

Course Outline

Course Code : MKT2711B
Course Title : Marketing Venture Challenge
Semester : Semester 1, AY 2023/2024
Faculty : Mr Jeremy Au
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Overview

Technology is eating the world. Startups have overtaken incumbents and grown to over ten trillion dollars of stock market capitalization over the past twenty years. Trillions of dollars more of value will be disrupted and created in our coming future.

Will you choose to lead, follow or stand on the sidelines? This course equips you with the fundamental frameworks, real-world examples and hands-on experience to make that choice. We will dive into the marketing secrets of a startup, such as product-market fit, business model, go-to-market and evangelism that are the crux between success and failure. Aspiring startup marketing leaders, entrepreneurs and venture capitalists will have the unique opportunity to collaborate on real-world cases and hear from local startup leaders.

Course Objectives

This course aims to accomplish the following:

1. Understand how technology disrupts industries globally and the impact on Southeast Asia
2. Achieve product-market fit by defining customer personas, problems and solutions
3. Adapt marketing principles to the accelerating digital space, from brand to the 4Ps
4. Understand marketing across roles as founder, startup executives and venture capitalists
5. Learn how to market a startup story to VCs and what they are looking for

Assessment

Assessment Components	Weightage
This class will be on a Pass/No Pass grading scale. Your evaluation of P/NP will be based on:	
Class Participation	30%
Group Project Submission – Peer Evaluated	50%
Reflection Journal	20%

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

No textbooks will be required for the course. You will be provided and assigned best-in-class industry readings and podcasts prior to each lecture. Please expect to discuss, question and actively participate during class sessions. You will also work in small groups to apply and integrate your learnings for presentation.

Marketing Venture Challenge

The class will be divided into groups of 2-3. Every student is expected to be part of a group that will analyze, ideate and develop a marketing plan that will be later presented to the class.

The group project full marketing plan submission will count towards 50% of your total grade. For both grading, weight will be applied to both quality of the submission and integration of classroom learnings. Collaboration is expected. Group members may file a Peer Evaluation Form and marks for free riders may be adjusted, thus affecting their pass/ fail status. Late submission will cause 50% of the grade to be deducted.

Deliverables (Submission through LumiNUS)

- Lean Canvas covering problem, solution, value proposition, marketing channels and others (Week 8)
- Startup pitch deck: ~10 PowerPoint slides (Week 12)
- Reflection journal on career (Week 13)

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

- [Administrative Policies](#)
- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About Me

Jeremy Au is a VC at Monk's Hill Ventures who invests in fellow founders who will transform millions of lives. He spearheads MHV's key initiatives from venture scouts to thought leadership. Jeremy hosts BRAVE Southeast Asia Tech, a global top 10% podcast interviewing trailblazing founders, investors and rising stars. He is an angel investor in over twenty startups across USA and Southeast Asia.

Jeremy previously cofounded CozyKin, an early education marketplace, and led as CEO to Series A and acquisition. He also cofounded Conjoint Consulting, an impact consulting platform, and bootstrapped the social enterprise to profitability and over a hundred clients. He has consulted across multiple Southeast Asia markets and China as a Bain management consultant.

Jeremy is a public speaker on entrepreneurship, leadership and community engagement. He has spoken for thousands across Harvard, Deutsche Bank, Singapore Global Tech Network, Boston SPARK Council, Institute of Policy Studies, Civil Service College and many others. Won Harvard Business School's New Venture Competition and the MassChallenge grand prize. Recognized by Forbes 30 Under 30 and Prestige 40 Under 40. MBA from Harvard Business School and double honor degrees in Economics & Business Administration from UC Berkeley.

Schedule and Outline

Week	Topic	Class objectives
1	Lecture 1: Introduction & Startups in SE Asia	<ul style="list-style-type: none"> ● Course Overview & Requirements ● Southeast Asia Rising ● Startup Fundamentals, Stages & Odds ● Marketing vs. Startup Marketing
2	Lecture 2: Product-Market Fit	<ul style="list-style-type: none"> ● Lean Canvas ● Problem Definition ● Solutioning & Unique Value Proposition
3	Lecture 3: Value Proposition & Iteration	<ul style="list-style-type: none"> ● Group Assignment & Case Selection ● Unfair Advantage ● Learning, Iteration, and Experimentation
4	Group Work & Consultations	<ul style="list-style-type: none"> ● Case Study Lean Canvas ● Problem, Solution, Value Proposition & Unfair Advantage
5	Lecture 4: Startup 4Ps & Customer Research	<ul style="list-style-type: none"> ● Customer Segments, Personas & User Journey ● Market Research: Process, Failures & Biases ● Pricing & Lifetime Value ● Guest Speaker: Founder
6	Group Work & Consultations	<ul style="list-style-type: none"> ● Case Study Lean Canvas ● Customer Segments, Revenue Model & Lifetime Value
	Recess week	
7	Lecture 5: Channels, Cost & Quantitative Marketing	<ul style="list-style-type: none"> ● Customer Acquisition Cost & Unit Economics ● Paid Acquisition Overview & Frameworks ● Guest Speaker: Startup Marketer
8	Group Work & Consultations	<ul style="list-style-type: none"> ● Case Study Lean Canvas ● Customer Acquisition Costs & Cost Structure ● Submission of Lean Canvas
9	Lecture 6: Marketing To VCs	<ul style="list-style-type: none"> ● LPs vs. VC. vs. Angel ● VC Economics ● Pitch Deck Fundamentals ● Guest Speaker: Venture Capitalist
10	Group Work & Consultations	<ul style="list-style-type: none"> ● Case Study Pitch Deck
11	Group Work & Consultations	<ul style="list-style-type: none"> ● Case Study Pitch Deck ● Submission of Pitch Deck
12	Elevator Pitch - All Groups	<ul style="list-style-type: none"> ● Every group will attend
13	Lecture 7: Career Planning	<ul style="list-style-type: none"> ● Career Trajectory & Pitfalls ● Submission of Reflection Journal