



How to Start a Startup

Spring 2016

Purpose:

- Enable interested and motivated EECS engineering students to adopt an entrepreneurial mindset, produce a customer validated, agilely designed and financially rationalized product worthy of continued startup development

Strategy:

- Building from Stanford's successful CS 184: How to Start a Startup, complimented by KU Entrepreneurship created materials in a flipped class environment, supplemented by both class lectures/discussions to gain deeper understanding and development of students' own new venture concept to deliver a strong experiential learning focus.

Tactics:

- Six seminars at non-regular class hours to avoid conflict
- Class discussion led by successful KU entrepreneurial alumni
- Student teams will create a new product/service and develop a comprehensive business commercialization plan (the course deliverable) with assistance from KU Center for Entrepreneurship faculty.
- Students successfully completing this curriculum are automatically candidates for The Catalyst, KU student startup accelerator and Proof of Concept funding support.

Content:

- Seminar 1: Ideas and Products: Why Start a Startup and Idea Generation
- Seminar 2: Business Strategy: Developing the Business Model
- Seminar 3: Product Development: How to Build Products Users Love
- Seminar 4: Sales and Marketing: Building brand equity and revenues
- Seminar 5: Financing the Venture: How to Raise Money, plus legal and accounting basics
- Seminar 6: Growing the Brand; Finalizing the Commercialization Plan

How to Start a Startup: Course Content

Flipped Classroom Videos, Slide Presentations and Readings to be viewed/read before each class:

- [Lecture 1](#), Sam Altman and Dustin Moskovitz - Ideas and Products; Why to Start a Startup
 - #1: [Advice for Ambitious 19 year olds](#) by Sam Altman
 - #2: [Good and Bad Reasons to Become an Entrepreneur](#) by Dustin Moskovitz
 - #3: [Stupid Apps and Changing the World](#) by Sam Altman
 - #24: [Why Software is Eating the World](#) by Marc Andreessen
 - #4: [Do things that Don't Scale](#) by Paul Graham
 - #5: [How to Get Startup Ideas](#) by Paul Graham
 - #50: [Five ways to build a \\$100 million business](#) by Cristoph Janz
- [Lecture 2 Business Strategy](#), Peter Thiel - Business Strategy and Monopoly Theory
 - [Kauffman Foundation 'The Secret Process of Today's Successful Ventures'](#)
 - #9: [Chapter 3-5 of Zero to One](#) by Peter Thiel
 - [Lecture 3a](#), Alex Schultz - Growth
 - #13: [Mark Zuckerberg on Facebook's Early Days](#) by Mike Isaac
 - [Customer Intimacy and Other Value Disciplines](#), Harvard Business Review
- [Lecture 3 Product Development](#), Adora Cheung - Building Product, Talking to Users, and Growing
 - [Product Development](#), Kevin Hale - How to Build Products Users Love
 - #20: [What Makes a Design Intuitive](#) by Jared Spool
 - #19: [Your App Makes Me Fat](#) by Kathy Sierra
 - #15: [\[video\] Growth Accounting & Triangle Heatmap Explanation](#) by Danny Ferante (for app producers only)
 - #21: [\[video\] Creative mornings with Ben Chestnut; \(user-provided transcript\)](#)
 - #22: [What Makes Marriages Work](#) by John Gottman, Nan Silver
- [Lecture 4 Sales and Marketing](#)
 - #8: [Why Startups Need to Focus on Sales, Not Marketing](#) by Jessica Livingston
 - #14: [The Secret Behind Pinterest's Growth Was Marketing, Not Engineering](#) by Liz Gannes
 - #48: [SaaSr – From-the-trenches sales advice](#) by Jason Lemkin, founder of EchoSign
 - #49: [How I Raised Myself From Failure to Success In Selling](#) by Frank Bettger (1949)
- [Lecture 5](#) Financing the Venture, plus legal and accounting basics
 - Marc Andreessen, Ron Conway, Parker Conrad - How to Raise Money
 - #25: [How to Convince Investors](#) by Paul Graham
 - #26: [How to Raise Money](#) by Paul Graham
 - #27: [LinkedIn's Series B Pitch to Greylock](#) by Reid Hoffman
 - [Ron Conway's Recommended Reading List](#)
 - [Lecture 5a](#), Carolyn Levy, Kirsty Nathoo - Legal and Accounting Basics for Startups
 - #46: [How to Work with Lawyers at a Startup](#) by Mark Suster
 - #47: [Startup Company Lawyer](#) by Yokum Taku
 - #51: [Pitching Hacks! How to pitch startups to investors](#) by [Venture Hacks](#)
 - [Lecture 5b](#), Tyler Bosmeny, Michael Seibel, Dalton Caldwell, Qasar Younis - Sales and Marketing, How to Pitch, Investor Meeting Roleplaying
- [Lecture 6](#), Growing the Brand, Finalizing the Commercialization Plan
 - #11: [Does Slow Growth Equal Slow Death?](#) by Joel Spolsky
 - #12: [A Recipe for Growth - Adding Layers to the Cake](#) by Jeff Jordan
 - #16: [Startup = Growth](#) by Paul Graham
 - #17: [Chasing Facebook's Next Billion Users](#) by Douglas MacMillan
 - #18: [\[video\] Ready to Grow Breakout Session](#) at f8
 - #7: [From Failure to \\$37M in Funding with Adora Chueng](#)

Supplemental and Optional Materials (founder issues, teaming, organization, and management)

- BJ Fogg's [Behavior Model](#)
- [The Sanctity of Marriage](#), This American Life [Creating Passionate Users](#)
- [Lecture 10](#) Alfred Lin and Brian Chesky - Hiring and Culture, Part I
 - #28: [The Happiness Culture: Zappos isn't a Company -- it's a Mission](#), Fast Company
 - #29: [Don't Fuck Up the Culture](#) by Brian Chesky
- [Lecture](#), Patrick Collison, John Collison, Ben Silbermann - Hiring and Culture, Part II
 - #30: [What's It Like to Work for Stripe](#) by Alex MacCaw
 - #31: [How to Hire](#) by Sam Altman
- [Lecture 12](#), Aaron Levie - Building for the Enterprise
 - #32: [The Continuous Productivity of Aaron Levie](#), MIT Technology Review
 - #33: [Robert Cialdini's six principles of influence](#)
 - #34: [Marc Andreessen on the Future of Enterprise](#) by Alexia Tsotsis
- [Lecture 13](#), Reid Hoffman - How to Be a Great Founder
 - #35: [The Information Age to the Networked Age: Are you Network Literate?](#) by Reid Hoffman
 - #36: [The Alliance: A Visual Summary](#) by Reid Hoffman
 - #37: [What I Wish I Knew Before Pitching LinkedIn to VCs](#) by Reid Hoffman
 - #38: [If, Why, and How Founders Should Hire a "Professional" CEO](#) by Reid Hoffman
 - #39: [The 18 Mistakes That Kill Startups](#) by Paul Graham
- [Lecture 14](#), Keith Rabois - How to Operate
 - #40: Bill Walsh, The Score Takes Care of Itself, pp. 2-31, 137-146, 202-203
 - #41: Andy Grove, High Output Management, Chapters 3 (optional), 4, 9, 11, 13, 14
- [Lecture 15](#), Ben Horowitz - How to Manage
 - #42: [Making Yourself a CEO](#) by Ben Horowitz
 - #43: [A Good Place to Work](#) by Ben Horowitz
 - #44: [How to Minimize Politics in Your Company](#) by Ben Horowitz
- [Lecture 17](#), Hosain Rahman - How to Design Hardware Products
 - #45: [\[video\] Hosain Rahman at Startup School 2014](#)