**KIC 2022 Syllabus**

**Korean Innovation Center - UC Berkeley Program  
July - August 2022**

**TEACHING TEAM**

Instructors: Rhonda Shrader

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Welcome to the UC Berkeley - KIC Tech Frontier Accelerator. This innovative program is designed to provide innovators with the training, mentoring and resources needed to bring ideas out of University labs and into the market. All sessions and assignments are mandatory for all team members.

**COURSE DESCRIPTION:**

This course is part of the KIC Tech Frontier Program sponsored by the Korea Innovation Center (KIC). Both the curriculum and culture are based on Lean Startup methodologies, as well as lessons we have learned training teams globally through National Science Foundation Innovation Corps (NSF I-Corps), the University of California LAUNCH accelerator and custom programs for governments, NGOs, etc. Lean Startup is a methodology using scientific method to evaluate business opportunities. By creating hypotheses and then testing them through structured experiments (“customer discovery”), participants follow the evidence on how best to move their ideas forward...or not. Informed “pivots” as well as “no go” outcomes are celebrated

equally with “go” decisions in this program, as they maximize resources and outcomes, while quickly eliminating dead ends.

Please read the information below carefully and come prepared to each session. Information on your scheduled Office Hours with Mentors will be provided at the start of the class.

**CULTURE:**

We will use a variety of tools and techniques throughout the course. All team members are expected to participate,both in presenting their findings and in commenting to support other teams. Lean Startup is taught in a “flipped classroom” model, meaning that the majority of learning does not come from lectures, it comes from participation and presentations through which everyone learns together. Proficiency in English is expected.

We will operate with a culture of being “respectfully direct”. This means that instructors and mentors will actively challenge participants for evidence to support their conclusions. We will also interrupt participants frequently to keep comments on track for the learning objective at hand. This is not meant to be rude or disrespectful, but rather a strategy to maximize learning in the time we have together.

Sessions will start on time and attendance is mandatory for all team members. Attendance will be recorded and absences permitted only for emergency situations. (Contact the Program Administrator if you have an emergency.)

Weekly office hours with Mentors are also mandatory. Instructor office hours are available, but optional.

**CONTENT OVERVIEW:**

**PREPARATION / PRE-CORE**

The first week is dedicated to developing a common language and culture for customer discovery, a set of tools (including templates) to simplify the process, and an introduction to practical business hypothesis testing. We will provide extensive training and workshops on how to secure customer discovery interviews, as well as how to conduct them properly, yielding insights and eliminating confirmation bias. Advanced work and homework will consist of reading, watching videos, and working with the core materials.

**CORE PROGRAM: WEEKLY LESSONS LEARNED**

Following the two pre-core sessions, teams will spend three weeks in the core program learning and working with the details of the business model canvas and conducting outside customer discovery.

Every week, each team will engage in the following activities:

1. Prepare a presentation synthesizing their learnings for that week (Lessons Learned)
2. Present their Lessons Learned to the Instructors
3. Participate in a discussion session led by an Instructor
4. Conduct 10 customer discovery interviews. Every week each team will meet with their Mentor one on one, to discuss their progress in the course and questions they may have. Teams will receive written feedback from Instructors and Mentors in Innovation Within, verbal feedback from the Instructors, and verbal coaching from their Mentors.

**FINALE: LESSONS LEARNED**

Following the three core sessions, teams will present their learnings. The Lessons Learned Finale session will allow teams to consolidate their knowledge, comment on what worked and what didn’t, and begin to plan for the future.

Teams will learn from each other, and KIC will be able to observe which teams were the most successful, are appropriate for further investment as well as how to best structure the program in the future. At the end of the Finale, there will be awards and a ceremony in which all participants will receive acknowledgment, and the best teams will receive Special Awards.

**TEACHING TEAM:**

**INSTRUCTORS**

The Instructors will use a variety of techniques including videos, lectures and in-class exercises to demonstrate,practice and reinforce concepts as well as skills. They will also provide feedback during each session as well as during optional office hours on your team’s business model canvas and lessons learned presentations. They will provide feedback between classes on your business model canvas, hypotheses being tested as well as on your

customer discovery interviews in the Innovation Within software platform.

**PROGRAM ADMINISTRATOR**

The Program Administrator is your primary contact for logistics and can be contacted at any time with questions on homework/presentation assignments, scheduling Mentor Hours, issues with Innovation Within, etc. They should also be contacted in the event of emergencies or urgent questions.

**TEACHING ASSISTANT**

Teaching Assistants will provide support during sessions by assisting with any troubleshooting. If you have any questions about what you are supposed to do or where you need to be during sessions, they can assist.

**MENTORS**

Experienced mentors have been carefully selected to provide additional coaching on the Lean Startup process as we move through the course. They will also provide coaching on how to create testable hypotheses as well as how to best find, conduct and synthesize the results of your customer discovery interviews. We have selected mentors from a variety of industries-- all are experienced entrepreneurs and/or business executives with extensive networks and a passion for working with teams as they move through the customer discovery process. Each mentor is assigned to 4-5 teams and will provide coaching during weekly office hours as well as feedback in Innovation Within on your business model canvas, hypotheses being tested and on the results of your customer discovery interviews.

**TOOLS FOR THE COURSE:**

**INNOVATION WITHIN**

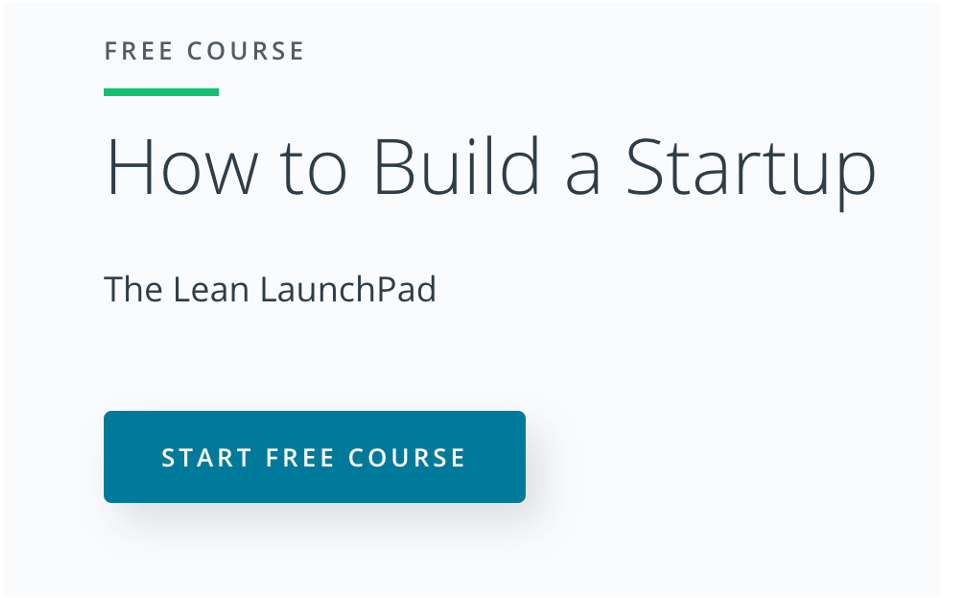
This is the preferred software platform for team collaboration and engagement with teams, instructors and Mentors during the Accelerator. This software was designed specifically for the NSF I-Corps program with funds from the NSF. All participants will receive training and access for 6 months.

**LEAN STARTUP GLOSSARY**

A glossary of key terms will be made available to all participants at the beginning of the course.

**Preparation – Before the First Class**

1. **Watch the following videos at: https://www.udacity.com/course/how-to-build-a-startup--ep245**(You will be asked to set up a free account, please do so, by clicking on the “Start Free Course” button)

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* Before You Get Started (Concepts 2 & 3)
* What We Now Know (Concepts 1-5, 7-8)
* Value Proposition (Concepts 1-16)
* Customer Segments (Concepts 1-4)

1. **Download & Read “Talking To Humans” (free book):** [**https://www.talkingtohumans.com/**](https://www.talkingtohumans.com/)

**Prep Session 1**

**Wednesday, July 13th | 9:00 AM - 12:00 PM KST**

**NOTE: Tuesday, July 12th | 5:00 PM - 8:00 PM PST**

**VIRTUAL VIA ZOOM**

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| **Time (KST)** | **Session** |
| **9:00 AM - 12:00 PM** | **Opening Remarks:** Faculty and KIC Introductions  **Course Introduction:** Lean Startup, Tools, Best Practices for Interview  **Exercise:**   * Top 3 Customer Segments (CS) with Shark Bite * Top 3 Reasons **Why** one CS will care   **Lecture:** Best Practices for Customer Discovery  **Exercise:**   * How to find ‘customers’ and get them to talk to you * How to talk to customers and gather useful information (Open Ended Questions)   **Training:** Building your BMC in Innovation Within (IW)  Closing comments |
| **Mentor Meeting** | 1:1 Meetings with Mentors in breakout rooms |
| **Homework** | **Next Class Assignment:**   1. Fill in the Skinny Canvas (Value Propositions & Customer Segments) in the IW software, including your team name and your bios. For the canvas itself, make your best guesses -- you will soon correct them! 2. Watch the videos at <https://venturewell.org/i-corps/team-materials/> (scroll down, links on left side of page)    1. Pre-Planning Customer Discovery (3 videos)    2. Customer Discovery Interviews (3 videos)    3. Outside the Building (14 videos) |

**Prep Session 2**

**Thursday, July 14th | 9:00 AM - 12:00 PM KST**

**NOTE: Wednesday, July 13th | 5:00 PM - 8:00 PM PST**

**VIRTUAL VIA ZOOM**

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| **Time (KST)** | **Session** |
| **9:00 AM - 12:00 PM** | **Introductions:** Welcome Back**,** Q&A  **Lecture:**  Crafting Relevant Value Propositions  **Exercise**: Value Proposition Canvas, VP Mad Libs  Lecture & Exercise:   * Customer Ecosystem * Creating Testable Hypothesis |
| **Mentor Meeting** | 1:1 Meetings with Mentors in breakout rooms |
| **Homework** | **Next Class Assignment:**   1. Please conduct 10-15 interviews. Enter the data into the software. 2. Watch the following videos at: [**https://www.udacity.com/course/how-to-build-a-startup--ep245**](https://www.udacity.com/course/how-to-build-a-startup--ep245)Channels (Concepts 1-10) Customer Relationships (Concepts 1-17) 3. Prepare a 4 slide presentation about your project. Use the template provided [**here**](https://docs.google.com/presentation/d/1MHIE32ze_Jaf5gSv8-MqxDlsIuWV1Jek/edit?usp=sharing&ouid=111208162349866317470&rtpof=true&sd=true)    1. Slide 1 - Introduction    2. Slide 2 - Your hypotheses (guesses) about who your customers are (Customer Segments) and why they will benefit from your solution/product (Value Propositions). *\*remember: Customers = People (not industries, groups, etc.)\**    3. Slide 3 - What you understand to be the most important parts of *how to interview*. Questions and processes you will use to \*test\* your hypotheses during interviews    4. Slide 4 - Your current Customer Ecosystem graphic for your \*top\* Customer Segment (from the exercise, updated as necessary). \**remember: top segment = your 1st 10 paying customers\**    5. Slide 5 - List of at least 20 people you plan to interview in the coming month. Be ready to explain/defend your choices! |

**Core Week 1**

**Wednesday, July 20 | 9:00 AM - 1:00 PM PST**

**N100 | Chou Hall | Haas School of Business, Berkeley**

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| **Time** | **Session** |
| **9:00 AM - 9:30 AM** | **Registration, Welcome and Introductions** |
| **9:30 AM - 10:00 AM** | **4-5 Teams [Cold Called] x 5 mins each** |
| **10:05 AM - 12:15 PM** | **Team Presentations (Teams split into 3 groups):** Each team is allotted 7 mins to present the slide segment. The teaching team will provide comments.  Presentation schedule will be shared each morning. |
| **12:15 PM - 1:00 PM** | **Lecture:** Get, Keep, Grow: Funnel + Channels & CR Hypos  **Exercise:** Hypotheses Funnel, Gets  **What’s Next?** Overview of assignments for next week |
| **1:00 PM - 2:00 PM** | **Lunch:** Spieker Forum | 6th Floor | Chou Hall | Haas School of Business |
| **Office Hours** | **Mentor Office Hours:** [20-minute sessions]  You will be pre-assigned to one 20-minute time slot with your mentor between 2:00PM - 3:00 PM  Feedback will be provided on Innovation Within |
| **Homework** | **Next Class Assignment:**   1. Please conduct 20-25 interviews. Enter the data into the software. 2. Watch the following videos at: [**https://www.udacity.com/course/how-to-build-a-startup--ep245**](https://www.udacity.com/course/how-to-build-a-startup--ep245)Revenue Model (Concepts 1-13, 17) 3. Prepare a slide presentation about your project. Use the template provided.    1. Slide 1 - Introduction    2. Slide 2-n - Your interviews.       1. This is what we thought -- **H**ypotheses we hoped to test       2. This is what we did (**E**xperiments) - Questions asked       3. This is what we learned - **R**esults, comments from your interviewees       4. This is what we will do next - **D**iscussion of new questions, modifications to the process    3. Slide n+1 - Your current hypotheses about your Channel and Revenue Models, each tied to one or more Customer Segments.    4. Slide n+2 - Your current BMC exported from the software. |

**Core Week 2**

**Wednesday, July 27 | 10:00 AM - 1:00 PM PST**

**N100 | Chou Hall | Haas School of Business, Berkeley**

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| **Time** | **Session** |
| **10:00 AM - 10:30 AM** | **Welcome Back: 4-5 Teams [Cold Called] x 5 mins each** |
| **10:30 AM - 12:15 PM** | **Team Presentations (Teams split into 3 groups):** Each team is allotted 5 to present the slide segment. The teaching team will provide comments.  Presentation schedule will be shared each morning. |
| **12:15 PM - 1:00 PM** | **Lecture & Exercise:** Key Partners & RAC  **Lecture:** Revenue Models  **What’s Next?** Overview of assignments for next week |
| **1:00 PM - 2:00 PM** | **Lunch:** Spieker Forum | 6th Floor | Chou Hall | Haas School of Business |
| **Office Hours** | **Mentor Office Hours:** [20-minute sessions]  You will be pre-assigned to one 20-minute time slot with your mentor between 2:00PM - 3:00 PM  Feedback will be provided on Innovation Within |
| **Homework** | **Next Week Assignment:**   1. Schedule and perform 20-25 customer discovery interviews. Enter the data into Innovation Within and update your Business Model Canvas (BMC). 2. Prepare a powerpoint presentation of what you have learned from the interviews. Update your BMC appropriately. Use the ppt template provided last week, although you may add slides or information as you see fit. 3. Five to 10 teams will be selected to present to the class at the next session. 4. Watch the following videos at: [**https://www.udacity.com/course/how-to-build-a-startup--ep245**](https://www.udacity.com/course/how-to-build-a-startup--ep245) Partners (Concepts 1-16) Resources, Activities, Costs (Concepts 1-5; 10)   **Presentation Format:**   1. Prepare a slide presentation about your project. Use the template provided    1. Slide 1 - Introduction    2. Slide 2-n - Your interviews in **HERD** format       1. This is what we thought -- **H**ypotheses we hoped to test       2. This is what we did (**E**xperiments) - Questions asked       3. This is what we learned - **R**esults, comments from your interviewees       4. This is what we will do next - **D**iscussion of new questions, modifications to the process    3. Slide n+1 - Your current hypotheses about your Get funnel. An estimate of how much it will cost to “Get” each of your top 3 customer segments. Use your “Get strategy” and customer acquisition cost (CAC) to estimate the time and cost.    4. Slide n+2 - Ecosystem, with changes noted    5. Slide n+3 - Your current BMC exported from the software. |

**Core Week 3**

**Wednesday, August 3 | 10:00 AM - 1:00 PM PST**

**N100 | Chou Hall | Haas School of Business, Berkeley**

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| **Time** | **Session** |
| **10:00 AM - 10:30 AM** | **Welcome Back: 4-5 Teams [Cold Called] x 5 mins each** |
| **10:30 AM - 12:15 PM** | **Team Presentations (Teams split into 3 groups):** Each team is allotted 5 to present the slide segment. The teaching team will provide comments.  Presentation schedule will be shared each morning. |
| **12:15 PM - 1:00 PM** | **Lecture:** Telling Your Startup Story  **What’s Next?** Overview of assignment for Demo Day |
| **1:00 PM - 2:00 PM** | **Lunch:** Spieker Forum | 6th Floor | Chou Hall | Haas School of Business |
| **Office Hours** | **Mentor Office Hours:** [20-minute sessions]  You will be pre-assigned to one 20-minute time slot with your mentor between 2:00PM - 3:00 PM  Feedback will be provided on Innovation Within |
| **Homework** | **Next Week Assignment:**   * + 1. Schedule and perform 20-25 customer discovery interviews. Enter the data into Innovation Within and update your BMC.     2. Lessons Learned presentation. Please see below.     3. 2-minute Lessons Learned Video (Optional) - the top videos will be displayed on Demo Day   **Final Presentation Format:**   * 1. Your final presentation will be a “Lessons Learned” session. This is not the same as what you have presented previously, but will use some of the same data.      1. Tell us a story about your journey through the program         1. This is what we thought when we started         2. We were going to test these ideas…         3. ...and got these results, so then…         4. And we were surprised by these things:         5. We now believe that the following are true: [CS, VP, etc.]      2. You should use the same FIRST SLIDE as you have been using, updated appropriately      3. You should show at least your first and last BMC to show changes in your ideas / project / company      4. You should have your Ecosystem slide & may use the Get, Keep, Grow strategy if that is important.      5. Tell us what was surprising, scary, and different from what you expected! (Bonus points: show us a photo or tell us about the most interesting interview you had.)      6. What is one piece of advice for future participants?   2. Focus on your “AHA!” moments   3. Tell us what you will do next–Go, No Go, Not Yet/Pivot (Each one is equally valid!!) |

**DEMO DAY**

**Friday, August 5 | 10:00 AM - 2:00 PM PST**

**Spieker Forum | 6th Floor | Chou Hall**

**Haas School of Business, Berkeley**

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| **Time** | **Session** |
| **10:00 AM - 10:20 AM** | **Introduction & Congratulations** |
| **10:20 AM - 1:00 PM** | **Final Team Lessons Learned Presentations:** With feedback provided by guest Judges  **Closing Ceremony** |
| **1:00 PM - 2:00 PM** | **Lunch and Networking** |