Course program and reading list
Semester 0 Year 2020

School: Adelson School of Entrepreneurship B.A

Innovative Business Planning – Capstone Seminar

Lecturer:
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Teaching Assistant:
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<table>
<thead>
<tr>
<th>Course No.:</th>
<th>Course Type:</th>
<th>Weekly Hours:</th>
<th>Credit:</th>
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<tbody>
<tr>
<td>2432</td>
<td>Seminar</td>
<td>3</td>
<td>6</td>
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Course Requirements:
Final Paper

Group Code: 200243202
Language: Hebrew

Course Description

“Vision without execution is hallucination” Thomas Edison

This unique project will simulate a real-life venture creation experience. As such, students work in teams on their own ventures, with the assistance and guidance of an academic supervisor and a dedicated industry mentor. Based on the students’ learnings and expertise gained from two years of studies, this course proves the culmination of their experience. It takes a learning-by-doing approach and leads the students step-by-step from ideation until actual venture creation. This is done following the Lean Startup methodology. As such, it explores the challenges and processes involved in the creation and building of a new venture. Starting from ideation and team building processes and moving into strategic thinking and business model planning and verification, the course will provide a holistic look into the entrepreneurial journey by examining the building blocks for developing, launching and managing new ventures. Venture creation provides
students with the tools, support and knowledge to create and develop their own business ventures as well as communicate the endeavor effectively through written and verbal presentations.

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<thead>
<tr>
<th>1st Semester</th>
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<tbody>
<tr>
<td><strong>week</strong></td>
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<td>Week</td>
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<td>9</td>
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| 10   | 07/01/2020 | **1st individual assignment due date**  
UVP update & continuous testing, MVP dilemmas                                                                                       |
| 11   | 14/01/2020 | **Expected progress:** Define your MVP 1 & road map.  
**2nd Team assignment** – discuss MVP 1 presentation + paper                                                                 |
| 12   | 21/01/2020 | **2nd Team assignment due date**  
Part 1: Team presentations: Partners, channels & revenues. Present full canvas and initial validation results (surveys / interviews) in front of class and guest mentors.  
Part 2: Lecturer’s guidelines and highlights for MVP 2. |
| 13   | 28/01/2020 | **Expected progress:** implementation of MVP 1. Feedback and discussions in preparation for MVP 2                                                   |
|      |            | SEMESTER BREAK                                                                                                                                       |
|      |            | **2nd Semester**                                                                                                                                       |
| 1    | 22/03/2020 | **Expected progress:** full implementation of MVP 1, testing plan ended, analyze your results.  
**Due: Team assignment #3- MVP 2 Presentation + paper**  
Part 1: Presentation of MVP2 in front of class and guest mentors.  
Lecturers guidelines – Customer feedback – business model implications, channel testing |
<p>| 2    | 29/03/2020 | Present your channel testing <strong>results and updated business model</strong>                                                                                |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Type</th>
<th>Team Meeting #</th>
<th>Expected Progress</th>
<th>Due: Team Assignment #</th>
<th>Details</th>
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<tbody>
<tr>
<td>3/4/2020</td>
<td>Team meeting #4</td>
<td>19/4/2020</td>
<td><strong>Expected progress:</strong> Update your MVP &amp; business model. Focus on key partners, activities and resources</td>
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<td>4/4/2020</td>
<td>Class meeting</td>
<td>26/4/2020</td>
<td><strong>Due:</strong> Team assignment #4 presentation + paper: MVP presentation: Key partners, activities and resources</td>
<td>Part 2: Writing a one pager</td>
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<td>5/5/2020</td>
<td>Team meeting #5</td>
<td>03/05/2020</td>
<td><strong>Expected progress:</strong> Key partners analysis, what are your main resources &amp; cost structure. Prioritize your actions and short-term efforts</td>
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<tr>
<td>5/5/2020</td>
<td>Team meeting #5</td>
<td>10/5/2020</td>
<td><strong>Team assignment #5:</strong> Updated MVP &amp; business model presentation. Deck and 1 pager. List your required resources &amp; how to get them. Present your cost analysis and business model implications</td>
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<tr>
<td>5/5/2020</td>
<td>Class meeting</td>
<td>17/5/2020</td>
<td><strong>Due:</strong> Team assignment #5 – Part 1: Updated MVP &amp; business model presentation. In front of class and guest mentors Present deck and 1 pager</td>
<td>Part 2: discuss poster requirements</td>
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<td>5/5/2020</td>
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<td>31/5/2020</td>
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<td>6/6/2020</td>
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<td>7/6/2020</td>
<td><strong>2nd individual assignment due date</strong></td>
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<tr>
<td>6/6/2020</td>
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<td>14/6/2020</td>
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<td><strong>Expected progress:</strong> Identify the strength and weaknesses of your venture, action items to turn your venture stronger</td>
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<td>6/6/2020</td>
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<td>21/6/2020</td>
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<td><strong>Team assignment #6</strong> – Submit your final design of MVP and</td>
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Table:

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<th></th>
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<th>business model, Investor Pitch, distribution deck, poster &amp; 1Pager</th>
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<tr>
<td>13</td>
<td>TBD</td>
<td>Final event</td>
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<td>Final Venture Pitches /Poster presentations</td>
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Students will work in teams and meet regularly according to their ventures’ needs. The class will meet 3–4 times per semester during class hours according to the schedule provided in the syllabus. Additionally, each team will be required to meet three times per semester with their dedicated industry mentor (and submit a meeting report), and three times per semester with the academic supervisor (during class hours).

Throughout the year, progress will be presented multiple times. At the end of the course, ventures will be presented in front of potential investors and accelerators.

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Course Goals

**Course objectives:**

Throughout the course, students will:

- **Learn** to identify, analyze and test the feasibility of new ventures
- **Practice** the processes and steps in developing a new venture
- **Experience** the customer discovery process
- **Develop** viable business models
- **Gain** insight into their own entrepreneurial abilities
- **Communicate** their venture in an investor pitch and other forms of communication
- **Polish** presentation skills
- **Present** a concise pitch of venture
- **Create** various presentations of venture: In-person pitch, distribution deck, poster, one pager, elevator pitch

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Grading

**Composition of Course Grade:**

- Individual submissions: 35%
- Team assignments: 55%
- Team Mentor assessment: 10%

**Assignments and Requirements:**
• Full Attendance in all class meetings
• Full attendance in individual/team meetings with academic supervisor as scheduled
• Full responsibility to schedule the required meetings with the academic supervisor and mentor according to the syllabus guidelines.
• Individual assignments
• Team assignments
• Class presentations
• Mentor assessment, including meeting dedicated mentor at least 3 times per semester and submission of meeting reports.

**Attendance:**

• **Do not be late for class!**
• Attendance is required. Class attendance is very important in this program as in an area like entrepreneurship, learning occurs through interaction and actual work.
• Missing 2 classes and/or 2 individual/team meetings **throughout the year** will result in grade deduction of 10%.
• If you miss 3 classes or more you will not be able to complete the course. (Annual)
• All absences should be notified in writing to class TA in advance and include documents (e.g. a formal letter from the army/doctor...).

**Active Class Participation:**

During classes, your teams will present their progress periodically through short presentations. **Teamwork** is an essential component of this class. Be respectful of your team members and be an active member of the team.

**Mentors:**

Each team will be assigned a dedicated industry mentor to assist in their venture creation. Your team will meet with a dedicated mentor at least 3 times during the semester. Team will submit a meeting report following each meeting. Be respectful of your mentor's time!

**Course Assignments:**

• **Team assignments:**

• **Team assignment #1:**
  • Class presentation + Paper submission
  • Choose 2 venture ideas and state the reasons for your choice.
  • Attach an initial business model canvas for the ventures you chose.

  Due: 1st semester - week 6, Dec 10, 2019. Grading: 5%

• **Team assignment #2:**
  • MVP 1 – Class presentation + Paper
Present initial validation findings, surveys, interviews, UVP, Market size, SWOT/PETAL analysis.

Submit your signed founder agreement.

Due: 1st semester week 12, January 21st, 2020; Grading: 5%

- **Team assignment #3:**
  - MVP 2 Class presentation + paper

  State your considerations for the updated MVP definition. What have you learned over the past weeks? Did you manage to find a design partner? (bonus). Do you have a working MVP? (bonus). State the changes you've made to your business model and why.

  Due: 2nd semester - week 1, March 22nd, 2020; Grading: 10%

- **Team assignment #4:**
  - MVP 3 Class presentation in person pitch + Investor deck

  State your considerations for the updated MVP definition. What have you learned over the past weeks? How did your venture develop? Which additional assumptions did you validate? Did you manage to find a design partner? (bonus). State the changes you've made to your business model and why.

  Due: 2nd semester - week 4, April 26th, 2020; Grading: 10%

- **Team assignment #5:**
  - MVP 4 Submit and present your MVP findings, business model, poster & 1 Pager. Finalized investor pitch

  Due: 2nd semester - week 8, May 24th, 2020; Grading: 10%

- **Team assignment #6:**
  - Submit and present your final design of MVP, business model, Distribution deck, poster & 1 Pager. Finalized investor pitch

  Due: 2nd semester - week 12, June 21st, 2020; Grading: 15%

**Individual Assignments:**

- **Individual Assignment #1 (semester A):**
  - Pitch your startup (during team meeting). Analyse the pitch of another team. (in class meetings) Analysis to include idea, MVP, business model – canvas
components and presentation.

Roles in the startup - what is your desired position and why? Are you the right person and why? What kinds of skill are missing in your venture?

Due: 1st semester - week 10, January 7th, 2020; Grading: 15%

• **Individual Assignment #2 (semester B)**

• Analyse your venture.

Choose two of the 9 canvas blocks and analyse in depth

Provide a market assessment: using SWOT analysis, Petal Diagram

State the three main lessons learned during the course.

Due: 2nd semester - week 10, June 7th, 2020; Grading: 20%

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**Reading List**

**Readings**

• Rose, Dave (2016) “Startup Checklist” Wiley


**The Lean Startup**


Steve Blank - “How to build a startup, Udacity”

In order to watch the clips, student must register to the course on Udacity (free), Link: [https://www.udacity.com/course/how-to-build-a-startup--ep245](https://www.udacity.com/course/how-to-build-a-startup--ep245).

**Good luck!**