**ENTR1003 Ideation & Customer Development: Testing Ideas With Customers**

Draft Syllabus

**Instructor:** TBD **Classroom:** TBD **Office:** TBD

**Office Hours:** TBD **Contact Information:** TBD

**Prerequisites:** ENTR1001 or BSAD2899 or ECON 2899

**Course Description:** Students will learn how to make startups fail less thru proven process and theory designed to help ideation become customer needs driven instead of based on the instincts of the entrepreneur. Students will create, test and update a business model based entirely upon customer feedback and customer development methodologies as described in Business Model Generation and Startup Owners Manual textbooks. Much of the class will have students spending time “out of the building’ – learning about what customers want and will pay for through in-person prototype testing, iteration and feedback.

**Learning Objectives**: Students will

* Explain how to make startups fail less thru proven process and theory designed to help ideation become customer driven instead of based on the instincts of the entrepreneur.
* Create, test and update a business model based entirely upon customer feedback and customer development methodologies
* Identify what customers want and will pay for through in-person prototype testing, iteration and feedback.

**Readings:** The required text and schedule for n 7-week course follow:

* Kim, W. Chan. 2005. *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant*. Harvard Business Review Press.
* Heath, Chip. 2007. *Made to Stick: Why Some Ideas Survive and Others Die*. Random House.

|  |  |  |
| --- | --- | --- |
| **Week** | **Reading: Kim** | **Reading: Heath** |
| **1** | **Ch.1: Creating Blue Oceans** | **Ch.1-2. Simple & Unexpected** |
| **2** | **Ch.2: Analytical Tools & Framework** | **Ch.3-4: Concrete & Credible** |
| **3** | **Ch.3:Reconstructing Market Boundaries** | **Ch.5. Emotional** |
| **4** | **Ch.4: Focus on the Big Picture, not the Numbers** | **Ch.6: Stories** |
| **5** | **Ch.5: Reach Beyond Existing Demand** |  |
| **6** | **Ch.6-7: Get the Strategic Sequence Right & Overcome Key Organizational Hurdles** |  |
| **7** | **Ch.8-9: Build Execution into Strategy and Sustainability of Blue Ocean Strategy** |  |
| **8** | **Final Exam** |  |

In addition to these two texts, students will watch current videos, read online articles and blogs, and also follow current news and updates.

**Grading:** Students will be required to spend a significant amount of time working with customers over the phone and in person. The breakdown for this work is as follows. Weekly written report of customer feedback and progress (one page) = 80 points, or 10 points per assignment. Weekly in class presentation (3 minutes or less) = 120 points, or 15 per presentation. Final in class presentation (15 minutes or less) = 150 points. Grading will then be according to these guidelines:

300 - 350 points: A- to A+ 249 - 299 points: B- to B+ 198 - 248 points: C- to C+

147 - 197 points: D- to D+ 0 - 146 points or below: F