

Social Ventures Incubator Syllabus SP2020

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Prerequisite: There are no prerequisite courses, although this class is meant to be paired with B8526 Launching Social Ventures in Term A of this semester. Students who have taken Launch Your Startup would also have the proper groundwork for this class.

Overview: This term B course will provide students who wish to launch a business with a social mission upon graduation, customized guidance to enable the launch of their business. Students will work closely with the Professors and mentors in class, outside of class, and in the field with their startup team, and on an individual basis, on all aspects of their business plan, growth strategy and launch activities.

This is an applied class. As such there are no readings nor is there a specific progression of class work. The following is a general guideline only.

Session 1: Assessment of Current State of Student Ventures

The first class session will revolve around the presentation of the student ventures and a group assessment of where each venture sits and what essential steps need to be taken for each respective venture during the remaining classes. The class will collectively discuss and decide upon key performance metrics and milestones each venture should focus upon.

Session 2 to 5: Progress and Pivots

Based on the decisions made in Session 1, each successive class will endeavor to measure the progress of each team, reevaluate the priorities decided upon in the previous week and decide upon any new or different milestones to be achieved. To the extent that initial assumptions or decisions proved inaccurate, the Professors and class will help with any necessary pivots to a particular venture.

Session 6: Student Presentations

In the last class, students will present their ventures to a panel of investors and/or entrepreneurs who will assess these business plans and the viability of the venture, critique presentation skills, and identify next steps.

Grading:

15% - For the iterative improvement / progress of each venture for classes 1 through 5 (75% in total)

25% - Final Project Presentation