**The Schedule**

Subject to revision with changes to be posted on the online course site

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| **Module** | **Class** | **Date** | **Topic** | **Prep Work** |
| **OVERVIEW** | 1 | 8/23 | * Money Ball— Introduction to Entrepreneurship | * *NY Times* [“The Athletics’ Sweet Smell of Victory”](http://www.nytimes.com/2013/07/07/sports/baseball/the-athletics-sweet-smell-of-victory.html) |
| **OVERVIEW** | 2 | 8/25 | * TED Talk— Adam Grant [“The Surprising Habits of Original Thinkers”](https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinker) * Overview of Class * Introduction to Lean Start-Up and the Business Model Canvas * Adams Apprenticeship Announcement | * *Business Model Generation* pg. 12-19 * *Harvard Business Review* [“Why the Lean Start-Up Changes Everything”](http://www.vto.at/wp-content/uploads/2013/10/Why-the-Lean-Startup-Changes-Everything_S.Plank_HBR-052013.pdf) * [Video](https://www.youtube.com/watch?v=QoAOzMTLP5s) of the Business Model Canvas |
| **THINK** | 3 | 8/30 | * Jed Simmons— TED Talks * Buck Goldstein— Sources of Innovation * Jud Bowman, Founder and CEO at Sift— Inside the Mind of a Young Entrepreneur | **COMPLETE THINK MODULE**  **→ Take online quiz**   * Drucker “[The Discipline of Innovation](https://hbr.org/2002/08/the-discipline-of-innovation)” (full PDF on Sakai) * *WUNC* “[Teenage Entrepreneur Wins Big in Tech Market](http://wunc.org/post/teenage-entrepreneur-wins-big-tech-market#stream/0)” * *The News & Observer* “[Triangle entrepreneur Jud Bowman launches third startup](http://www.newsobserver.com/news/business/article52917725.html)” |
| **THINK** | 4 | 9/1 | * Dr. Keith Sawyer, Professor at UNC’s School of Education— Exercise on Idea Generation * Ricky May, Founding Donor of Carolina Blue Fellows Program—Carolina Blue Fellowship Application | * TED Talk— Derek Sivers [“How to Start a Movement”](https://www.ted.com/talks/derek_sivers_how_to_start_a_movement?language=en) * TED Talk— Seth Godin [“How to Get Your Ideas to Spread”](https://www.ted.com/talks/seth_godin_on_sliced_bread#t-55895) |
| **THINK** | 5 | 9/6 | In Person Panel— Reverse Pitches on Internet of Things   * Jim Johnson, William R. Kenan Jr. Distinguished Professor of Strategy and Entrepreneurship (Silver Tsunami) * Phaedra Boinodiris, Global Lead for IBM’s Game Development Ecosystem * John Crumpler, General Partner at Hatteras Ventures * Steve Malik, Advisor at Bull City Venture Partners and Chairman/Owner at Carolina Railhawks FC | 1. [Exploratory Infographic](http://www.informationisbeautiful.net/visualizations/the-internet-of-things-a-primer/) 2. IBM [Video](https://www.youtube.com/watch?v=sfEbMV295Kk) 3. [Basic Breakdown](http://postscapes.com/what-exactly-is-the-internet-of-things-infographic) |
| **THINK** | 6 | 9/8 | Conversation on the Next Generation of Media and Products, from Connected Devices and Wearables to VR and 360   * Mike Finnerty, SVP and GM for Platform Products and Partnerships at The Weather Company * Michael Schmier, VP of Product and Services at Samsung VR * Mike Maser, VP of FitStar at FitBit | * TED Talk— David Rose [“Enchanted Objects: Design, Human Desire, and the Internet of Things”](https://www.youtube.com/watch?v=I_AhhhcceXk) * McKinsey [“The Internet of Things: 5 Critical Questions”](http://www.mckinsey.com/industries/high-tech/our-insights/the-internet-of-things-five-critical-questions) |
| **THINK** | 7 | 9/13 | * Dana McMahan, Professor at UNC’s School of Media and Journalism— Design Thinking |  |
| **LISTEN** | 8 | 9/15 | * Team Formation | **COMPLETE LISTEN MODULE**  **→ Take online quiz** |
| **LISTEN** | 9 | 9/20 | * Coaching Day 1— Team Formation in Small Coaching Sessions   *Teams submit ideas at end of class* | * Instructions to be posted on Sakai; coaches will be assigned beforehand * *Fast Company* [“Why Genuine Empathy is Good for Business”](http://www.fastcompany.com/3052337/why-genuine-empathy-is-good-for-business) * *Entrepreneur* [“6 Ways to Become a More Empathetic Entrepreneur”](https://www.entrepreneur.com/article/249265) |
| **LISTEN** | 10 | 9/22 | * Buck Goldstein— Customer Empathy Map * Brad Brinegar, Partner, Chairman, and CEO at McKinney— Understanding the Customer | * *Business Model Generation* pg. 124-133; 134-189 optional * Talk with at least 5 customers * [Video Explanation](https://www.youtube.com/watch?v=kAdbbsZolOw) of the Customer Empathy Map |
| **PLAN** | 11 | 9/27 | * Buck Goldstein— What is Strategy? * SWOT Exercise in front of class with two or three teams | **COMPLETE PLAN MODULE**  **→ Take online quiz**  *Teams submit customer empathy map before start of Tuesday class*   * Porter “[What is Strategy?](https://hbr.org/1996/11/what-is-strategy)” (full PDF on Sakai) * *Forbes* [“8 Winning Strategies from the Top Entrepreneurs in America”](http://www.forbes.com/sites/ericwagner/2012/11/15/8-winning-strategies-from-the-top-entrepreneurs-in-america/#230410cc12d4) |
| **PLAN** | 12 | 9/29 | * Coaching Day 2—SWOT in Small Coaching Sessions | * *Silicon Valley* [Video](https://www.youtube.com/watch?v=XfB0g_JDIds) on SWOT |
| **PLAN** | 13 | 10/4 | * Business Model Canvas * Case Study * Teams Complete a Business Model Canvas Based on the Case | 1. *Submit SWOT by midnight on Sunday, October 2* 2. *Business Model Generation* pg. 14-51 3. Zipcar Case   Mandatory Materials   * [www.zipcar.com](http://www.zipcar.com/" \t "_blank) * [http://www.ecommerce-digest.com/zipcar-case-study.html](http://www.ecommerce-digest.com/zipcar-case-study.html" \t "_blank) * [http://www.digitaltrends.com/cars/traffic-drives-reduced-urban-auto-usage/](http://www.digitaltrends.com/cars/traffic-drives-reduced-urban-auto-usage/" \t "_blank) * [http://www.economist.com/news/business/21685459-carmakers-increasingly-fret-their-industry-brink-huge-disruption](http://www.economist.com/news/business/21685459-carmakers-increasingly-fret-their-industry-brink-huge-disruption" \t "_blank) * [https://www.youtube.com/watch?v=RtKYyZUhMiI](https://www.youtube.com/watch?v=RtKYyZUhMiI" \t "_blank)   Supplemental Reading and Viewing   * [http://www.zipcar.com/press](http://www.zipcar.com/press" \t "_blank) * [http://www.cleanfleetreport.com/best-car-sharing/](http://www.cleanfleetreport.com/best-car-sharing/" \t "_blank) * [https://www.youtube.com/user/zipcar](https://www.youtube.com/user/zipcar" \t "_blank) |
| **MIDTERM** | 14 | 10/6 | **MIDTERM EXAM** | |
| **CLARIFY** | 15 | 10/11 | University Day— NO CLASS | * **COMPLETE CLARIFY MODULE**   **→ Take online quiz** |
| **CLARIFY** | 16 | 10/13 | * Maverick Carter, CEO and Co-Founder (with Lebron James) of LRMR Management Company |  |
| **CLARIFY** | 17 | 10/18 | * Coaching Day 3— First Draft of Business Model Canvas in Small Coaching Sessions   *Teams submit business model canvas draft at end of class* | * *Business Model Generation* pg. 52-107 and pg. 244-259 |
| **SUPPORT** | 18 | 10/20 | Fall Break— NO CLASS |  |
| **SUPPORT** | 19 | 10/25 | * Tim Flood, Associate Professor of Management Communication at Kenan-Flagler–The Pitch | **COMPLETE SUPPORT MODULE**  **→ Take online quiz**   * Online [Pitch Builder](http://about.mjumbepoe.com/elevator-pitch-builder/) * *Harvard Business Review* [“Your Elevator Pitch Needs an Elevator Pitch”](https://hbr.org/2014/12/your-elevator-pitch-needs-an-elevator-pitch) |
| **SUPPORT** | 20 | 10/27 | * Jan Davis, Entrepreneur in Residence– Running Out of Money and Capital Formation | * *Harvard Business Review* [“Startups Need Relationships Before They Ask for Money”](https://hbr.org/2016/03/startups-need-relationships-before-they-ask-for-money) * Harvard Business Review [“Why Every Startup Should Bootstrap”](https://hbr.org/2016/03/why-every-startup-should-bootstrap) * *Washington Post* [“How the democratization of funding is changing the venture capital landscape”](https://www.washingtonpost.com/news/innovations/wp/2014/07/18/how-the-democratization-of-funding-is-changing-the-venture-capital-landscape/) |
| **SUPPORT** | 21 | 11/1 | * In-Class Exercise on Developing an MVP   *Teams submit MVP description at end of class* | **COMPLETE ITERATE MODULE**  **→ Take online quiz**   * Brikman [“A Minimum Viable Product Is Not a Product, It’s a Process”](http://themacro.com/articles/2016/01/minimum-viable-product-process/#e4) * [Video Explanation](https://www.youtube.com/watch?v=xxjbxk8dUqI) * 7 Pivot [Examples](http://scalemybusiness.com/the-ultimate-guide-to-minimum-viable-products/) |
| **ITERATE** | 22 | 11/3 | * Troy Henikoff, Managing Director of Techstars Chicago and MATH Venture Partners—Sources of Capital: Accelerators vs. Incubators, Angel vs. Seed Rounds, and Investors | * Techstars [website](http://www.techstars.com/) * Troy Henikoff’s [LinkedIn](https://www.linkedin.com/in/troyhenikoff) * [Advice for startups considering accelerators](http://tech.eu/features/813/friendly-advice-startup-founders-evaluating-accelerators-look-beyond-funding/) |
| **ITERATE** | 23 | 11/8 | * Coaching Day 4—Iterating and Testing the MVP in Small Coaching Sessions   *Teams submit business model canvas draft at end of class* |  |
| **ITERATE** | 24 | 11/10 | * Ed Strong, Producer with Dodger Theatricals, and Ken Weiss, Entrepreneur in Practice for UNC’s Department of Music—Raising Money in the Theatre |  |
| **ITERATE** | 25 | 11/15 | Testing the MVP— NO CLASS |  |
| **ITERATE** | 26 | 11/17 | * Coaching Day 5— Pivot and Work Day in Small Coaching Sessions | * *Fast Company* [“How Eric Ries Coined ‘The Pivot’ And What Your Business Can Learn From It”](http://www.fastcompany.com/1836238/how-eric-ries-coined-pivot-and-what-your-business-can-learn-it) * *Harvard Business Review* [“The Strategic Pivot”](https://hbr.org/2011/02/how-and-when-to-pivot-rules-fo) * *Silicon Valley* [Video](https://www.youtube.com/watch?v=M1vfXoUNDYA) on Pivoting |
| **ITERATE** | 27 | 11/22 | * Final Work Day and Practice Team Pitches | * TED Talk— Simon Sinek [“How Great Leaders Inspire Action”](https://www.ted.com/playlists/171/the_most_popular_talks_of_all) |
| **WRAP-UP** | 28 | 11/24 | Thanksgiving— NO CLASS |  |
| **WRAP-UP** | 29 | 11/29 | * George Bodenheimer, Former President of ESPN | **FINAL CLASS PROJECTS DUE**   * Readings TBD by George Bodenheimer |
| **WRAP-UP** | 30 | 12/1 | * Coaching Day 6— Cross Campus Pitch Day in Small Coaching Sessions |  |
| **Extra class** | 31 | 12/6 | * Summing Up: Important Lessons from the Course * Project Bake-Off with Chancellor Folt | * TED Talk— Steve Jobs [“How to Live Before You Die”](https://www.ted.com/talks/steve_jobs_how_to_live_before_you_die) * *Fast Company* [“The World's Most Innovative Companies”](http://www.fastcompany.com/most-innovative-companies) |
| **FINAL** | 32 | 12/15 | **FINAL EXAM (12-3 PM in Genome Sciences G100, our classroom)** | |