Main topics of CSE 190 Spring

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

2. Pitching a business idea (Kaw: 3 Barr: 11)
   * Pitching to investors: what do they want to see
   * Structure of a pitch

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

4. Operational issues (Kaw: 5)
   * 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)
   * Revisiting the pitch
   * Sources of funds: friends and family, loans, grants, seed/angel, VCs

6. Networking: the importance of knowing people
   * Getting to know people
   * Communicating with people
   * Creating evangelists

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

8. Recruiting and hiring (Kaw 6)
   * Hiring the right people
   * Hiring versus outsourcing
   * Compensation issues

9. Financial: analysis and projections (Barr 10)

Kaw: Kawasaki, G., The art of the start, Portfolio Inc.