This course is split into roughly two parts. In the first, we step through a lightning-fast overview of the Lean Startup methodology, which emphasizes controlled, perceptive experiments to hone hypothesis about product-market fit. We step through the Buisness Model Canvas (BMC), and cover each section in turn. In the second half, we focus on applying the lessons learned towards building a pitch and entering in Columbia’s Fast Pitch startup competition.

A word of warning -- this is very likely not like any other class you’re taking this semester. There’s no homework to turn in every week, and the parts of the meeting where someone stands and talks at you are short. Instead, we focus on building an environment where you can build a company. This certainly requires hard work, not falling behind and being deliberate and vocal in answering the questions we raise in class.

The seminar meets weekly on Fridays, from 1:00pm – 3:00pm in 414 Sindeband East, CEPSR. Attendance is mandatory for ResInc students.

9/5: Kickoff! Course overview, fundamental BMC concepts for the next five weeks, genesis of teams and ideas.
   Homework: Think up a business idea. Share it with others, see what they think.

9/12: John Kymissis on Value Propositions, Key Activities -- What do you intend to do? What’s your product or service? What value do you add, and what do you do on a daily basis to deliver this?
   Homework: come up with a concrete business idea, form a team. What are you assuming? What’s the MVP you need to test these?

9/19: Chris McGarry on Customer Segments -- To whom do you deliver value? To whom do you sell?
   Homework: Go find a customer. Talk to them. Check your assumptions regarding your value proposition and your customer.

9/26: Chris McGarry on Customer Relationships and Channels -- How do you manage your relationship with your customer? What’s the most effective channel to find them?
   Homework: Again, go find a customer. Talk to them. Check your assumptions regarding your value proposition and your customer.

10/3: Ivy Schultz on Key Resources and Key Partners. Who else do you need to deliver value?
   Homework: Go find a potential partner. Talk to them. Check your assumptions regarding your value proposition and your partnership.

10/10: Gerry Neumann on Revenue Streams and Cost Structure. What resources do you need
to underpin your activities? Will the cost structure support?

Homework: Start planning your Fastpitch!

10/17: Review winners from previous years, practice pitches with judges.

Homework: Fastpitch!

10/24: No class meeting -- weekly meeting with Boyan to review.

Homework: Fastpitch!

10/31: Site visit!

Homework: Fastpitch!

11/7: Speaker!

Homework: Fastpitch!

11/14: Fastpitch is in three days! What last little details need work? Which group is where?
One more round of pitch practice for everybody!


12/5: Wrap party!