ECON 327-004 Venture Building using ChatGPT 4   11AM - 12:15PM ET Tu/Th   Dey Rm 313

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Experiencing the startup building journey, from idea to pitching to investors, using ChatGPT 4.

You and your teammates will develop a for-profit product startup from idea to pitching to real Angel Investors. You will build upon what you learned in ECON 125 and 325 including honing your presentation, customer discovery, sales funnel and financial modeling skills. This three-credit course has students use a book called LAUNCHED. LAUNCHED teaches founders how to launch their startup using ChatGPT 4 prompts supplied in the book. In addition, experienced startup founders will come to some of the classes to give feedback and suggestions. 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 more fully develop your entrepreneurial skill set, it will also teach you how to leverage ChatGPT 4 in creating new businesses or products.

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 to create products that people want to buy
- Enhance your listening, presenting, teamwork, ChatGPT and critical thinking skills

Semester Structure
- Classes 1-11: Each student works on their own startup idea
- Classes 12-28: Students vote and the top 8 ideas become 8 startup teams and work on the 8 startups
- Students take on one of the following roles and responsibilities for their team: CEO, CMP, CPO, CFO
- I reserve the right to make changes to the syllabus throughout the semester

Startup Idea Requirements
- A financially viable, innovative product or business model with a large target market and some form of product mockup can be developed

Required Resources
- ChatGPT 4 - Student-paid subscription to their own ChatGPT 4 account. Go to chat.openai.com
- LAUNCHED Book - Found in the 'Files' section of Canvas (supplied by the Professor)
- UNBIASED App - Email tomkcol@gmail.com with Subject: UNBIASED Access (supplied by the Professor)
- Otter.ai App - Sign up for a free Basic account

How You Learn
- Students use the information and ChatGPT 4 prompts from the book LAUNCHED to LEARN and DO
- During class, students work on their startup idea or their teams startup and get advice from the professor and others

Class Grading

10% Attendance Quizzes (2 dropped)

30% Individual and Team Homework Assignments
- 10% WHY & WHAT Quizzes (1 dropped)
- 5% LEARN Quizzes
- 5% DO Quizzes (includes individual & TEAM quizzes)
- 10% FILES Quizzes (includes individual & TEAM quizzes)

25% Mid-term Individual Project
- 15% Market Worthy Pitch Deck - Quality & Evidence
- 10% Market Worthy Live Pitch - Quality & Effectiveness

35% Team Final Project
- 10% Grant Application
- 15% Investor Pitch Deck - Quality & Evidence
- 15% Live Pitch to Investors - Quality & Effectiveness

A = Greater than or equal to 93

A- = Greater than or equal to 90 and less than 93

B+ = 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

C+ = 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

I do not negotiate grades

I do NOT round up (example: 89.9999999 = B+)

Attendance Quizzes: I use quizzes to track your attendance. Attending class is essential when taking this class.

Arrive 1-5 minutes late	-5
Leave 1-5 minutes late	-5
Arrive 6-10 minutes late	-10
Leave 6-10minutes late	-10
Arrive 11+ minutes late	-15
Leave 11+ minutes late	-15

- 0 points for not submitting the Quiz or submitting it late, **even when absent**
    - lowest attendance scores are dropped to accommodate other absences
- 95 points for a <u>University-Approved Absence</u>
- 100 points for arriving on time and leaving when class is dismissed
    - Deductions for arriving late or leaving class early can be seen in the table
    - Example: Arrive 3 minutes late (-5) and leave 3 minutes early (-5) = 90 points

Homework Assignments

All assignments are submitted via a Quiz.

Quiz Name	Topics Covered	Submit	Who	Submission file name example
WHAT & WHY Quiz	What, Why & Summary	Answers to questions	All students	na
LEARN Quiz	LEARN prompts	ChatGPT 4 Conversation	All students	Step 3 LEARN.pdf
DO Quiz	DO prompts	ChatGPT 4 Conversation	All students	Step 5 DO.pdf
FILES Quiz	Result of doing a step	Created or updated file	All students	Specified in Homework Assignment
TEAM [role] DO Quiz	DO prompts	ChatGPT 4 Conversation	1 TEAM member	TEAM CEO Step 5 DO.pdf
TEAM [role] FILES Quiz	Result of doing a step	Created or updated file	1 TEAM member	Specified in Homework Assignment

- You cannot submit ChatGPT sessions created by other people for assignments you are responsible for submitting.
- The ChatGPT sessions you submit must be generated using your own ChatGPT 4 account
- ChatGPT 4 availability can vary
- Students should work on ChatGPT 4 assignments more than a day to avoid not submitting assignments on time

WHAT & WHY Quizzes:

Take-home multiple choice quizzes are used to assess your understanding of key concepts.

- It is **Honor Code Violation** to:
    - Get help answering the questions from **any person**
    - Get help answering the questions from any AI technology
- You **ARE ALLOWED** to use the book **LAUNCHED**
- You **ARE ALLOWED** to use notes you created **BEFORE** seeing the questions, including notes created by AI technology

LEARN & DO Quizzes

LEARN & DO Quizzes are used to track the complete of ChatGPT 4 prompt conversations
- Every quiz there will be a question related to files you submitted
- It is a an **Honor Code violation** if you don't answer the following question honestly and accurately
    How much of the assignment is completed in the submitted file?
    a. I completed all the prompts
    b. I completed some of the prompts
    c. I did not complete any of the prompts

FILES Quizzes

FILE Quizzes are used to track the progress of your startup.
- Every quiz there will be a question related to files you submitted
- It is a an **Honor Code violation** if you don't answer the following question honestly and accurately
    How much of the assignment is completed in the submitted file?
    a. I completed the entire assignment
    b. I completed part of the assignment
    c. I didn't complete any of the assignment

Mid-term Individual Project

You will spend the first part of the semester researching and developing your own startup idea. You will present your idea and the evidence you have collected.
IMPORTANT: Each piece of evidence MUST have a footnote containing the homework submission filename that contains that evidence

Team Formation

- All students will present their **individual startup presentations** to the class.
- After the individual startup presentations, students select 8 startup teams via voting
- The presenting student is the CEO, they recruit other students to be on their team.
    - Students 'apply' for the roles of CMO. CPO and COO/CFO
- A CEO can elect to recruit a replacement CEO and switch to one of the other roles if they find a replacement CEO.

Team Project: Investor Pitch Deck, Pitch & Grant Application

You and your 2 or 3 teammates will spend the second part of the semester working together to continue to develop a startup idea. At the end of the semester you will create a grant application, pitch deck, and deliver the pitch to a panel of Angel Investors. You will use the evidence you have collected to make the pitch compelling to investors. Part of your grade will be based on the quality of that evidence.

IMPORTANT: Each piece of evidence MUST have a footnote containing the homework submission filename that contains that evidence

Team Assignments

There are assignments that you lead for your team. Team assignments start with TEAM and show a role. For example, the assignment 'TEAM CEO: Step 7 DO' would be submitted by the CEO of the team. They also lead the effort of completing the assignment. Any team members can and should help the leader do the assignment. All team members get the same grade for the assignment. A system to check to make sure assignments are done correctly and are of high quality is beneficial to your grade.

Using ChatGPT 4 - VERY IMPORTANT

It is an **Honor Code Violation** to use ChatGPT 4 after you have seen the questions for a quiz. You can use notes and the book, but not ChatGPT 4 or the work of other people when doing quizzes. Only use ChatGPT 4 when doing assignments other than quizzes.

WARNING: There are times when ChatGPT 4 is unavailable. To avoid missing an assignment deadline, do ChatGPT 4 homework assignments more than a day in advance to be safe.

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 based on both individual and team activities and assignments. Collaboration among team members is required and expected for team assignments which is indicated by a (role) label in the assignment. Any assignment not labeled with a specific role (CEO,CFO, CPO, CMO) will require you to submit your own 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 is **Honor Code Violation** to use any AI tool while taking a quiz. Only use notes and the book LAUNCHED to help answer quiz questions.

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. 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). Additional resources are available 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.

Overview the book and class-by-class description

In this class you will use the book LAUNCHED to go through the steps of building a startup. Below is an outline of the book.

LAUNCHED: 10 Steps to building your startup using ChatGPT 4

Class 1	Thu Jan 11	In-class Activities
Chapter 3	**Before you start**	Ask questions about the homework Listen to the only lecture of the semester Try using Step 1: LEARN prompts
Due Jan 11	**Submit**	**Homework Assignments**
11:00 AM	Nothing	Read Syllabus (Canvas Files folder)
11:00 AM	Nothing	Read Chapter 1 of LAUNCHED (Canvas Files folder)
11:00 AM	Nothing	Read Chapter 3 of LAUNCHED (Canvas Files folder)
11:00 AM	Nothing	Bring questions about syllabus or LAUNCHED to class
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 2	Tue Jan 16	In-class Activities
Chapter 4	**Step 1: Finding your Idea**	Ask questions about homework & quiz Start working on Step 2: LEARN
Due Jan 16	**Submit**	**Homework Assignments**
10:00 AM	Step 1: WHY & WHAT Quiz	Step 1: WHAT & WHY, read & submit quiz
10:00 AM	Step 1: LEARN Quiz	Step 1: LEARN, enter prompts, create document & submit quiz
10:00 AM	Step 1: DO Quiz	Step 1: DO, enter prompts, create document & submit quiz
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 3	Thu Jan 18	In-class Activities
Chapter 5	**Step 2: Defining your Product Concept**	Ask questions about homework & quiz Form groups. Share your Product Concept, Get Feedback Start working on Step 3: LEARN
Due Jan 18	**Submit**	**Homework Assignments**
10:00 AM	Step 2: WHY & WHAT Quiz	Step 2: WHAT & WHY, read & submit quiz
10:00 AM	Step 2: LEARN Quiz	Step 2: LEARN, enter prompts, create document & submit quiz
10:00 AM	Step 2: DO Quiz	Step 2: DO, enter prompts, create document & submit quiz
10:00 AM	Class 3: FILES Quiz	**Submit document: 'Step 2 Initial Product Concept Definition'** 1) Create a document that includes just your Product Concept. 2) Use the form: ... is a ... for ... who want ... that ... and for ... who want ... that ... unlike...
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 4	Tue Jan 23	In-class Activities
Chapter 6	**Step 3: Defining your Market**	Ask questions about homework & quiz Start working on Step 3: DO
Due Jan 23	**Submit**	**Homework Assignments**
10:00 AM	Step 3: WHY & WHAT Quiz	Step 3: WHAT & WHY, read & submit quiz
10:00 AM	Step 3: LEARN Quiz	Step 3: LEARN, enter prompts, create document & submit quiz
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 5	Thu Jan 25	In-class Activities
Chapter 6	**Step 3: Defining your Market**	Ask questions about homework & quiz Form groups, Share Your Target Market, Get Feedback Start working on Step 4: LEARN
Due Jan 25	**Submit**	**Homework Assignments**
10:00 AM	Step 3: DO Quiz	Step 3: DO, enter prompts, create document & submit quiz
10:00 AM	Class 5: FILES Quiz	**Submit document: 'Step 3 Initial Market Definition'** 1) Create a document that includes the following: Product Concept; User & Buyer Persona, or User-Buyer, Persona descriptions. 2) Make sure to include the SOM size for each persona. 3) The persona descriptions should be in the form found in the ChatGPT DO conversation.
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 6	Tue Jan 30	In-class Activities
Chapter 7	**Step 4: Proving Market-Motivating Ughs**	Ask questions about homework & quiz Start working on Step 4: DO
Due Jan 30	**Submit**	**Homework Assignments**
10:00 AM	Step 4: WHY & WHAT Quiz	Step 4: WHAT & WHY, read & submit quiz
10:00 AM	Step 4: LEARN Quiz	Step 4: LEARN, enter prompts, create document & submit quiz
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 7	Thu Feb 01	In-class Activities
Chapter 7	**Step 4: Proving Market-Motivating Ughs**	Ask questions about homework & quiz Form groups, Share Your Proof, Give and Get Feedback Start working on Step 5: LEARN & DO
Due Feb 01	**Submit**	**Homework Assignments**
10:00 AM	Class 7: FILES Quiz	**Submit document: 'Step 4 Initial Ugh Interview Guide'** You will use the guide during 'Step 4: DO'.
10:00 AM	Step 4: DO Quiz	Step 4: DO, enter prompts, create document & submit quiz
10:00 AM	Class 7: FILES Quiz	**Submit document 'Step 4 Refined Ugh Interview Guide'** Target: Complete 5 interviews rated 'Highly Motivating Ughs' by ChatGPT 4 by class 10. Start recording and transcribing interviews.
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 8	Tue Feb 06	In-class Activities
Chapter 8	**Step 5: Proving 'Aha Interview' Sales Funnel**	Ask questions about homework & quiz Work on generating 30 leads Work in groups to share ideas on how to generate more leads
Due Feb 06	**Submit**	**Homework Assignments**
10:00 AM	Step 5: WHY & WHAT Quiz	Step 5: WHAT & WHY, read & submit quiz
10:00 AM	Step 5: LEARN Quiz	Step 5: LEARN, enter prompts, create document & submit quiz
10:00 AM	Step 5: DO Quiz	Step 5: DO, enter prompts, create document & submit quiz
10:00 AM	Class 8: FILES Quiz	**Submit document: 'Step 5 Initial Interview-Leads Sales Funnel Plan'** 1) Create a comprehensive Leads Sales Funnel Plan based on the Step 5: DO homework. 2) Include a working landing page website 3) Include outreach channels and ready to distribute outreach messaging content.
10:00 AM	Class 8: FILES Quiz	**Submit spreadsheet: 'Step 5 Leads Metrics'** Target is to generate 20 leads by class 10. 1) Generate leads. 2) Create Leads Metrics spreadsheet with 6 labeled columns: (1) Contact Name (2) Email Address (3) Funnel Generated (4) Ugh Interview (5) Aha Interview (6) MDP Interview 3) For each new lead, fill in the Contact Name, Email Address. 4) If lead was generated from Funnel enter YES in column 3 5) if you schedule an Ugh Interview with a lead, enter YES in column 4
10:00 AM	Class 8: FILES Quiz	**Submit document: 'Step 4 Ugh Metrics'** Target: complete 5 interviews rated 'Highly Motivating Ughs' by ChatGPT 4 by class 10. 1) Perform interviews. 2) Use 'Step 4: DO' Analysis prompts to analyze each transcript. 3) Create an Ugh Metrics document with summary at the top showing # interviews and # rated Highly Motivating interviews analyzed. 4) If rated Highly Motivating by ChatGPT, add the ChatGPT 4 generated ratings summary
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 9	Thu Feb 08	In-class Activities
Chapter 8	Step 5: Proving 'Aha Interview' Sales Funnel	Ask questions about homework & quiz Ask questions about your funnel
Chapter 9	Test 1: Assessing 'MARKET Worthy'	Form groups of 2, Each share Your Pitch, Give and get feedback Refine your pitch
Due Feb 08	**Submit**	**Homework Assignments**
10:00 AM	Test 1: WHY & WHAT Quiz	Test 1: WHY & WHAT, read & submit quiz
10:00 AM	Test 1- LEARN Quiz	Test 1 : LEARN, enter prompts, create document & submit quiz
10:00 AM	Test 1: DO Quiz	Test 1: DO, enter prompts, create document & submit quiz
10:00 AM	Class 9: FILES Quiz	**Submit PowerPoint file: 'Test 1 Initial Market Worthy Pitch Deck'** Your final pitch deck is due class 10. You will pitch during class 10 or 11. 1) Use the 'Test 1: DO' prompts to created your Initial Market Worthy pitch deck 2) Make sure to include speaker notes for each slide 3) Modify the prompts using the content from the FILES: - Step 2 Product Concept Description' - Step 3 Market Description - Step 4 Ugh Metrics - Step 5 Leads Metrics 4) Create footnotes on any slide that uses evidence from the FILES 5) Footnotes should identify which FILES the evidence came from
10:00 AM	Class 9: FILES Quiz	**Submit spreadsheet: 'Step 5 Leads Metrics'** Target is to generate 20 leads by class 10. 1) Generate leads and schedule interviews. 2) For each new lead, updated Leads Metrics spreadsheet with Name, Email Address. 3) If lead was generated from Funnel enter YES in column 3 5) Schedule Ugh Interview with lead, enter YES in column 4
10:00 AM	Class 9: FILES Quiz	**Submit document: 'Step 4 Ugh Metrics'** Target: complete 5 interviews rated 'Highly Motivating Ughs' by ChatGPT 4 by class 10. 1) Perform Ugh interviews. 2) Use 'Step 4: DO' Analysis Prompts to analyze each transcript. 3) Update Ugh Metrics document # interviews and # rated Highly Motivating interviews. 4) If rated Highly Motivating by ChatGPT, add the ChatGPT 4 generated ratings summary
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

No Class	Tue Feb 13	Well-being day

Class 10	Thu Feb 15	In-class Activities
Chapter 9	Test 1: Assessing 'MARKET Worthy'	18 Students Deliver Your Compelling Market Evidence 3 Minute Pitch
Due Feb 15	**Submit**	**Homework Assignments**
10:00 AM	Class 10: FILES Quiz	**Submit PowerPoint file: 'Test 1 Final Market Worthy Pitch Deck'** You will pitch during class 10 or 11. 1) Update your pitch deck 2) Make sure to include speaker notes for each slide 3) Make sure there are footnotes on any slide that uses evidence from the FILES 4) Footnotes should identify which FILES the evidence came from
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 11	Tue Feb 20	In-class Activities
Chapter 9	Test 1: Assessing 'MARKET Worthy'	12 Students Deliver Your Compelling Market Evidence 3 Minute Pitch Everyone Votes for top ideas
Chapter 10	Test 2: Assessing 'COFOUNDER Worthy'	Start Recruiting Teammates
Due Feb 20	**Submit**	**Homework Assignments**
10:00 AM	Test 2: WHY & WHAT Quiz	Test 2: WHY & WHAT, read & submit quiz
10:00 AM	Test 2: LEARN Quiz	Test 2: LEARN, enter prompts, create document & submit quiz
10:00 AM	Test 2: DO Quiz	Test 2: DO, enter prompts, create document & submit quiz
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 12	Thu Feb 22	In-class Activities
Chapter 10	**Test 2: Assessing 'COFOUNDER Worthy'**	Ask questions about homework & quiz Finalize Teams, Identify leads for CEO, CPO, CMO and CFO roles.
Chapter 11	**Step 6: Improving 'Aha Interview' Sales Funnel**	3 Person Teams: Either the CEO or CPO must also lead CMO activities As a team, led by CMO, start working on Step 6: DO
Due Feb 22	**Submit**	**Homework Assignments**
10:00 AM	Step 6: WHY & WHAT Quiz	Step 6: WHAT & WHY, read & submit quiz
10:00 AM	Step 6: LEARN Quiz	Step 6: LEARN, enter prompts, create document & submit quiz
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 13	Tue Feb 27	In-class Activities
Chapter 11	**Step 6: Improving 'Aha Interview' Sales Funnel**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Feb 27	**Submit**	**Homework Assignments**
10:00 AM	TEAM CMO - Step 6: DO Quiz	CMO - Step 6: DO , enter prompts, create document & submit quiz
10:00 AM	TEAM CMO - Class 13: FILES Quiz	**CMO - submit document: 'Step 6 Refined Interview-Leads Sales Funnel Plan'** 1) create an Refined Leads Sales Funnel Plan based on the 'Step 6 : DO' prompts 2) Include updated landing page URL, outreach channels & outreach messaging content.
10:00 AM	TEAM CMO - Class 13: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 14	Thu Feb 29	In-class Activities
Chapter 12	**Step 7: Proving Market-Compelling Ahas**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Feb 29	**Submit**	**Homework Assignments**
10:00 AM	Step 7: WHY & WHAT Quiz	Step 7: WHAT & WHY, read & submit quiz
10:00 AM	Step 7: LEARN Quiz	Step 7: LEARN, enter prompts, create document & submit quiz
10:00 AM	TEAM CMO - Class 14: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 15	Tue Mar 05	In-class Activities
Chapter 12	**Step 7: Proving Market-Compelling Ahas**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Mar 05	**Submit**	**Homework Assignments**
10:00 AM	TEAM CEO - Step 7: DO Quiz	CEO - Step 7: DO, enter prompts, create document & submit quiz
10:00 AM	TEAM CEO - Class 15: FILES Quiz	**CEO - submit document: 'Step 7 Initial Aha Interview Guide'** You will use this guide during 'Step 7: DO'. 1) CEO, using UNBIASED, create an Aha Interview Guide, team reviews 2) Create a document that includes the interview guide you created.
10:00 AM	TEAM CEO - Class 15: FILES Quiz	**CEO - submit document: 'Step 7 Refined Aha Interview Guide'** Target: Complete 5 interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) Create a Refined Aha Interview Guide using your Intial Aha Interview Guide and 'Step7: DO' prompts. 2) Copy the interview guide generated by the prompts into a document. 3) Start recording and transcribing interviews.
10:00 AM	TEAM CMO - Class 15: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 16	Thu Mar 07	In-class Activities
Chapter 13	**Step 8: Proving Market-Compelling Product Satisfaction**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Mar 07	**Submit**	**Homework Assignments**
10:00 AM	Step 8: WHY & WHAT Quiz	Step 8: WHAT & WHY, read & submit quiz
10:00 AM	Step 8: LEARN Quiz	Step 8: LEARN, enter prompts, create document & submit quiz
10:00 AM	TEAM CMO - Class 16: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
10:00 AM	TEAM CEO - Class 16: FILES Quiz	**CEO - submit document: 'Step 7 Aha Metrics'** Team target: 5 Aha Interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) All team members perform Aha Interviews. 2) Use the Analysis prompts from 'Step 7: DO' to analyze each transcript. 4) CEO creates an Aha Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

No Class	Tue Mar 12	Spring Break

No Class	Thu Mar 14	Spring Break

Class 17	Tue Mar 19	In-class Activities
Chapter 13	**Step 8: Proving Market-Compelling Product Satisfaction**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Mar 19	**Submit**	**Homework Assignments**
10:00 AM	TEAM CPO - Step 8: DO Quiz	CPO - Step 8: DO, enter prompts, create document & submit quiz
10:00 AM	TEAM CPO - Class 17: FILES Quiz	**CPO - submit document: 'Step 8 Initial MDP Description'** Final version due class 22. 1) CPO, define Initial MDP Description 2) Create a document, include Description 3) Team reviews and agrees.
10:00 AM	TEAM CPO - Class 17: FILES Quiz	**CPO - submit document: 'Step 8 Initial MDP Interview Guide'** Target is 5 MDP Interviews rated 'Highly Compelling MDP' by ChatGPT 4 by class 22. 1) CPO, create Initial MDP Interview Guide 2) Create a document, include MDP Interview Guide 3) Team reviews and agrees. 4) CPO, start recording and transcribing MDP interviews.
10:00 AM	TEAM CMO - Class 17: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
10:00 AM	TEAM CEO - Class 17: FILES Quiz	**CEO - submit document: 'Step 7 Aha Metrics'** Team target: 5 Aha Interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) All team members perform Aha Interviews. 2) Use the Analysis prompts from 'Step 7: DO' to analyze each transcript. 4) CEO updates an Aha Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 18	Thu Mar 21	In-class Activities
Chapter 14	**Step 9: Proving 'Business' Viability**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Mar 21	**Submit**	**Homework Assignments**
10:00 AM	Step 9: WHY & WHAT Quiz	Step 9: WHAT & WHY, read & submit quiz
10:00 AM	Step 9: LEARN Quiz	Step 9: LEARN, enter prompts, create document & submit quiz
10:00 AM	TEAM CMO - Class 18: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
10:00 AM	TEAM CEO - Class 18: FILES Quiz	**CEO - submit document: 'Step 7 Aha Metrics'** Team target: 5 Aha Interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) All team members, except CPO, perform Aha Interviews. 2) Use the Analysis prompts from 'Step 7: DO' to analyze each transcript. 4) CEO updates an Aha Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
10:00 AM	TEAM CPO - Class 18: FILES Quiz	**CPO - submit document: 'Step 8 MDP Metrics'** Target is 5 MDP Interviews rated 'Highly Compelling MDP' by ChatGPT 4 by class 22. 1) CPO - schedule interview with leads from the 'Step 5 Leads Metrics' spreadsheet 2) for each interview you schedule, enter YES in column 6 of the spreadsheetper 3) CPO - perform interviews using 'Step 8 Initial MDP Interview Guide' 4) CPO - create MDP Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
		Led by CPO, update MDP as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 19	Tue Mar 26	In-class Activities
Chapter 14	Step 9: Proving 'Business' Viability	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Mar 26	**Submit**	**Homework Assignments**
10:00 AM	TEAM CFO - Step 9: DO Quiz	CFO - Step 9: DO, enter prompts, create document & submit quiz
10:00 AM	TEAM CFO - Class 19: FILES Quiz	CFO - submit spreadsheet: 'Step 9 Initial Financial Model' 1) Using Step 9: DO prompts, create an Initial Financial Model spreadsheet 2) Team reviews & agrees with assumptions and model
10:00 AM	TEAM CMO - Class 19: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
10:00 AM	TEAM CEO - Class 19: FILES Quiz	**CEO - submit document: 'Step 7 Aha Metrics'** Team target: 5 Aha Interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) All team members, except CPO, perform Aha Interviews. 2) Use the Analysis prompts from 'Step 7: DO' to analyze each transcript. 4) CEO updates an Aha Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
10:00 AM	TEAM CPO - Class 19: FILES Quiz	**CPO - submit document: 'Step 8 MDP Metrics'** Target is 5 MDP Interviews rated 'Highly Compelling MDP' by ChatGPT 4 by class 22. 1) CPO - schedule interview with leads from the 'Step 5 Leads Metrics' spreadsheet 2) for each interview you schedule, enter YES in column 6 of the spreadsheetper 3) CPO - perform interviews using 'Step 8 Initial MDP Interview Guide' 4) CPO - create MDP Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
		Led by CPO, update MDP as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

No Class	Thu Mar 28	Well-Being Day

Class 20	Tue Apr 02	In-class Activities
Chapter 15	**Step 10: Proving 'Product' Sales Funnel**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Apr 02	**Submit**	**Homework Assignments**
10:00 AM	Step 10: WHY & WHAT Quiz	Step 10: WHAT & WHY, read & submit quiz
10:00 AM	Step 10: LEARN Quiz	Step 10: LEARN, enter prompts, create document & submit quiz
10:00 AM	TEAM CMO - Class 20: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
10:00 AM	TEAM CEO - Class 20: FILES Quiz	**CEO - submit document: 'Step 7 Aha Metrics'** Team target: 5 Aha Interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) All team members, except CPO, perform Aha Interviews. 2) Use the Analysis prompts from 'Step 7: DO' to analyze each transcript. 4) CEO updates an Aha Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
10:00 AM	TEAM CPO - Class 20: FILES Quiz	**CPO - submit document: 'Step 8 MDP Metrics'** Target is 5 MDP Interviews rated 'Highly Compelling MDP' by ChatGPT 4 by class 22. 1) CPO - schedule interview with leads from the 'Step 5 Leads Metrics' spreadsheet 2) for each interview you schedule, enter YES in column 6 of the spreadsheetper 3) CPO - perform interviews using 'Step 8 Initial MDP Interview Guide' 4) CPO - create MDP Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
		Led by CPO, update MDP as needed, final version due class 22
		Led by CFO, update Financial Model as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 21	Thu Apr 04	In-class Activities
Chapter 15	Step 10: Proving 'Product' Sales Funnel	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Apr 04	**Submit**	**Homework Assignments**
10:00 AM	TEAM CMO - Step 10: DO Quiz	CMO - Step 10: DO, enter prompts, create document & submit quiz
10:00 AM	TEAM CMO - Class 21: FILES Quiz	**CMO - submit document: 'Step 10 Initial Product Sales Funnel Description'** 1) Using the Step 10: DO prompts, define your product sales funnel 2) Create a document, include the Product Sales Funnel Description 3) Team reviews and agrees
10:00 AM	TEAM CMO - Class 21: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Leads Metrics'** Target is 40 (3/team) or 55 (4/team) new leads by class 22. 1) Led by CMO, all team members generate leads. 2) Led by CMO, all team members schedule Aha Interviews with new leads 3) CMO updates Leads Metrics document. 4) For each new lead, update the Leads Metrics spreadsheet with Name, Email Address. 5) If lead was generated from your Funnel enter YES in column 3
10:00 AM	TEAM CEO - Class 21: FILES Quiz	**CEO - submit document: 'Step 7 Aha Metrics'** Team target: 5 Aha Interviews rated 'Highly Compelling Ahas' by ChatGPT 4 by class 22. 1) All team members, except CPO, perform Aha Interviews. 2) Use the Analysis prompts from 'Step 7: DO' to analyze each transcript. 4) CEO updates an Aha Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
10:00 AM	TEAM CPO - Class 21: FILES Quiz	**CPO - submit document: 'Step 8 MDP Metrics'** Target is 5 MDP Interviews rated 'Highly Compelling MDP' by ChatGPT 4 by class 22. 1) CPO - schedule interview with leads from the 'Step 5 Leads Metrics' spreadsheet 2) for each interview you schedule, enter YES in column 6 of the spreadsheetper 3) CPO - perform interviews using 'Step 8 Initial MDP Interview Guide' 4) CPO - create MDP Metrics document. 5) Document must include a summary at the top showing the # interviews and # rated Highly Compelling interviews analyzed to date. 6) For each interview with a Highly Compelling Rating, add the ratings summary from the ChatGPT 4 Interview Analysis to the document.
		Led by CEO, update Product Concept as needed, final version due class 22
		Led by CMO, update Market Personas & Size as needed, final version due class 22
		Led by CPO, update MDP as needed, final version due class 22
		Led by CFO, update Financial Model as needed, final version due class 22
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 22	Tue Apr 09	In-class Activities
Chapter 16	**Test 3: Assessing 'LAUNCH Worthy'**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Apr 09	**Submit**	**Homework Assignments**
10:00 AM	Test 3: WHY & WHAT Quiz	Test 3: WHY & WHAT, read & submit quiz
10:00 AM	Test 3: LEARN Quiz	Test 3: LEARN, enter prompts, create document & submit quiz
10:00 AM	TEAM CEO - Class 22: FILES Quiz	**CEO - submit document: 'Step 2 Final Product Concept Description'** 1) CEO - update Product Concept.
10:00 AM	TEAM CEO - Class 22: FILES Quiz	**CEO - submit document: 'Step 4 Final Ugh Metrics'** 1) CEO - update Ugh Metrics
10:00 AM	TEAM CEO - Class 22: FILES Quiz	**CEO - submit document: 'Step 7 Final Aha Metrics'** 1) CEO - update Aha Metrics
10:00 AM	TEAM CMO - Class 22: FILES Quiz	**CMO - submit document: 'Step 3 Final Market Description'** 1) CEO - update Market Description
10:00 AM	TEAM CMO - Class 22: FILES Quiz	**CMO - submit spreadsheet: 'Step 5 Final Leads Metrics'** 1) CMO - update Leads Metrics
10:00 AM	TEAM CMO - Class 22: FILES Quiz	**CMO - submit document: 'Step 10 Final Product Sales Funnel Description'** 1) CMO - update Product Sales Funnel Description
10:00 AM	TEAM CPO - Class 22: FILES Quiz	**CPO - submit document: 'Step 8 Final MDP Description'** 1) CPO - update MDP Description
10:00 AM	TEAM CPO - Class 22: FILES Quiz	**CPO - submit document: 'Step 8 Final MDP Metrics'** 1) updated MDP Metrics
10:00 AM	TEAM CFO - Class 22: FILES Quiz	**CFO - submit spreadsheet: 'Step 9 Final Financial Model'** 1) CFO - update Financial Model
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 23	Thu Apr 11	In-class Activities
Chapter 16	**Test 3: Assessing 'LAUNCH Worthy'**	Ask questions about homework & quiz Work on your startup, ask questions, get advice
Due Apr 11	**Submit**	**Homework Assignments**
10:00 AM	TEAM CEO - Test 3: DO Quiz	CEO - Test 3: DO

10:00 AM	TEAM CEO - Class 23: FILES Quiz	**CEO - submit document: 'Test 3 Startup Launch Assessment'**
		1) Led by CEO, team assesses overall Startup Launch viability
		2) CEO - create a document
		3) include each team member's assessment rating of each area listed below:
		  (1) Product Concept
		  (2) Market
		  (3) Sales Funnel (Lead Metrics)
		  (4) Motivating Ughs (Ugh Metrics)
		  (5) Compelling Ahas (Aha Metrics)
		  (6) MDP (MDP Metrics)
		  (7) Financials (Financial Model)
		4) the rating should be either LAUNCH or DO NOT LAUNCH
		5) include each team member's rationale for their rating

12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 24	Tue Apr 16	In-class Activities
Chapter 17	**Test 4: Assessing 'INVESTOR Worthy'**	Ask questions about homework & quiz Work on your grant application and pitch deck
Due Apr 16	**Submit**	**Homework Assignments**
10:00 AM	Test 4: WHY & WHAT Quiz	Test 4: WHY & WHAT, read & submit quiz
10:00 AM	Test 4: LEARN Quiz	Test 4: LEARN, enter prompts, create document & submit quiz
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 25	Thu Apr 18	In-class Activities
Chapter 17	**Test 4: Assessing 'INVESTOR Worthy'**	Ask questions about homework & quiz 2 Teams practice pitching to each other Led by CEO, team refines pitch deck
Due Apr 18	**Submit**	**Homework Assignments**
10:00 AM	TEAM CEO - Test 4: DO Pitch Quiz	CEO - Test 4: DO Pitch
10:00 AM	TEAM CEO - Class 25: FILES Quiz	**CEO - submit PowerPoint file: 'Test 4 Initial Investor Pitch Deck'** 1) Led by CEO, team creates Initial Investor Pitch 2) CEO uses the 'Test 4: DO Pitch' prompts to create the Initial Investor pitch deck contents 3) Modify the prompts using the content from the FILES: - Step 2 Final Product Concept Description - Step 3 Final Market Description - Step 4 Final Ugh Metrics - Step 5 Final Leads Metrics - Step 7 Final Aha Metrics - Step 8 Final MDP Description - Step 8 Final MDP Metrics - Step 9 Final Financial Model - Step 10 Product Sales Funnel Description 3) Make sure to include speaker notes for each slide 4) Create footnotes on any slide that uses evidence from the FILES 5) Footnotes should identify which FILES the evidence came from
10:00 AM	TEAM CFO - Test 4: DO Grant Quiz	CPO - Test 4: DO Grant
10:00 AM	TEAM CFO - Class 25: FILES Quiz	**CFO - submit document: 'Test 4 Final Grant Application'** 1) CFO completes the supplied NC IDEA Grant application 2) Team reviews and agrees 2) CFO uses the 'Test 4: DO Grant' prompts to create the initial Grant Application contents 3) Modify the prompts using the content from the FILES: - Step 2 Final Product Concept Description - Step 3 Final Market Description - Step 4 Final Ugh Metrics - Step 5 Final Leads Metrics - Step 7 Final Aha Metrics - Step 8 Final MDP Description - Step 8 Final MDP Metrics - Step 9 Final Financial Model - Step 10 Product Sales Funnel Description 3) Modify the results of the prompts as needed 4) Make sure evidence from the FILES is in the application
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 26	Tue Apr 23	In-class Activities
Chapter 17	**Test 4: Assessing 'INVESTOR Worthy'**	Ask questions about homework & quiz Each Team practices pitching first 6 slides to the class Led by CEO, team refines pitch deck
Due Apr 23	**Submit**	**Homework Assignments**
10:00 AM	TEAM CEO - Class 26: FILES Quiz	**CEO - submit PowerPoint file: 'Test 4 Updated Investor Pitch Deck'** 1) Led by CEO, team creates updated Investor Pitch Deck 2) Make sure to include speaker notes for each slide 3) Create footnotes on any slide that uses evidence from the FILES 4) Footnotes should identify which FILES the evidence came from
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 27	Thu Apr 25	In-class Activities
Chapter 17	**Test 4: Assessing 'INVESTOR Worthy'**	4 Teams, chosen randomly, pitch to Angel Investors
Due Apr 25	**Submit**	**Homework Assignments**
10:00 AM	TEAM CEO - Class 27: FILES Quiz	**CEO - submit PowerPoint file: 'Test 4 Final Investor Pitch Deck'** 1) Led by CEO, team creates updated Investor Pitch Deck 2) Make sure to include speaker notes for each slide 3) Create footnotes on any slide that uses evidence from the FILES 4) Footnotes should identify which FILES the evidence came from
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM

Class 28	Tue Apr 30	In-class Activities
Chapter 17	**Test 4: Assessing 'INVESTOR Worthy'**	4 Teams, chosen randomly, pitch to Angel Investors
Due Apr 30	**Submit**	**Homework Assignments**
12:30 PM	Attendance Quiz	Take Attendance Quiz at end of class by 12:30PM