COMPC018/COMPGC18/MSIN7008

Entrepreneurship: Theory & Practice Venue: Check Online Timetable!

Philip Treleaven and David Chapman

	Week 1 12.01	Week 2 19.01	Week 3 26.01	Week 4 02.02	Week 5 09.02	Reading Week	Week 6 23.02	Week 7 02.03	Week 8 09.03	Week 9 16.03	Week 10 23.03
Theme	Ideation	Refining your problem hypothesis	Testing problem/solution fit	Developing your value proposition	Is your idea viable?		Mobilising resources	Persist/Pivot or Abandon?	Identifying and managing critical risks	Next-steps funding your new venture	What have you learnt?
Deliverable due this week		Idea profile and team sign up. Initial Value Propostion	First attempt at Business Canvas	Refine Positioning Statement	Video pitch Presentation	Individual coursework submission	Results of customer interviews	Revise Financial forecast	Review/update Business Canvas	Revise Financial forecast	Final coursework submission (by Thurs XX April)
14.00 Theory	Introduction & Business Model Generation	Confirming customer needs & testing market demand	Lean Start-ups: what is your minimum viable product?	Delivery channels and customer relationships	Financial Forecasting, Costing and Pricing		Developing sustainable competitive advantage	Corporate form & structure. Founder dilemmas - team, equity, remuneration etc.	Sources of Funding	Defining and testing critical business model uncertainties	
15.00 Practice (Tools)	Dave Chapman Finding & qualifying new opportunities Philip Treleaven	Dave Chapman Customer development Dave Chapman	Dave Chapman Setting up a "virtual company" Philip Treleaven	Dave Chapman Business Plan & Preparing a Pitch Tim Barnes, RainGods.	Dave Chapman Management accounts. Cash- flow and Profit & loss Dave Chapman		Dave Chapman Intellectual Property Rights Philip Treleaven	Philip Treleaven Common legal pitfals for startups Simon Walker, TaylorWessing	Philip Treleaven Presenting to Investors VC Speaker (TBC)	Dave Chapman Measuring progress - common start-up metrics Dave Chapman	Group presentations
16.00 Workshop/Seminar	Ideas Surgery	Panel session: recent entrepreneurial graduates	Seminar: Customer development	Workshop: problem/solution interview strategies	Workshop: Review and rank video pitches		Workshop: Review interview successes and failures	Revenue model and cost structure	Story-telling using your Business Model Canvas	Presentations	procentations
17.00 Entrepreneurship Guest Lecture			Panel Session: Disruptive Entrepreneurship	-	Panel Session: The Purpose Driven Business		Panel Session: No fear of failure				
This week's assignment	Team formation	Develop and test problem hypotheses	Prepare problem/solution interview strategy to	Prepare concept pitch video	Interview potential customers		Identify competitor "analogues and antilogs".	Identify key activities and resources	SWOT analysis of business model.	Business feasibility plan	