

**Commercial Track: The Art of Business Building from Idea to Pitch**

**11:00AM - 12:15PM ET Tu/Th**

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Do you want to know the #1 reason startups fail and what successful founders do to overcome it?

You and your teammates will develop a for-profit product or service idea through the business-building journey from concept to pitching your business. You will build upon what you learned in ECON 125 and 325 including honing your presentation, customer discovery and financial modeling skills. This three-credit course uses a combination of real-world experiences, lectures, in class exercises and guest speakers to bring the material and concepts to life. The class culminates in your team pitching your validated business idea to real angel investors. Whether you already have an idea you'd like to develop or you want the experience of being part of a startup team, this class will develop your entrepreneurial skill set.

**Prerequisites**

- ECON 101 and ECON 125
- ECON 325 must be taken prior to or during the same semester

**Objectives**

- Learn and apply techniques successful founders use from inception to pitching to angel investors
- Become skilled in effective listening, pitching, financial model building and working in a team

**Structure**

1. Each student proposes an idea for a for-profit product or service business
2. Students vote on the ideas , students with the top vote getting ideas recruit team members
3. Each team experiences the journey of building an early stage startup (including pivoting as needed)
  - Prove Ugh (collect evidence of the problem, dissatisfaction, frustration, want, need or unfulfilled desire)
  - Prove Demand (collect evidence people are searching for a solution to the Ugh)
  - Prove Aha (collect evidence people are willing to pay for your solution to solve their Ugh)
  - Build a financial model
4. The final project is developing your investor pitch, pitching to angel investors & preparing a non-dilutive NC IDEA seed grant application

**Top Performing Teams**

- Have a diversity of experiences, genders, backgrounds, majors, skills
- Commit in writing to
  - Meet regularly, communicate effectively, deliver on commitments and share the workload
  - Develop a written plan for submitting assignments, team meetings, team communications and sharing of work

**Idea Requirements**

- Potential to scale beyond the UNC campus with an innovation in the product or business model
- Amenable to creating some form of prototype, mockup or minimally viable product

**Book (required)**

- Nail It then Scale It, by Nathan Furr and Paul Ahlstrom (Amazon.com or bookstore)

**Syllabus Changes**

- I reserve the right to make changes to the syllabus, including project and assignment due dates

**Class Attendance (required)**

- You will be marked absent if you don't complete the Poll Everywhere in-class quizzes and polls
  - An overall grade is calculated for the semester
  - Quizzes or polls missed due to excused absences don't count in the grading
- **Excused absences**
  - Standard university attendance policies apply (see [University Policies and Resources](#) below)
  - Illness or other major life issues will be the only accepted excuses
  - Must email me 30 minutes prior to class asking to be excused from class and why
  - To be an excused absence it requires an email reply from me agreeing that it is excused

**Spring 2022 Course Delivery:** As long as it is possible to do so safely, we will be meeting in person this semester. In-person gives you the most effective learning opportunity. I will simultaneously be running a live Zoom session for students who are isolating due to the virus. You must notify me via email prior to class if this is the case. **That notification is subject to the UNC Honor Code. By attending the Zoom session you are attesting that you could not attend class in person because you are isolating due to the virus.** You will be expected to take Poll Everywhere quizzes & polls during the session. The Zoom sessions will not be available for later viewing.

**Assignments**

- **Rubrics are NOT used for the majority of the assignments**
  - Generally assignments are graded on a combination of quality of writing, quality of argument, accuracy, efficiency of the making your point, evidence
- Sakai specifies assignment type (Individual or Team), due date and time
  - **Assignments submitted late on the same day are marked down ONE letter grade**
  - **NO credit given to assignments submitted after the day it's due**
- **File Formats (required)**
  - **Presentations:** PowerPoint; **Documents:** Word; **Spreadsheets:** Excel
- **File Naming Convention (required):**
  - **Individual:** [Student Last Name] **Class** [class number].[file extension] (Example: **Collopy Class 1.xlsx**)
  - **Team:** [Team Name] **Class** [class number].[file extension] (Example: **UberCab Class 1.xlsx**)
    - **All team member names need to be on the first page, slide or spreadsheet of every file submitted**

**Weekly Team Member Ratings**

- Team members rate each other weekly
- You get graded on completing the ratings surveys **AND** on the ratings you receive
- This helps identify issues with team member contributions
- An overall grade is calculated for the semester based on the ratings data from all surveys
- Failure to complete and submit a **ratings survey** results in a rating of 0 for that survey

Categories Rated	Rating
Attended team meetings (outside of class) Delivered on commitments made to the team	Always Most of the time Sometimes Never
Quality of work relative to other team members Level of responsibility relative to other team members Level of contribution relative to other team members	Higher Same Lower Unusable

**Grading System**

- 10% **Class Attendance and Participation**
  - 95 = 2 missed quizzes or polls
  - 85 = 3 missed quizzes or polls
  - 75 = 4 or more missed quizzes or polls
- 10% **Team Rating**
- 10% **Quizzes**
- 30% **Assignments**
- 40% **Final Project**
  - 10% : In-class team pitch presentation
  - 10% : In-class pitch deck PowerPoint file
  - 10% : Send To pitch deck
  - 10% : NC IDEA application

**Grade distribution** (I do not round up so for example, 89.9999999 is a B+):

- Greater than or equal to 93 = A
- Greater than or equal to 90 and less than 93 = A-
- Greater than or equal to 87 and less than 90 = B+
- Greater than or equal to 83 and less than 87 = B
- Greater than or equal to 80 and less than 83 = B-
- Greater than or equal to 77 and less than 80 = C+
- Greater than or equal to 73 and less than 77 = C
- Greater than or equal to 70 and less than 73 = C-

## University Policies and Resources

### Attendance:

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office(EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office(EOC).

### Diversity Statement:

I value the perspectives of individuals from all backgrounds reflecting the diversity of our students. I broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve, I appreciate suggestions.

### Honor Code:

1. The course is largely based on team activities and assignments and collaboration among team members is required and expected. Any assignment labeled as an “individual” assignment will require you to submit work that is not done in collaboration with your team.
2. All students are expected to follow the guidelines of the UNC honor code. In particular, students are expected to refrain from “lying, cheating, or stealing” in the academic context. If you are unsure about which actions violate that honor code, see [Office of Student Conduct \(unc.edu\)](#).
3. Students are bound by The Honor Code of the University. It is in effect at all times, and the submission of work signifies understanding and acceptance of those requirements. Plagiarism will not be tolerated.
4. The University of North Carolina at Chapel Hill has had a student-administered honor system and judicial system for over 100 years. The system is the responsibility of students and is regulated and governed by them. If you have questions about your responsibility under the honor code, please consult with the office of the Dean of Students or the Instrument of Student Judicial Governance. This document, adopted by the Chancellor, the Faculty Council, and the Student Congress, contains all policies and procedures pertaining to the student honor system. Your full participation and observance of the honor code is expected [Office of Student Conduct \(unc.edu\)](#).
5. You are bound by the Honor Code when making a request for an approved absence.
6. It will be an honor code violation if you take a quiz when you aren't in class.

### Accessibility Resources:

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities. All accommodations are coordinated through the Accessibility Resources and Service Office. See the ARS Website for contact information: <https://ars.unc.edu> or [emailars@unc.edu](mailto:emailars@unc.edu). Relevant policy documents as they relate to registration and accommodations determinations and the student registration form are available on the ARS website under the About ARS tab.

### Counseling and Psychological Services:

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building to learn more.

### Title IX Resources:

Acts of discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, stalking, and related retaliation are prohibited at UNC-Chapel Hill. If you have experienced these types of conduct, you are encouraged to report the incident and seek resources on campus or in the community. Please contact the Director of Title IX Compliance/Title IX Coordinator (Adrienne Allison, [adrienne.allison@unc.edu](mailto:adrienne.allison@unc.edu)). Additional resources are available [atsafe.unc.edu](http://atsafe.unc.edu).

### Learning and Writing Centers:

The UNC Learning Center is a great resource both for students who are struggling in their courses and for those who want to be proactive and develop sound study practices to prevent falling behind. They offer individual consultations, peer tutoring, academic coaching, test prep programming, study skills workshops, and peer study groups. If you think you might benefit from their services, please visit them in SASB North or visit their website to set up an appointment: <http://learningcenter.unc.edu>.

The Writing Center is located in the Student and Academic Services Building and offers personalized writing consultations as well as a variety of other resources. This could be a wonderful resource to help with your writing assignments in this course (and any assignments in your other courses). You do not need a complete draft of your assignment to visit; they can help you at any stage! You can chat with someone in the writing center or set up as appointment on their website: <http://writingcenter.unc.edu>.

**DRAFT – ECON 327-004 Spring 2022 (v12 12-29-2021)**

Tue, Jan 11		Class 1		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Poll * Introduction to UNBIASED process * Discuss Journals * Product Concepts & Personas	Individual	Read:	Read the syllabus which can be found on Sakai		nothing	
Students	* Create UBER product concept	Individual	Take Poll	using link sent via email to you		nothing	
Professor	* Feedback	Individual	Use UNBIASED	Login via link sent via email		nothing	
Students	* Create UBER Persona	Individual	Read:	<a href="#">UNBIASED Methodology</a>		nothing	
Professor	* Feedback						
Thu, Jan 13		Class 2		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q/A, Quiz * Proving Ughs - Ugh Journeys	Individual	Read sections 1 through 3 of:	<a href="#">VentureWell Interviewing</a>		<b>Submit Interview Journal Word file.</b> Create 3 entries. Focus on Do's and Don'ts of interviewing.	
Students	* Create Twitter User Ugh Journey	Individual	Read:	<a href="#">why-startups-fail</a>		<b>Submit updated Startup Journal.</b> Create 3 entries. Focus on the details of the #1 reason startups fail	
Professor	* Review User Ugh Journeys	Individual	Use Otter.ai to:	Record & transcribe yourself reading your Twitter Product Concept		Nothing	
Students	* Create Twitter Buyer Ugh Journey	Individual	Use UNBIASED app to:	Create 1. Twitter Product Concept 2. Twitter User Persona 3. Twitter Buyer Persona		Submit PowerPoint file that includes A. screenshots of: 1. Twitter Product Concept 2. Twitter User Persona 3. Twitter Buyer Persona B. A link to the Otter.ai file of a your recording	
Professor	*Feedback	Individual	Read:	<a href="#">Journal Example</a>		nothing	
Tue, Jan 18		Class 3		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Proving Ughs - Ugh Interview Guides * Voting, Resumes	Individual	Read pp. 4 - 20 of Nail It Then Scale It	From <b>The Three Myths of Entrepreneurship</b> to end of chapter		<b>Submit updated Startup Journal.</b> Create 3 entries. Focus on behaviors to avoid when building your startup	
Students	* Present your startup idea by presenting your Concept, Personas, Journeys * Q/A on ideas	Individual	Use UNBIASED app to:	Create the following for your idea: 1. Product Concept 2. User Persona 3. User Ugh Journey 4. Buyer Persona (if applicable) 3. Buyer Ugh Journey (if applicable)		Submit PowerPoint file with screenshots of: 1. Product Concept 2. User Persona 3. User's Ugh Journey 4. Buyer Persona (if applicable) 5. Buyer's Ugh Journey (if applicable)	
Professor	* Feedback	Individual	Read only the Personas section of:	<a href="#">Personas</a>		Submit updated Startup Journal. Create 2 new entries. Focus on what to do and not do with Personas	
Wed, Jan 19		Additional Homework Due		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Students	* Idea Voting	Individual	Vote:	Vote for your top 3 ideas via the survey link emailed to you by Sara		nothing	

**DRAFT – ECON 327-004 Spring 2022 (v12 12-29-2021)**

Thu, Jan 20	Class 4	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Creating & operating successful teams * Team skills & selection process * Resumes due tomorrow!!!!	Individual	Read Chapter 2 of Nail It Then Scale It		Submit updated Startup Journal. Create 4 entries. Focus on the different what innovation is and the types of innovation that are possible
Students	* Top vote getters present Concept, Personas, Ugh Journeys again	Individual	Create Key Skills List	Review the syllabus, identify 5 skills you would want you or your teammates to have	<b>Submit updated Startup Journal.</b> Create 1 new entry describing the 5 key skills for doing well in the class
Students	* Final vote for top ideas via Poll				
Fri, Jan 21	Additional Homework Due	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Students	* Submit your resume	Individual	Submit your resume (Word or pdf) to the Google Drive link	<a href="#">Resume Submission Google Drive</a>	nothing
Tue, Jan 25	Class 5	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Skills needed in the class * Selecting teammates * Weekly Team Assessments	Individual	Read pp. 35-43 of Nail It Then Scale It	Read chapter 3 up to <b>Brutally Intellectually Honest Learning</b>	Submit updated Startup Journal. Create 2 entries. Focus on why the fundamentals lead to successful startups
Students	* Team selection	Individual	If your idea was selected	Create a list of the top 5 team members you want and the top skill or experience they have	Submit a Word Document that includes the list, skills & experiences
Professor	* Team assignments made	Individual	If your idea wasn't selected	Create a list of your top 3 team choices and the skills and experience you have that would help each	Submit a Word Document that includes the list, skills & experiences
Thu, Jan 27	Class 6	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Overcoming our brain behaviors * <a href="https://vimeo.com/76173388">https://vimeo.com/76173388</a> * Using Interview Guides	Individual	Read Chapter 3. p. 43 - 54 of Nail It Then Scale It	Read from Brutally Intellectually Honest Learning up to Rapid, Inexpensive, Simple Experiments to Test Your Guess	Submit updated Startup Journal. Create 4 entries. Focus on the traps and techniques for avoiding them.
Students	* Perform in class interviews using your Interview Guides	Individual	Read section 4 of:	<a href="#">VentureWell Interviewing</a>	Submit updated Interview Journal. Create 4 entries. Focus on Do's and Don'ts of interviewing
Professor	* Feedback on Interviews & Guides	Team	Use UNBIASED app to:	Create your User Ugh Interview Guide AND Buyer Ugh Interview Guide (if applicable)	Submit PowerPoint file with screenshots of: 1. User's Ugh Interview Guide 2. Buyer's Ugh Interview Guide (if applicable)
Tue, Feb 01	Class 7	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Analyzing Discovery Interviews * Watch videos <a href="https://vimeo.com/76175907">https://vimeo.com/76175907</a>	Individual	Read p. 65 - 68 of Nail It Then Scale It	from <b>Phase 1: Nailing The Customer Pain</b> up to <b>Step 2: Write Down the Big Idea Hypothesis</b>	Submit updated Startup Journal. Create 2 entries. Focus on what makes a pain point monetizable.
Students	* Present ideas for finding Personas	Individual	Watch	<a href="#">Y Combinator Interviewing</a>	Submit updated Interview Journal. Create 4 entries. Focus on Do's and Don'ts of interviewing
Students	* Practice Interviews	Team	Develop scheduling interviews	Come up with at least 4 ideas for finding your Personas and getting them to schedule interviews	Submit a Word Document that describes your 4 ideas

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Thu, Feb 03	Class 8	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz	Individual	Read pp 76-79 of Talking to Humans:	<a href="#">Talking To Humans</a>	Submit updated Interview Journal. Create 6 entries. Focus on Do's and Don'ts of interviewing
Teams	* Team members present interview analysis	Individual	Read:	<a href="#">Covid Interviewing</a>	Submit updated Interview Journal. Create 2 entries. Focus on Do's and Don'ts of interviewing
Professor	* Feedback	Individual	Perform Ugh Interview #1	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Professor	* Customer Discovery Interviews * Watch videos <a href="https://vimeo.com/73714461">https://vimeo.com/73714461</a> <a href="https://vimeo.com/76176674">https://vimeo.com/76176674</a>	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
		Team	Interview Tracking	Track the results and status of each interview (use template in Sakai)	Submit Up to date Interview Tracking Spreadsheet
Tue, Feb 08	Class 9	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Proving Demand	Individual	Read	<a href="#">Acquisition Channels</a>	Submit updated Startup Journal. Create 3 entries. Focus on what channels work best if you don't have money to spend.
Teams	* Develop Outreach messages, put them in the UNBIASED app * Select Outreach Channels in the app	Individual	Perform Ugh Interview #2	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Professor	* Messages Feedback	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
Professor	* Analysis Feedback	Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
Thu, Feb 10	Class 10	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Landing Page Testing	Individual	Read Testing with Humans pp 78 -81	<a href="#">Testing With Humans</a>	Submit updated Startup Journal. Create 4 entries. Focus on what are the key steps in landing pages tests.
Guests: Gabe Gonzalez Dave Sonders	* How to drive people to landing pages	Individual	Perform Ugh Interview #3	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Teams	* Describe your strategy to drive Users and Buyers to your landing page	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
Tom/Gabe/ Dave	* Strategy Feedback	Team	Develop a landing page test strategy	As a team, come up with a strategy for how you will drive potential Users and Buyers to the landing page you will be creating	Submit a Word Document. Describe your strategy.
		Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet

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Tue, Feb 15	Class 11	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	<ul style="list-style-type: none"> <li>* Q&amp;A, Quiz</li> <li>* Interview feedback</li> <li>* Landing Page Messages</li> <li>* Selecting your landing page tool</li> </ul>	Individual	Perform Ugh Interview #4	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Teams	* Enter Messages, Channels, Page Content into UNBIASED	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
Professor	* Feedback	Team	Use UNBIASED app to:	Create landing page messages. Capture screenshots of the messages in the app.	Submit a PowerPoint file that has a slide with the screenshots on it.
		Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
Thu, Feb 17	Class 12	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	<ul style="list-style-type: none"> <li>* Q&amp;A, Quiz</li> <li>* Start building your landing pages</li> <li>* Selecting your landing page tool</li> </ul>	Individual	Perform Ugh Interview #5	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Guest Speaker: Bill Harper	* How to craft messages people respond to	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
Teams	* Present your Messages, Channels and Landing Page Presentation	Team	Create summary	Create a presentation showing the screenshots of your Messages, Channels and Landing Page Content	Submit PowerPoint file of the presentation.
Bill/Tom	* Provide feedback	Team	Start Building your landing pages	Refer to free tools and content about landing pages at Zapier, Hubspot, Wix Squarespace and other websites.	nothing
		Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
Tue, Feb 22	Class 13	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	<ul style="list-style-type: none"> <li>* Q&amp;A, Quiz</li> <li>* Interview Feedback</li> </ul>	Individual	Read PP. 135 - 148 of Nail It Then Scale It	Read from <b>Phase 3: Nail the Go-to-Market Strategy</b> up to <b>In-depth Example of the Market Communication Infrastructure</b>	Submit updated Startup Journal. Create 3 entries. Focus on what it takes to nail a go-to-market strategy.
Teams	* Present Messages, Channels, Landing Page Content and Initial landing page concept	Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
Professor	* Feedback	Team	Initial Landing Page	Create a presentation showing a mockup of your landing page concept	Submit PowerPoint file of the presentation.

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Thu, Feb 24	Class 14	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Proving your Solution * Aha Journey, Interview Guides	Individual	Watch:	<a href="#">When To Pitch Solution</a>	Submit updated Startup Journal. Create 3 entries. Focus on the key elements of the solution interview
Students	* Create an Aha Journey	Individual	Read:	<a href="#">Aha Moments</a>	Submit updated Startup Journal. Create 2 entries. Focus on the key elements of Aha Moments.
Professor	* Feedback	Individual	NISI, pp 93 - 102	From <b>Phase 2: Nail the Solution to Develop a Customer Profile</b>	Submit updated Startup Journal. Create 2 entries. Focus on the key activities needed to Nail the Solution
Students	* Create an Aha Interview Guide	Team	Outreach Tests	Start doing outreach to drive traffic to your landing pages(s)	nothing
Professor	* Feedback				
Tue, Mar 01	Class 15	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Analyzing Aha Interviews	Individual	NISI, pp 105-112	From <b>Choose a Rapid Prototyping Technology and Develop a Virtual Prototype to An In-depth Example: Motive Communications</b>	Submit updated Startup Journal. Create 2 entries. Focus on the key activities needed to Nail the Solution
Teams	* Present Risk Dashboard, Aha Journeys and Interview Guides	Individual	Read pp 63 -67 Testing With Humans	Read from WEEKLY DECISIONS MEETINGS to the end of the section	Submit a Word document with your list of riskiest assumptions
Professor	* Feedback	Team	Create Risk Dashboard	1) Identify your 5 riskiest assumptions 2) Describe the status of each using the format on page 64 of Testing With Humans	Submit a PowerPoint presentation showing your team's Risk Dashboard
		Team	Use UNBIASED app to:	Create an Aha Journey and Interview Guide for one of your team's Personas	Submit a PowerPoint file showing the screenshots of your Aha Journey and Aha Interview Guide
		Team	Do & Track Outreach	Perform outreach, track contacts captured in a spreadsheet	Submit an Excel file showing your team's Outreach Tracking Metrics by week
Thu, Mar 03	Class 16	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Tracking Interviews * Interview Targets	Individual	Perform Aha Interview #1	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Teams	* Present your landing page metrics * Present your Interview Tracking Spreadsheet	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
Professor	* Feedback	Team	Landing Page Metrics Spreadsheet	Create a set of landing page metrics that include page visits and contacts captured	Submit an Excel file showing your team's metrics
		Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
		Team	Do & Track Outreach	Perform outreach, track contacts captured in a spreadsheet. Include a link to each landing page and contacts per landing page	Submit an Excel file showing your team's Up-To-Date Outreach Tracking Metrics by week



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Tue, Mar 08	Class 17	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Karly Blackburn	Students ask startup founders panel for help.	Individual	Perform Aha Interview #2	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Braden Rawls		Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
Hersh Tapadia		Individual	Team Health Check	(1) What top 3 things you aren't making progress on as team? (2) What are the top 3 questions you have about what you are trying to accomplish?	Submit Word document with your answers
Jon Spinney		Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
Dave Sonders					
Thu, Mar 10	Class 18	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Defining key presentation elements - Business Model - Market Size - Initial Target Market - Competition - MVP - Traction	Individual	Perform Aha Interview #3	Record & transcribe the Ugh Interviews. Capture a screenshot of the Otter.ai screen showing the transcript	nothing
Students	* Questions	Individual	Use UNBIASED app to:	Analyze, rate & Assess the interview. Capture a screen shot of the UNBIASED Analysis screens. of the interview	Submit PowerPoint file with screenshots of the transcript and analysis screens.
		Individual	Read:	<a href="https://www.nerdwallet.com/article/small-business/what-is-a-business-model">https://www.nerdwallet.com/article/small-business/what-is-a-business-model</a>	Submit updated Startup Journal. Create 3 entries. Focus on key elements of a business model
		Individual	Define These Terms:	(1) TAM, SAM, SOM (2) Initial Target Market (3) Competition (4) MVP (5) Traction	Submit a Word document with your definitions and the source of your definition
		Team	Interview Tracking	Track interviews in the Tracking Spreadsheet	Submit up-to-date Interview Tracking Spreadsheet
Tue, Mar 22	Class 19	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Nancy Lovas	Researching market sizes: TAM, SAM, SOM	Individual	Read:	NISI, Phase 4, p 159-170. Nailing the business model	Submit updated Startup Journal. Create 3 entries. Focus on key elements of a business model
Teams	Goal is to have defined the size of your TAM, SAM and SOM before the end of the session. Make sure to capture sources.	Individual	Read:	<a href="#">Market Sizing</a>	Submit updated Startup Journal. Create 3 entries. Focus on the definitions of TAM, SAM, SOM
		Team	MVP Mockup	Work on building your MVP Mockup	PowerPoint file showing version 1 of your MVP
		Team	Initial TAM, SAM, SOM	Describe your TAM, SAM, SOM	Word or PowerPoint file describing each for your startup

**DRAFT – ECON 327-004 Spring 2022 (v12 12-29-2021)**

Thu, Mar 24		Class 20		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q & A, Quiz	Individual	Reference. Read as needed.		<a href="#">Business Models</a>	Nothing	
Teams	* Present your 1) TAM, SAM, SOM 2) Initial Target Market 3) Competition 4) Business model 5) MVP mockup	Individual	Read:		<a href="#">Competitors</a>	Submit updated Startup Journal. Create 3 entries. Focus on how to define competitors	
Professor	* Feedback	Team	Presentation		1) TAM, SAM, SOM 2) Initial Target Market 3) Competition 4) Business model 5) MVP mockup	Submit a professional looking PowerPoint presentation that is at least 5 slides. This is a first pass.	
Tue, Mar 29		Class 21		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz * Pitching your startup * Send deck versus in-person deck * Start planning to work on your pitch deck	Individual	Read:		<a href="#">Successful Pitch Decks</a>	Submit updated Startup Journal. Create 2 entries. Focus on what you need in your pitch	
Teams	* Present outlines in class	Individual	Read:		<a href="#">Financial Modeling</a>	Submit updated Startup Journal. Create 2 entries. Focus on the key components of a financial model	
Professor	* Feedback	Team	Pitch Outline		A simple outline of how you think you should pitch your startup. This is a rough draft.	Submit Word or PowerPoint file	
Thu, Mar 31		Class 22		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Guest: Merrill Mason	Startup Legal Topics	Individual	Read:		<a href="#">Financial Models - Assumptions</a>	Submit updated Startup Journal. Create 2 entries. Focus on the key assumptions of a financial model	
		Individual	Read:		<a href="#">Financial Models - Income Statement</a>	Submit updated Startup Journal. Create 2 entries. Focus on the types of costs there are	
		Individual	Read:		<a href="#">Financial Models - Balance Sheet</a>	Submit updated Startup Journal. Create 1 entry. Focus on tracking cash flow	
		Team	Pitch Deck		Continue refining	Nothing	
		Team	NC IDEA Application		Start writing it	Nothing	
Tue, Apr 05		Class 23		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Greg Lissy (Finmark)	Financial Modeling - Finmark	Team	Financial Model		After this class, start working on: Finmark financial model Version 1 due on 4/7 Version 2 due on 4/12 Final version on 4/14	Nothing	
Professor	How to model your business	Team	Financial Assumptions		Describe what you think your key revenue and cost assumptions are for your business	Submit Word document	
		Team	NC IDEA Application		Continue refining, Due 4/20	Nothing	

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Thu, Apr 07		Class 24		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Guest: Karin Reed	The Art of Pitching	Individual	Read 3 slide decks of your choice:	<a href="#">Pitch Deck Examples</a>	Submit updated Startup Journal. Create 2 entries. Focus on what was most compelling about each deck.		
		Individual	Watch: At least up to 5:29	<a href="#">Story Telling</a>	Submit updated Startup Journal. Create 2 entries. Focus on the importance of stories		
		Individual	Read Stage 1 of:	<a href="#">Pitching Investors</a>	Submit updated Startup Journal. Create 2 entries. Focus on the importance of stories		
		Team	Version 1 of Pitch Deck Slides	First pass of the sequence of slides and overall story arch of your investor pitch deck.	Submit PowerPoint file. On each slide include Title and short description of expected content. You do not need final images yet.		
		Team	1st Pass of your Finmark Model	(1) Link to your financial model (2) Screenshots of what you have so far	Submit Word or PowerPoint File		
Tue, Apr 12		Class 25		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Students	* Ask your financial modeling questions * Work on your models in breakout rooms	Individual	3 Questions	Write down at least 3 questions you have about building your financial model	Submit Word Document		
Professor	* Feedback, Q&A	Team	2nd Pass of your Finmark Model	(1) Link to your financial model (2) Screenshots showing your cost and revenue assumptions	Submit Word or PowerPoint File		
		Team	NC IDEA Application	Continue refining, Due 4/20	Nothing		
Thu, Apr 14		Class 26		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Professor	* Q&A, Quiz	Individual	Watch:	<a href="#">Pitch Practice</a>	Submit updated Startup Journal. Create 2 entries. Focus on how to deliver an effective presentation		
Teams	* Present your Pitch Slides	Team	Final Version of Financial Model	A link to final version of your Finmark model & screen shots of: 1. Cost and revenue assumptions 2. Profit and loss (income statement) for 12 months	Submit Word Document or PowerPoint file		
Professor	* Feedback	Team	Pitch Slides	Create Problem, Solution, Traction and Financials slides. On each, show the top quotes or metrics (up to 3) that you have collected that validate your startup.	Submit PowerPoint file with 4 slides		
Tue, Apr 19		Class 27		Type	Assignment	Details	Submit in Sakai by 10:30 AM
Teams	Work on your Final Pitch deck and leave behind decks (two) due by 10:30 AM on 4/21	Team	Version 1 'In-person' Pitch Deck	MS PowerPoint file that contains version 1 of your final in class pitch deck with all slides that will be in your final submission	Submit PowerPoint file		
Professor	Pitch prep coaching	Team	Version 1 'Send To' Pitch Deck	MS PowerPoint file that contains version 1 of your final leave behind pitch deck with all slides that will be in your final submission	Submit PowerPoint file		
Wed, Apr 20		Home work		Type	Assignment	Details	Submit in Sakai by 11:55PM
Students	Submit NC IDEA Grant Application	Team	NC IDEA Grant Application	Submit your NC Grant Application by 11:55 PM	Submit Word Document		

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Thu, Apr 21	Class 28	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Teams	Pitch to investors	All Teams	In-person' Pitch Deck	MS PowerPoint file to be used to pitch in class	Submit PowerPoint file
		All Teams	Send To' Pitch Deck	MS PowerPoint file that is the 'send to' pitch deck you would send to investors	Submit PowerPoint file
Tue, Apr 26	Class 29	Type	Assignment	Details	Submit in Sakai by 10:30 AM
Teams	Pitch to investors				Nothing