

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
3. Pitching a business idea (Kaw: 3 – Kaw2: 6 Barr: 11)
 - * 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)

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