

Course Title: Summer Venture Lab

Faculty Lead: Mark Searle

Dates: Summer Session A (May 22 - June 30, 2022)

Class Location: SCET Main Workspace

Schedule: TBD (minimum 10 hours per week)

Prerequisites: Firm understanding of basic entrepreneurship frameworks.

Requirements: Students must be part of an early-stage technology-based startup team. A team is a minimum of two persons which may be a founder plus one or two co-founders. The entire team is not required to enroll. Each person enrolling must pay course tuition and fees. Early-stage means, *at the minimum*, your team has an identified business opportunity (a problem to solve) and by the time the course begins you have completed initial customer discovery which so far validates your problem hypothesis. Your team should have the goal of implementing a technology-based solution. If your team has advanced further from these fundamental requirements that is great news! You are still eligible to apply if your team has developed a prototype for example or begun business model validation.

Course Objectives:

Syllabus	
<i>Class Schedules and Instructors TBD</i>	
Week/Lecture	Topics & Discussion
1a	Introduction to Silicon Valley Entrepreneurship & Innovation: --Why innovate? --The Ecosystem: The players, the rules, the dynamics & the Silicon Valley way of failure & success --Receiving and benefitting from advice and mentorship
1b	Understanding Markets --Business Models and Revenue Models
2a	Productization through Customer Discovery --Product - Market Fit
2b	More on Product - Market Fit --Understanding when & how to pivot

3a	Understanding Customer Value & Value Proposition --Why do customers love you and how can you / should you charge?
3b	Solutions Design & Industrial Problem Solving --Solving for customer value, manufacturing costs, distribution, risk mitigation, fail safe, and profitability.
4a	[Open – to be determined based on the specific needs of the cohort]
4b	Partnership Strategies & Paths to Market --Can you (or should you) do it all yourself?
5a	Team Building & Team Dynamics --Understanding yourself, your team and whom you need, when
5b	Intellectual Property and Operative Insights --Protecting and Leveraging IP
6a	Storytelling --Becoming a storyteller --Translating from “Scient-ese” to English/ English to “Business-ese”
6b	Where to go from here --What: Go / No Go: when you run out of pivots... --Who: How to build a team --When: Are we ready? When will we be ready? --Why: Do we know our mission? --How: Mapping out the journey and creating a plan

Instructors reserve the right to add or change topics as well as the sequence of topics. In addition to classroom time, students are required to meet regularly with an assigned mentor. A significant amount of time working outside of class will be required.