Main topics of CSE 175

1. Starting a business: Identify, assess, and communicate an idea (Kaw: 1,2,4 – Kaw2: 1,2, Barr: 1,2,3)
   * Why start a business?
   * Overview of lifecycle of a business
   * Identifying an idea
   * Assessing an idea
   * Elevator pitch

2. Customer discovery, Market analysis and Goto Market strategy (Kaw: 8,9,10 - Kaw2: 8,10,11 Barr: 6)
   * Market segmentation and refinement
   * Assessing the market size
   * Pricing
   * Customer pitch
   * Contracts and partnerships MOUs

   * Pitching to investors: what do they want to see
   * Structure of a pitch

4. Operational issues (Kaw: 5 - Kaw2: 3,4,12)
   * Bootstrapping
   * Annual Operating Plan
   * Keeping logs
   * Structuring the operation: processes vs. freedom and agility, Top down vs bottom up
   * Task buddy, Weekly plan

5. Funding (Kaw 7 - Kaw2: 5)
   * Revisiting the pitch
   * Sources of funds: friends and family, loans, grants, seed/angel, VCs

6. Networking: branding, the importance of knowing people (Kaw: 9, Kaw2: 9,13)
   * Getting to know people
   * Communicating with people
   * Creating evangelists

7. Forming a business
   * Legal business schemes
   * Tax issues
   * Equity table

8. Intellectual Property strategy and issues
   * Provisional and full patents
   * Practical tips:
     cascading terms with narrower focus, generality of technical, deployment and business use

9. Recruiting and hiring (Kaw: 6 - Kaw2: 7)
   * Hiring the right people
   * Hiring versus outsourcing
   * Compensation issues

10. Financial: analysis and projections (Barr 10)

Kaw: Kawasaki, G., The art of the start, Portfolio Inc.
Kaw2: Kawasaki, G., The art of the start, v 2.0. Portfolio Inc. (get the newer one if possible)