

BSN3713 – Entrepreneurship Bootcamp

Co-ordinator : Laina R Greene, Mita Natarajan Session : Semester I, 2019/2020

Course Objectives

This five day bootcamp is intended to equip students to think about being future entrepreneurs through applicable knowledge to increase the success in launching and commercializing new start-up ideas. The bootcamp will utilize Lean Launchpad market validation tools to provide practical ways to solidify business models and strengthen fund raising pitches as well. It will teach students how to systematically approach ideation, development of value proposition, customer validation, business model development and finalization of start-up ideas through case studies and practical application.

Course Outcomes

Through tools and case studies being able to:

1. Take a case study based venture idea and clearly define value proposition
2. Identify customer segments for venture idea
3. Develop a business model canvas
4. Validate venture idea through customer interviews and data analysis
5. Translate validated venture idea into product requirements

Course Overview

The bootcamp will start with the introduction of Lean Launchpad methodology to enable students to see a complete picture of how market validation takes place and the necessary process and tools to do so. In addition, customer segmentation and discovery, along with value proposition and business model canvas will be taught. These will be taught through relevant case studies and examples to ensure complete understanding and usage of tools.

Following on, customer validation through preparation and practice will be taught through new venture ideas to enable methodology application. This will be done through break out groups with specific assignments and deliverables.

Course Schedule

Day 1:

- Overview of methodology
- Customer identification
- Customer discovery & value proposition

Day 2:

- Recap of Lean Launchpad methodology
- Customer discovery & validation preparation & practice
- Case studies
- Breakout group case study sessions

Day 3 & 4:

- Market validation application based on break out group case studies

Day 5:

- Market validation presentations by break out groups
- Translation of value Proposition to product features

Reading List

A. Textbooks

Recommended Textbooks/Reference Books:

1. The Four Steps to Epiphany: by Steve Blank
2. The Start-Up Owner's Manual: The Step-By-Step Guide for Building a Great Company: by Steve Blank
3. The Lean Start-up: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses: by Eric Ries

B. Cases

Various cases will be shared and assigned for market validation purposes

Methods of Assessment

Group Assignment: 50%

Individual Class Participation: 20%

Final Group Presentation: 30%

Further Details about Assessment:

As for group assignment, each group will typically consist of 5 students. The group assignment will involve utilizing methodology tools to complete market validation. The grading rubrics is available on LumiNUS.

This is a “group project” and hence there should be a collaborative effort. If it suspected that there is no collaborative effort (eg: the writing styles or approaches are very obviously different), marks may be deducted. In addition, there should be no free-riders. Hence if a group member/s has not contributed much to the project, please inform the instructor who will deal with it accordingly.

Contacting the Facilitators:

If you have any queries regarding the course, do not hesitate to contact your facilitator or use the discussion forum/e-mail.