

Course Outline

Course Code	: BSN3713
Course Title	: Entrepreneurial Bootcamp
Semester	: Semester 1, Academic Year 2024/2025
Faculty	: Professor Wilton Chau
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Overview

The bootcamp will start with the Idea Space Exercise (developed by US Babson College) to enable students to understand their own thinking boxes and the process of think-outside-the-box. From an idea to prototyping and product launching, students need to identify the value creations for stakeholders to develop a valid business model based on limited resources. It is then followed by a team-building workshop to understand the strengths and weaknesses of the team. see a complete picture of how market validation takes place and the necessary process and tools to do so. The Execution plan and risks will then be identified, with a corresponding resources acquisition plan. Students are required to present their venturing ideas with the objective in obtaining 'trust' from audiences (mainly angels and venture capitalists).

Course Objectives

Through this 5-day period (excluding pre-course preparation), this bootcamp is intended to equip students with four major entrepreneurial skills: 1) development of an innovative idea (think-outside-the-box); 2) knowing individual and team members personalities; 3) allocation of limited resources in the venture development process; and 4) acquisition of resources particularly investment funding. These specific entrepreneurial skills are not only applicable to increase the success in start-ups, and it is also applicable for enhancing career development in corporations in general.

In addition to the concept of Lean startup, students are expected to have a good understanding the execution risks of the whole venture development path, for obtaining supports from other stakeholders (likewise for an employee obtaining supports from his/her colleagues and supervisors for his/her initiatives). As a significant failure factor in venture development is the disagreements among the founding team members, the boot camp provides opportunities to students understanding their own strengths /weaknesses and personalities, particularly when they are under pressure, for an effective team formation.

Moreover, through case studies, lectures, tutorials, and practical applications, students are expected to know how to

1. develop the thinking process for constructing innovative ideas
2. identify the core customers under a very limited resource situation
3. develop a valid business model with design thinking approach
4. identify the related execution risks
5. construct a 10-minutes investment pitch in a persuasive-selling approach

General Guide & Reading

A. Reference Book:

The Four Steps to Epiphany: by Steve Blank

B. Cases

Case Study: Nancy Coffee, Babson College/Harvard Business School and other cases for discussion

Assessment

Assessment Components	Weightage
Investment teaser for Investors (Individual assignment) <ul style="list-style-type: none"> a two-page introduction of his/her own venture 	30%
Class/Tutorial Participation (Individually assessed):	20%
Final Presentation (Group assignment): <ul style="list-style-type: none"> presentation (40%) & presentation report (10%) each group will typically consist of 5 students comments made by investors and judges will be considered in marking 	50%

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 doubt, you should consult your instructor.

Additional guidance is available at:

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

About my boot camps and me

Professor Wilton Chau has been organising entrepreneurial bootcamps under the Pan Asia Venture Development Platform (“PAVD”) annually since 2021. Its first boot camp was in 2021/2022 together with Hong Kong Cyberport, and Centre for Innovation, Design & Entrepreneurship (“CIDE”) of the Chinese University of Hong Kong Shenzhen (“CUHK Shenzhen”). This boot camp was praised by the Shenzhen Government as the most well-organized boot camp over the last 10 years since the Government started

funding the Cyberport boot camp. In 2023, the Shenzhen Government has again funded the CIDE-PAVD Entrepreneurship Boot Camp. This is an experimental one as this is probably the first time that an entrepreneurship boot camp run across a period of 4 months in China. With the overwhelming success the previous two boot camps and continuous funding supports from the Shenzhen Government, the 2024 boot camp, “PAVD-CIDE-7th College Entrepreneurship Boot Camp”, has been extended to cover participants from other silk-road areas including Russia, Kazakhstan, China, Hong Kong, Macau, Malaysia, Singapore, and Indonesia in March and April 2023. Some NUS students who had attended BSN3701 (semester 1, 2023/24), have been invited to join this boot camp free of charge online or offline (with free accommodation).



PAVD-CIBE-7th
College Boot Camp.pc

Prof. Chau has highly committed to entrepreneurship training/education. He has over 30-year extensive experience in venture development and investment in the Asian Pacific region. Currently, he is the Founding Chairman of PAVD, a non-profit platform with over 60 active angels, super-angels, venture capitalists and private equity investors (mostly trained by him); a founding member of Asia Entrepreneurship Education Alliance, an alliance formed by vice presidents, deans, and professors from over 20 renowned universities in China, Taiwan, Hong Kong, and Singapore; and Vice Chairman of the Hong Kong Biotechnology Organisation. In addition, he is in the Board of several technology ventures and two Hong Kong main board listed companies. He is also a board member of the China Three Gorges International, one of the largest clean energy companies in the World. Prof. Chau is an adjunct professor in the NUS Business School, CUHK Business School, Academy of Innovation (CityU of Hong Kong), and Shenzhen Finance Institute (CUHK Shenzhen).

(pavd.info)

Schedule and Outline

Module	Date	Topic	Tools	Activity (preparation / cases & assignments / follow-up readings & resources)
	Pre-course	Readings & preparation		Books, articles, videos and cases
1	5 Aug	Idea & Opportunity MVP	Nancy Coffee; Idea Space Exercise	Lectures, case studies, & class exercises
2	6 Aug	You and Your A-Team		Team building workshop (personality analysis)
3	7 Aug	The Core Customers & Execution Plan	Design thinking approach	Business modelling exercises The il Model
4	8 Aug	Fundraising Skills	Real case analysis (videos)	Lectures, case studies, & tutorials
5	10 Aug	Final Presentation: facing the angels and venture capitalists		Investment pitch/presentation and Sharing of an outstanding venture from PAVD-CIDE-7 th College Entrepreneurship Boot Camp 2024, Shenzhen, China