), assignments (40%), participation (10%), and Final presentation (10%). Students must receive above 70% in the class in order to receive a Pass.

Category	Percentage	Points
Homework	40%	40
Attendance	40%	40
Participation	10%	10
Final Presentation	10%	10
Total	100%	100

Rubric for Final Presentation:

Category	Percentage	Points
Reflection A good presentation will answer: How in-depth and personal was the reflection and takeaways? What has the student learned moving forward from speakers and through discussions/the lessons? No research is required for this component.	45%	4.5
Introduction A good presentation will bring forward information that has **not** been talked about in the class lessons. A further exploration inspired by anything that came about in discussions or speaker content is valid. We expect some research to support the claims you make.	45%	4.5
Slides Were supplemental slides used to help drive the points of the presentation?	5%	.5
Delivery Does the content look put-together? (Was it executed well?)	5%	.5
Total	100%	10

F. Course Materials
a. Readings
   i. In addition to research for the Final Presentation Pitch and homework assignments, there are supplemental readings and videos for each lesson which we expect students to digest before the class.
      1. *Teamwork on the Fly* from HBR
      2. *Talking to Humans* by Giff Constable
      3. Recognizing Opportunity is the First Step to an Entrepreneurial Mindset by Amy Rosen
      4. *12 Things about Product-Market Fit* by Tren Griffin
      5. *Airbnb Pitch Deck* from Airbnb
      6. *Pixar's Storytelling* from Pixar
      7. *Getting Your Story Straight* by David Reimer

8. [Business Model Generation](#) by Alexander Osterwalder & Yves Pigneur
9. *How to Design a Winning Business Model* from HBR
10. *Web of Abstraction*
11. *Thinking in Systems* by Donella Meadows
12. *Peacetime CEO/Wartime CEO* by Ben Horowitz
13. [Creative Confidence: Unleashing the Creative Potential Within Us All](#) by David Kelley and Tom Kelley
14. *A Day in the Life of a Venture Capitalist* from Stanford Graduate School of Business
15. *Tech Trends 2020* from Deloitte

 ii. Here are also a couple of recommended books from our facilitators:
1. *Zero to One* by Peter Thiel
2. *The Hard Things about Hard Things* by Ben Horowitz
3. *The Lean Startup* by Eric Ries
4. *Rework* by Jason Fried

b. Technology
 i. A computer with internet access is required to complete assignments. If a student is unable to access a computer we will also take assignments on paper. Students should consult with facilitators in the beginning of the semester so facilitators can accommodate accordingly.

G. Other Considerations
a. Students who are registered with the Disabled Students' Program (http://dsp.berkeley.edu/) must provide a letter from DSP within the first two weeks of class so that appropriate accommodations can be discussed with the instructors.
b. Student conduct: Students are expected to be respectful of fellow students and the instructor as designated by The Office of Student Conduct guidelines. Improper student conduct will be reported to the Office of Student Conduct. (www.ncsu.edu/student_conduct)
c. Instructor conduct: The instructors are expected to treat students fairly, give feedback to the class and to individuals within the class when appropriate, hold office hours and be open to student questions and concerns.

H. Schedule

Week #/Date	Class	Assignment + Readings
1	Syllabus and Introduction Faculty Sponsor and *The House* Introduction + Q&A	Prepare speaker questions + reflection
2	*Lesson #1: What is a Startup* - Startup Dictionary (Introduction to terms used in the start-up environment) - Startup Zeitgeist (Introduction to *must-know* companies in the start-up world) - Campus Resources (Introduction to resources available on campus to help get your venture started) Group Forming + Introductions/Warm-up Activities Discussion (*Rework* Chapters: *Planning is guessing, Scratch your own itch, Start making something, Start at the epicenter, Inspiration is perishable*) Speaker #1	Prepare speaker questions + reflection How to Get and Test Startup Ideas - Michael Seibel (https://www.youtube.com/watch?v=vDXkpJw16os) What Is A Startup? (https://www.forbes.com/sites/natalierobehmed/2013/12/16/what-is-a-startup/#4a5d35474044) Startup dictionary (https://drive.google.com/open?id=1i5AvFMzGxUaipN97xkb1AVOU1Zn0SyqtNoQQDiFzOiA)
3	*Lesson #2: Team and People* Reflection + Discussion, Group Case Study Speaker #2	Prepare speaker questions + reflection How to Start a Startup (http://www.paulgraham.com/start.html) read *People* HBR: Teamwork on the Fly (https://hbr.org/2012/04/teamwo

		rk-on-the-fly-2)
4	_Lesson #3: Identifying Opportunities and The User_ Reflection + Discussion, Group Case Study Speaker #3	Prepare speaker questions + reflection Constable's _Talking to Humans_, pg.14-27 How to get startup ideas (http://www.paulgraham.com/startupideas.html)
5	_Lesson #4: Product Market Fit_ Reflection + Discussion, Group Case Study Speaker #4	Prepare speaker questions + reflection _Dropbox MVP Video_ (https://www.youtube.com/watch?v=xy9nSnalvPc) _12 Things about Product-Market Fit_ (https://a16z.com/2017/02/18/12-things-about-product-market-fit/) Marc Andreessen: Product Vs. Business (https://www.youtube.com/watch?v=zfOsP3PmI1U)
6	_Lesson #5: Telling a Story_ Reflection + Discussion, Group Case Study Speaker #5	Prepare speaker questions + reflection _Reid Hoffman Storytelling Videos_ Storytelling that moves people (https://drive.google.com/open?id=1c--D5tfVuqjJs7uippf85F55B1ayHh3g)
7	_Lesson #6: Business Model_ Reflection + Discussion,	Prepare speaker questions + reflection

		Group Case Study Speaker #6	Osterwalder's Business Model Generation (https://assets.strategyzer.com/assets/resources/business-model-generation-book-preview-2010.pdf?__hstc=194518130.3f4944a75d3d25298dce28caaf23a600.1586909943346.1586909943346.1586909943346.1&__hssc=194518130.4.1586909943347) Product management canvas *HBR: How to Design a Winning Business Model* (https://hbr.org/2011/01/how-to-design-a-winning-business-model%20)
8		*Lesson #7: Systems Thinking* Reflection + Discussion, Group Case Study (*Web of Abstraction* + *Systems Map* + Ch.1 in *Thinking in Systems* by Donella Meadows) Speaker #7	Prepare speaker questions + reflection
9		*Lesson #8: Building a Network* Reflection + Discussion, Group Case Study (*Interactive Networking Session + Tips + Being Adaptive*) Speaker #8	Prepare speaker questions + reflection
10		*Lesson #9: Fundraising (The Founder's Perspective vs. The VC's)*	Prepare speaker questions + reflection

	Reflection + Discussion, Group Case Study (*A Day in the Life of a Venture Capitalist* + *Haas MBA Founder Guest Lecturer*)	
11	*Lesson #10: Highs, Lows, and Pivoting* Reflection + Discussion, Group Case Study ("*Wartime CEO*" + Ch.2 of Creative Confidence: *Dare* + Fearing Failure) Speaker #10	Prepare speaker questions + reflection
12	*Lesson #11: Future Tech Trends* Reflection + Discussion, Group Case Study (Deloitte's *Tech Trends 2020* + Forbes' Tech Trends)	Reflection + Final Presentation Preparation (Resource: *Craft the Perfect Pitch*)
13	Reflection + Final Presentation (*Your Pitch*) + Concluding Remarks	
14 RRR WEEK	NO CLASS	