# Launch Your Startup (BIDDING ONLY)

Professors: Brendan Burns, Dave Lerner & Adam Royalty
TA: Roger Teran

Mondays 2:15pm-5:30pm Location: The Stewart Room, Union Theological Seminary

**Prerequisites**

* You must have a Full Team
* Interest in discovering how an idea can become a real company

### Pre-Assignment

Submit a short powerpoint deck with MAX 3 Slides that communicates the following:

* The problem your startup solves and how it will solve this problem. Who experiences these problems primarily? What key benefits (value proposition) will your customers derive if they use your products or service
* The team, detailed background on each member, and why it is particularly suited to addressing this problem successfully

## 9/12 – Class 1: Welcome

### Lecture

* Class overview and expectations
* Class and Teaching Team introductions

### Workshop

* Introduction to Design: Gift Giving

### Assignment

### Part 1: Detailed exploration of the competitive landscape around your product/idea:

### Current participants

### Substitutes

### Who do you think is the best alternative today, why?

### Elaborate on current value proposition

### Competitive advantage

### What do you think will drive value and the winners longer term?

### How might this market evolve in 5 years?

### Part 2: Your team

### What is your self-assessment (and personal interests), strengths/weaknesses

### Ideal team composition

### What kind of culture will you try to build/develop

### What are your ideas around accountability?

### Success examples

### Not so successful/failures you have been exposed to

### Sitting here today, what do you hope the team looks like 1 year from now?

### Reading

[Founder/Market Fit by Chris Dixon](http://cdixon.org/2011/06/20/foundermarket-fit/)

## 9/19 – Class 2: Founder/Product Fit

### Lecture

* People, Teams & Founders
* Introductions to the NYC tech ecosystem

### Workshop

* Give your 30 second pitch to the class or
* Tell the class why (and why not) is you team suited to build this product/tackle this problem
* Reflection

### Assignment

* Come to next class prepared to talk about who you assume your customers are
* Talk to 3-5 potential customers
* Solidify your team, come to office hours if you need help forming or finding a team

### Reading

[An Introduction to Design Thinking](https://dschool.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModeGuideBOOTCAMP2010L.pdf?sessionID=9a5d0a2a0cd5fb6c26a567b2636b19513b76d0f4)

## 9/26 – Class 3: Needfinding

### Lecture

* The Elephant in the Room or “you might not need to fundraise” with Dave Lerner
* Introduction to Needfinding with Adam Royalty

### Workshop

* Get out of the building!
* Reflect with the class on what you just learned during Needfinding

### Assignment

* Perform at least 20 interviews of potential customers
* Synthesize what you learned and come up with a broad problem statement to address next class

### Reading

[Niche to win by Dave McClure](https://web.archive.org/web/20150315000110/http%3A//500hats.com/niche-to-win)

## 10/3 – Class 4: Unbundling Product

### Lecture

* Unbundling Product with Graham Siener, Chief Product Office of Pivotal Labs

### Workshop

* Brainstorm as many ways as possible to address your problem and then test

### Assignment

* Come to the next class with an exhaustive list of tests against your problem statement. These tests should be quick/easy/manual.

### Reading

[Lean Prototyping a Practical Guide](http://www.slideshare.net/framebench/lean-prototyping-a-practical-guide)

[DS by Paul Graham](http://paulgraham.com/ds.html)

## 10/10 – Class 5: Tools & Building

### Lecture

* Low-Resolution Prototyping with Adam Royalty
* Prototyping tools for web and mobile apps with guest speaker
* Julie Fredrickson, CEO of Stowaway Cosmetics

### Workshop

* Prototyping your product in class with your team

### Assignment

* Be prepared to show an early version of your prototype at next weeks class

### Reading

[Early Beta](http://www.instigatorblog.com/be-selective-in-early-beta-programs/2011/11/16/)

[The 10X Product Launch](http://leanstack.com/the-10x-product-launch/)

[Your First Customers](http://leostartsup.com/2012/06/the-first-people-using-your-product-are-an-amazing-breed/)

## 10/17 – Class 6: Testing & Measuring

### Lecture

* Testing, iterating & measuring with KJ Singh, Director, Techstars

### Workshop

* Prototyping your product in class with your team

### Assignment

* Preliminary financial analysis
	+ Unit economics (Customer LTV and CAC)
	+ P&L through break-even and simple cash flow

### Reading

Read the Forward & Chapter One of [Ship While You Sleep](http://knote.com/wp-content/uploads/2015/02/Ship-While-You-Sleep-Final.pdf)

## 10/31 – Class 7: Code as Cards

### Lecture

* Code as Cards with Amol Sarva

### Workshop

* Continue to build and iterate on your product
* If you chose to do so, start the code as cards method

### Assignment

* Be prepared to demo what you’ve been building (this can be a little as wireframes) next class.

### Reading

[Demo by Nate Westheimer](http://innonate.com/demo/)

## 11/14 – Class 8: Demo Day

### Workshop

* Demo what you’ve been working on in front of NYC investors and Entrepreneurs

### Assignment

* Come to next class prepared to give a two minute pitch for you company
* Optional: Make a fundraising deck

### Reading

[A Simple Approach to Pitch Decks](http://robgo.org/2015/02/05/pitch-decks/)

## 11/21 – Class 9: Legal

### Lecture

* Startup Law with Charles Torres From Lowenstein Sandler

### Workshop

* Are you ready to incorporate? Do you have a founders agreement? If so start now.

### Assignment

* Come up with a list of pressing legal questions regarding your startup

## 11/28 – Class 10: Storytelling & Fundraising

### Lecture

* Storytelling with Adam Royalty
* Pitching and fundraising with Brendan Burns, Dave Lerner

### Workshop

* Iterate on your story and pitch

### Reading

[Here’s the solution to the Uber and Airbnb problems — and no one will like it](http://www.nickgrossman.is/2015/07/23/heres-the-solution-to-the-uber-and-airbnb-problems-and-no-one-will-like-it/)

### Assignment

* Get ready for your final presentation

## 12/5 – Class 11: Presentations

**1st half of class presents**

## 12/12 – Class 12: Presentation II

**2nd half of class presents**