



EST 364: How to Build a Startup Syllabus for Spring 2020

Professor:	Suzana Brown
Classes:	T/Th, 2:00 – 3:20, Academic building B203
Office Hours:	M/W 10:00-12:00 or by appointment, Academic building B310
Website:	https://sites.google.com/site/sunykorea-est-364/

Class description: This course has a two-pronged approach. First, it will provide students with fundamentals required to build a startup in constantly changing Information and Communication Technology (ICT) industry. In addition, students will learn to use modern ICT tools for data analytics for their business needs. After reading two books and analyzing a variety of articles that present case studies, the students will develop their own portfolio with a startup idea. They will come up with a business model, and develop a prototype for their product/service. Group discussions and exercises will offer students the opportunity to wield this enterprising power and develop skills to join the startup ecosystem in South Korea or abroad today.

Objectives:

- To introduce students to the ICT tools of the trade that will allow them to start their own company.
- To practice the theory and logic of startups using a ‘doing’ approach where students practice developing a business idea and a business model that would support it.
- To critically solve problems and handle typical startup tasks like incorporating and raising venture capital.
- To develop a hands-on experience of developing a plan for starting a technology oriented company, particularly in ever changing ICT industry.
- To expose students to startup ecosystems, and how to follow news and critically analyze it.
- To encourage teamwork, creativity, commitment and ambition in the context of opportunity and company development.

Course Overview

This is a hands-on course where students learn by doing and immediately applying the concepts. As such, it anticipates regular attendance and full *engagement* in all individual and group activities. The lectures will be used to frame, build on and extend the subject matter covered in the readings from two books and the assigned articles.

Students will work in teams to develop technology startup ideas, think through the development of product, and make a prototype user interface; design a business model, and work on pitches. Part of the grade will be peer assessment where team members grade each other on the effort and contribution.

Core books:

1. *Lean Startups: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries, 1st edition 2011, ISBN-10: 9780307887894, ISBN-13: 978-0307887894.
2. *Zero to One: Notes on Startups, or How to Build the Future*, by Peter Thiel and Blake Masters, 1st edition 2014, ISBN-10: 0804139296, ISBN-13: 978-0804139298

Additional readings will be assigned a week prior to class.

Term Schedule

The following is subject to change. Updates and changes to the assigned reading will be announced in class and on the class web site as necessary. Additional reading thought out the semester will be announced in class and posted on the website. Except for the two book most of the other readings will be uploaded on the class web site.

Date/week	Topic	Readings
Feb 25	Overview of South Korean startup Ecosystem	“Zero to one”, chapter 6, “You are not a lottery ticket” McKinsey Korea Startup Ecosystem Report “Internet trends 2017”, Mary Meeker, (http://dq756f9pzlyr3.cloudfront.net/file/Internet+Trends+2017+Report.pdf)
March 3	Disrupt an industry Case study: 10 Korean startups in 2017	“Lean Startups”, Part One, chapter 1, “Start” (https://www.forbes.com/sites/elaineramirez/2017/01/17/10-south-korean-startups-breaking-out-in-2017/#2c83b8767506)
March 10	Business models Case study Yello	“Lean Startups”, Part One, chapter 3, “Learn” http://digitalenterprise.org/models/models.html “How Yello Mobile Ate 61 Startups In One Year”, Danny Crichton, (http://techcrunch.com/2015/01/17/how-yello-mobile-ate-61-startups-in-one-year/)
March 17	Business canvas Case study: Korean fintech apps: Toss and Ant	“Lean Startups”, Part One, chapter 4, “Experiment” Toss: https://techcrunch.com/2017/03/09/viva-republica-toss-korea-paypal-goodwater-capital-48-million/ https://www.business-standard.com/article/international/jack-ma-s-giant-financial-startup-is-shaking-the-chinese-banking-system-118073100053_1.html
March 24	4P Innovation Case study “Zenefits”	(http://www.nytimes.com/2014/09/21/business/zenefits-leader-is-rattling-an-industry-so-why-is-he-stressed-out.html?_r=0)
March 31	Design, Marketing Case study: Aribnb	(http://dangrover.com/blog/2014/12/01/chinese-mobile-app-ui-trends.html) (http://dschool.stanford.edu/wp-content/uploads/2013/10/METHODCARDS-v3-slim.pdf) (http://techcrunch.com/2014/02/08/book-review-in-different-finding-better-ways-to-build-brands-in-a-noisy-and-boring-world/)
April 7	Logistics and Venture capital Case study: Weebly	“Zero to one”, chapter 9, “Foundations” “Venture deals”, Brad Felt and Jason Mendelson ("Website Builder Weebly Gets A Revamp And Its First App Center", http://techcrunch.com/2015/10/01/weebly-carbon/)
April 14	Recruiting and launching Marshmallow challenge	“Zero to one”, chapter 4, “The ideology of competition” “Zero to one”, chapter 14, “The founder’s paradox”
April 21	Selecting a startup idea and forming teams Case study: WeWork	“Zero to one”, chapter 8, “Secrets” https://www.forbes.com/sites/amiyatoshpurnanandam/2019/11/11/why-should-we-celebrate-weworks-failed-ipo/#763490c710ea

April 28	Case study: Uber	https://www.forbes.com/sites/stevenbertoni/2017/07/18/podcast-richard-branson-on-entrepreneurship-mentorship-and-risk-taking/#123e0e747ed9
May 5	Product development Case study: Ethereum	“Zero to one”, chapter 11, “If you build they will come” Why some companies fail even if the product is good
May 12	Business analytics	Optimizely versus MixPanel; comparison analysis (https://www.optimizely.com/) (https://mixpanel.com/)
May 19	Develop a prototype	15 Mobile App Prototyping Tools to Create Prototype in a Day (https://despreneur.com/best-tools-to-build-your-app-prototype-in-a-day/)
May 26	International expansion Case study: Ayden	(techcrunch.com/2014/12/16/adyen-250m-general-atlantic)
June 2	Practice/ Final pitches	Final presentations: Open to public
June 8	Correction day	Follow Thursday schedule

Grading

Writing Assignments	15%
Midterm	30%
News Presentations/Participation	15%
Startup Portfolio	40%

Individual Writing Assignments

These assignments are meant to develop students writing and analytical skills. The topics will be given couple times per semester.

Midterm

One midterm test will be in class written test given to evaluate material understanding and readings comprehension. It will consist of multiple choice questions and short answers.

News Presentation

Once a week, at the beginning of class students will present a story from a startup-related news article. Each student is expected to prepare one 5–minute presentation. Examples will be provided in the first week of class.

Startup portfolio

Students will organize in teams and prepare a final project. The teams are expected to start on the project from the middle of the semester. Team members will get a joint and an individual grade.