



ENTREPRENEURSHIP FLEX

Instructor: Dr. Elizabeth Newton

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Office Hours: I'm happy to arrange to meet with you. Email is always the quickest way to initially reach me.

Office: HA 464

Overview

Could you see yourself working as an entrepreneur? In this lively, interactive course, you'll learn about entrepreneurial essentials from creating viable opportunities through building your founding team, strategic planning, going to market, fleshing out your organization and looking ahead to the future of the business and your place within it.

We will enliven entrepreneurial concepts with industry examples, cutting-edge research, in-class exercises and your own, hands-on entrepreneurial plotting. We will also invite in relevant, local entrepreneur speakers.

We'll consider entrepreneurship broadly, including high tech, e-commerce, mobile along with innovative ventures in the arts, media, science, environmental & social problem-solving, retail, professional services and more.

Throughout the course, you will be applying the concepts to an Entrepreneurial portfolio built around how your own venture might unfold if you become an entrepreneur.

Major Takeaways

By the end of this course, you should:

1. Understand key considerations, opportunities and challenges for the entrepreneur.
2. Have experience with and access to core entrepreneurial processes, tools and resources.
3. Explore your own potential as an entrepreneur.
4. Be working with a preliminary outline of what your own innovative entrepreneurial venture might look like.

The FLEX Approach

In this E101 Flex Course, you will be doing some of your coursework on your own time. This is designed to give you some time flexibility in when and how you do things.

It is important for you to realize, however, that there is support available for you, should you need it. Elizabeth, the TA's and others are available to support you in different assignments in different ways.

Your coursework will be available to you through the e101 Course Website. The relevant links are listed in the Syllabus below. The first two weeks you will have regular class on both days. After that, there will be a number of Wednesdays where you do not have 'live' class, but rather will do the work on your own.

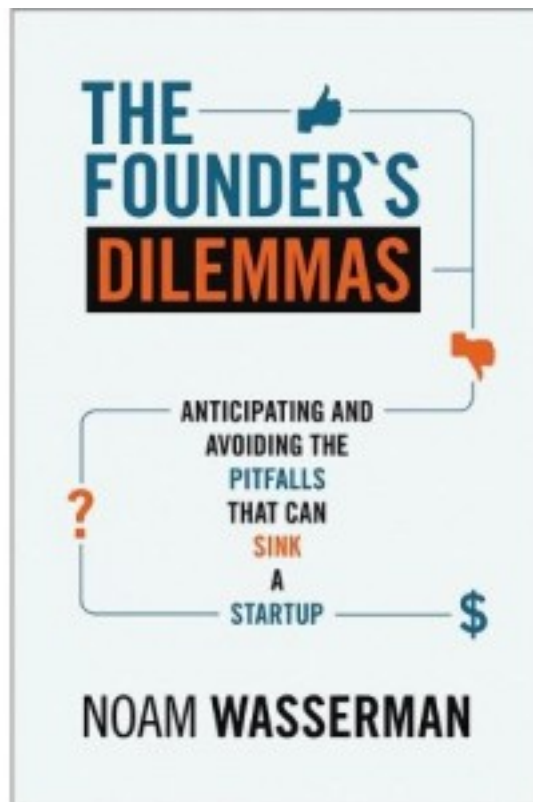
Do be sure to check the Syllabus schedule below and with Elizabeth in our live classes, to ensure you know when we will be having Wednesday class.

As ever, please talk to Elizabeth or email me at elizabeth.newton@sauder.ubc.ca if you have any questions.

Course Text

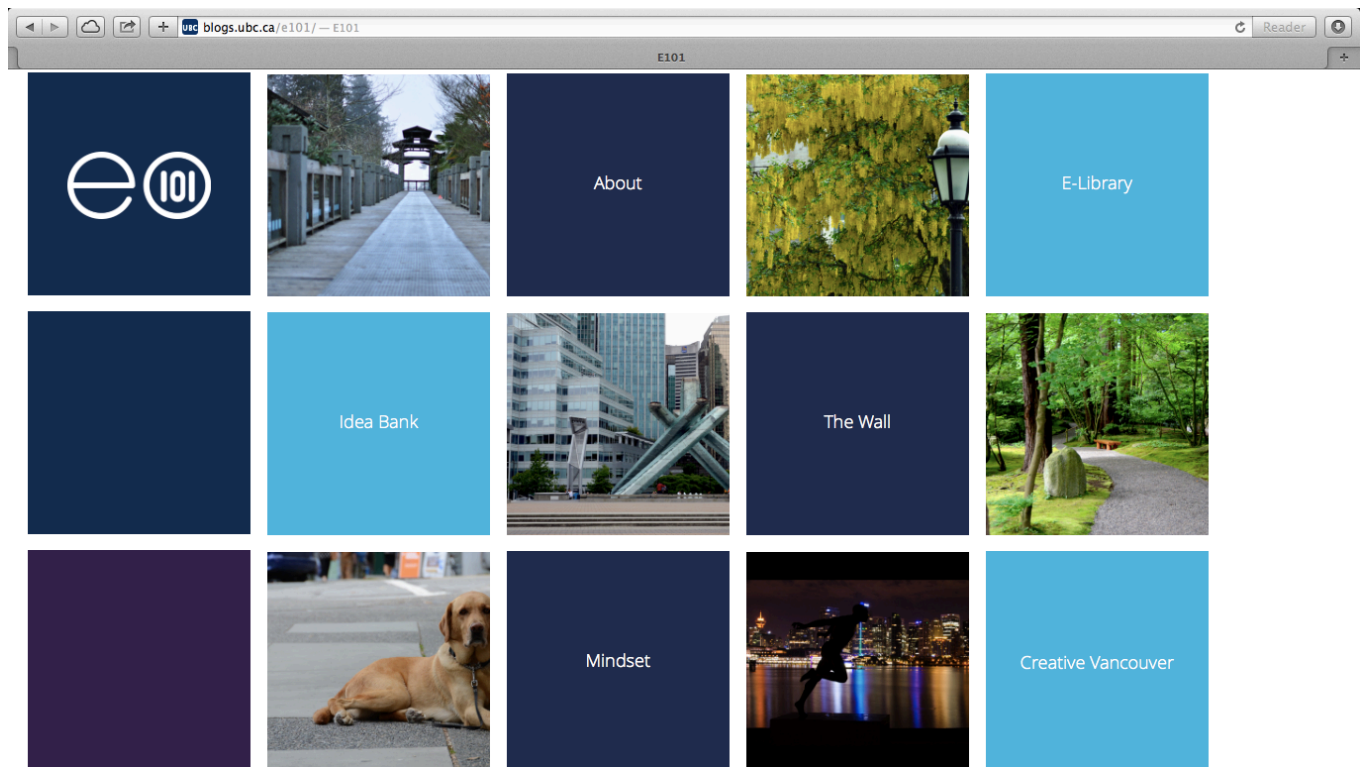
The required book for this course is: *The Founder's Dilemma* – the book, *not the article*. It's written by Harvard professor Noam Wasserman, Princeton University Press. March 31, 2013

It's important that you get the book right away, as you will have readings and testing based on it. The book is available at the UBC bookstore and through many sources online.



- Other required readings will be featured on the e101 Course Website.

THE E101 WEBSITE



The E101 Website is home to a broad range of materials linked into our course. Overall, the website is developed to:

1. Provide materials for e101 students to use as part of the class.
2. Offer continued access to familiar and new materials for a vibrant e101 alumni community.
3. Invite the broader community to access materials as they see fit.

The Connect Website

- The UBC Connect Course Website will be used in our class to house:
 1. Soft copies of key documents, such as the Syllabus, E-Portfolio and Custom Module Outlines
 2. Copies of the *Class Slides*
 3. Your Grade Information



Class Slides

Class slides will be posted on the *Connect Website* after the relevant class. These are designed primarily for class, but can also help you in your studying and class work.

Opening Slides

These are often big files, so be patient while they load.

Saving Slides

It is advisable to save the slides onto an external hard drive just in case something should happen to your Internet access right as you are going to study for your Key Concept Assessments.

The Slide files are too large to send by email, so please don't leave it to the last moment near tests or submissions to access the slides, just in case you have any troubles doing so.

Performance Evaluation

Your evaluations will be based on:

1. E-Portfolio: 35%
2. Custom Modules & Participation: 30%
3. Key Concept Assessment: 35%

- The Key Concept Assessments is to be completed as scheduled. In case of extreme emergency, please contact the instructor before you are due to write the KCA. Make-up tests will require both written confirmation of the emergency and permission of the instructor.

- The grading system will follow that of the university...

Grading System

LETTER GRADE	PERCENTAGE
A+	90-100
A	85-89
A-	80-84
B+	76-79
B	72-75
B-	68-71
C+	64-67
C	60-63
C-	55-59
D	50-54
F	0-49

Participation

As you see above, your participation along with the 2 Custom modules will be worth 30% of your grade.

A dynamic, actively participating class will learn far more. We will look forward to your initiative, your relevant examples and thoughtful analysis.

This will *include*:

- Active Participation in Class
- Preparation for Class
- Interaction in your Small Groups
- Interaction & Questions with Guest Speakers
- Completion & Submission of Activities at the end of class

This doesn't mean that everyone has to morph themselves into wild, chatty extroverts. It's about being actively and constructively engaged without dominating the classroom.

Full Attendance is critical for your in-class mark. If you are ill and unable to attend class, please email the Instructor prior to class.



Custom Modules

Given everyone's different backgrounds, studies and business ideas, you will have the opportunity to focus some of your time on particular topics that interest you more. You will have a choice of Custom Modules and you have two to complete and submit at different times.

Custom Module choices are laid out below. You can do these on your own. You will also have one class session for each module where you can come and ask questions of Elizabeth or peers as you work on your custom modules.

Entrepreneurship- Portfolio

If you start your own venture, what kind of innovative business will it be?

Throughout our course website, you will find links that comprise our Entrepreneurship Portfolio. The outline below lays out the details. The E-Portfolio is where you'll be applying course concepts and tools to your own entrepreneurial venture. The focus here can be a dream business you might consider starting 'some day,' or an immediate business you would like to launch in the short term.

Some key things to remember for your Entrepreneurial Portfolio:

1. This is to be a *real* and innovative venture. You're going to need to be working with actual facts and information here.
2. Most people in the class will do this on their own to reap maximum benefit. If you genuinely can see yourself starting this business with someone in the class, you can seek special permission from Dr. Newton. The workload will be similar as pairs will have additional issues to consider and report.
3. You'll receive your grade for this Portfolio at the end of the course (35% of your total grade,) but will hand it in at checkpoints for instructor input. I'm also available for brainstorming/input as you work your way through.



FLEX SCHEDULE

Italicized work is your flex work that you do on your own time or with the relevant support if required. Please see Elizabeth if you have questions. You will submit your work at the following class unless otherwise indicated by Elizabeth.

1. VENTURING IN

Class & Dates	Topic	Readings	E101 Site
1. Sept 3	Launching Into Entrepreneurship		
2. Sept 8	The Entrepreneurial Mindset	FD Chapter 1	

2. TESTING IDEAS

Class & Dates	Topic	Readings	E101 Site
3. Sept 10	Idea Design	FD Chapter 2	
4. Sept 15	Speaker		
5.	<i>Competitive Analysis</i>		<i>E Library</i> <ul style="list-style-type: none">• <i>Mining Rich Databases</i>• <i>Customer Fixes</i>
6. Sept 22	Idea Swap		
7	<i>Prototyping</i>		<i>Testing Ideas</i> <ul style="list-style-type: none">• <i>Prototyping</i>

3. FOUNDER DECISIONS

Class & Dates	Topic	Readings	E101 Website
8. Sept 29	The Founding Team: Solo or Partnership	FD Chapter 3	
9.	<i>Custom Module 1</i>		<i>See below</i>
10. Oct 6	Speaker * Module 1 Due	FD Chapters 4 & 5	

4. DEFINING MOVES

Class & Dates	Topic	Readings	E101 Website
11.	<i>Your Public Presence</i>	FD Chapter 6	Defining Moves <ul style="list-style-type: none">• <i>Leaving Company Clues</i>• <i>Naming Your Business</i>
12. Oct 15	Pitching Your Idea		

5. MONEY MATTERS

Class & Dates	Topic	Readings	E101 Website
13. Oct 20	Challenge	FD Chapter 7	
14	<i>Revenue Models</i>		Money Matters <ul style="list-style-type: none">• <i>Revenue & Pricing Models</i>• <i>How will you make money case?</i>
15. Oct 27	KCA		

6. BUILDING OUT

Class & Dates	Topic	Readings	E101 Website
16.	<i>Growth & Hiring</i>	FD Chapter 8	Building Out • <i>Stefan On Hiring</i> • <i>McBurney On Boards</i>
17. Nov 3	Founder Influence		
18.	<i>Networking</i>		Building Out • <i>Futurpreneur on Networking</i> • <i>Networking Case</i>
19. Nov 10	Speaker		
20.	<i>Custom Module 2</i>		

7. FOUNDER + FUTURE

Class & Dates	Topic	Readings	E101 Website
21 Nov 17	Crisis Handling * Custom Module 2 Due	FD Chapter 10	
22	<i>Taking the Business Forward</i>		Founder + Future • <i>Hellmann with cash</i> • <i>Founder to CEO</i>
23 Nov 24	Idea Showcase 1		
Nov 26	Idea Showcase 2 * Final E Portfolio Due		

ENTREPRENEURSHIP PORTFOLIO

Overview

As we discussed in class, you will be completing your Entrepreneurship Portfolio over the course. You'll be applying concepts from our discussions and readings to your own entrepreneurial consideration.

As in a real venture, this will take initiative on your part to stay up to date and to gather and create the information you need. Elizabeth is more than happy to meet with you to discuss your EP as you go along. She can also help you connect with other resources as required.

•• Do make sure you keep up with this through the term. You won't be able to finish it in a credible way if you try to cram it into the end of term. **

Input

Your answers to questions should be thorough and thoughtful. Written sections should be in paragraph form, not bullet points. There is no one precise recipe for how much any one area should have. That will be dependent on your particular content and the dictates of the question. Do ask Elizabeth if you are unsure you are answering a questions in sufficient depth or with sufficient specificity.

Format

You'll see that the formatting of your EP is open. Ideally, this will reflect the 'flavour' of your proposed venture and your branding. The Material that you are working with is found on the eio1 website, but you are to format it in your own unique way. When there are charts to fill out, you can print them up and fill them in or draw them out yourselves. The basic shape of the charts should look as they do on the site. You will need to hand in a hard copy of your final portfolio on the indicated date.

Progression

The content in the EP will follow and compliment the content we do in class. You will be handing in certain sections at checkpoints, but will receive your overall grade at the end.

Entrepreneurship- Portfolio

Cover Page

This should be completed at the end, after you have worked through the entire portfolio

- Entrepreneur = Your Name
- Date
- Name of your Business
- Industry in which your business falls
- A concise description of your product or service
- How do you feel about the viability of your business after you have been through all sections of this portfolio: Why?

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CONTENT

- *Available through e101 Website*

Mindset

- Taking Risks
- E stressors
- Entrepreneurial Motives
- Patience, Patience

Venturing In

- Victors & Villains
- The Richochet

Testing Ideas

- Intellectual Property
- Schober: Customer Interviewing
- Customer Detective Sketching
- The Curse of Innovation

** Include Your Customer Fix Chart/Competitive Analysis

** Include Your Prototyping Sheet

Founder Decisions

- Key Legal Steps
- Alone or Together
- Hellmann Splitting Equity

Defining Moves

- Defining your company
- The New Pitch

** Include a copy of your in-class Pitch

Money Matters

- Money Nuts & Bolts
- Futurpreneur Financing

Building Out

- Social Media Case Video
- Building an Advisory Group
- E-Hiring

Founder + Future

- Taking Stock
- Ethics & The Entrepreneur
- The Dreaded Business Plan



Elizabeth Newton is a Social Psychologist who graduated with her Ph.D. from Stanford University. A native of Vancouver, she is an entrepreneur who runs her company as a Registered Business Psychologist. She has consulted for years with organizations and teams across Canada. Much of her work has been with innovative ventures and local start-ups. This work includes Founder and Executive team coaching and Innovation Labs.

Dr. Newton has received exceptionally high ratings in her extensive teaching at the Sauder Business School. Her coursework here has included Undergraduate, ECM, MBA and Executive Education courses. Elizabeth is known for her lively, creative approach and her ability to apply cutting-edge research to practical, real-world challenges.

Dr. Newton is a writer whose work and columns have been featured in magazines and papers such as the New York Times, the Globe & Mail, the Vancouver Sun and the Montreal Gazette. She earned her A.R.C.T. in Piano Performance and is particularly dedicated to her ongoing volunteer work in the Arts.

Elizabeth particularly enjoys spending time with her husband, daughter and Chloe the Labradoodle, traveling, music, photography, reading/surfing and non-excruciating fitness.

www.eliznewton.com

