

## 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.

**Barr:** Barringer, B. R., *Preparing effective business plans: An entrepreneurial approach* Pearson/ Prentice Hall, 2009