Course Outline

Course Code : MKT2711
Course Title : Marketing Venture Challenge
Semester : Semester 1, AY 2025/2026
Faculty : Mr Jeremy Au
Department : Marketing
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Overview

Technology is eating the world. Startups have surged ahead: reshaping industries, disrupting incumbents and capturing market value. Over the past two decades, these ventures have added more than $10 trillion to stock market capitalization. As we look to the future, trillions more in dollar value await discovery and creation.

This course is designed for aspiring entrepreneurs, startup marketing leaders, tech executives, and venture capitalists. The training is designed to arm you with essential frameworks, real-world case studies, and hands-on experiences that prepare you to make well-informed decisions. You will explore the pivotal marketing strategies that define the success or failure of startups, and cover critical areas such as product-market fit, business models, go-to-market strategies, and evangelism.

Will you choose to lead, follow, or watch from the sidelines?

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

General Guide & Reading

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.

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%

Marketing Venture Challenge

The class will be divided into groups of 5. Every student is expected to be part of a group that will analyse, 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 Canvas)
- Lean Canvas covering problem, solution, value proposition, marketing channels and others
- Startup pitch deck: ~10 PowerPoint slides
- Reflection journal on career (Week 13)

About Me

Jeremy Au hosts BRAVE Southeast Asia Tech, the region's #1 tech podcast and global top 10% podcast with 50,000+ monthly listeners. He co-founded Orvel Ventures (network-driven VC fund), leads the Harvard Business School Alumni Angels for Southeast Asia and is an angel investor in 24 startups. Harvard MBA and UC Berkeley honor degrees in Economics & Business Administration.

Previously, Jeremy was a VC investor and Chief of Staff at Monk's Hill Ventures, Southeast Asia's leading pre-A and Series A investor. Jeremy founded and led CozyKin, an early education marketplace to Series A and acquisition by Higher Ground Education. The startup was recognized for winning Harvard Business School's New Venture Competition and the MassChallenge grand prize. Jeremy also cofounded and bootstrapped Conjunct Consulting, an impact consulting platform, to profitability, 100+ clients and thousands of trained impact leaders. He was a Bain management consultant and an infantry sergeant in Singapore.

Jeremy is a keynote public speaker on entrepreneurship, leadership and community engagement for thousands across Harvard, Deutsche Bank, e27 Echelon, Singapore Global Tech Network, Boston SPARK Council, Institute of Policy Studies, Civil Service College and many others. Recognized by Forbes 30 Under 30, Prestige 40 Under 40 and LinkedIn Top Voice. Author of BRAVE10, showcasing the top 10 journeys of Singapore tech leaders.

Academic Honesty & Plagiarism
Academic integrity and honesty are 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' 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

Course Schedule

Week	Topic	Class objectives
1	Lecture 1: Overview & Startup Fundamentals	• Course Intro & Requirements • Southeast Asia Rising • Startup Fundamentals, Stages & Odds
2	Lecture 2: Startup Marketing & Product-Market Fit	• Marketing vs. Startup Marketing • Lean Canvas & Problem Definition • Solutioning & Unique Value Proposition
3	Lecture 3: Value Proposition & Unfair Advantage	• Group Assignment & Case Selection • Unfair Advantage • Learning, Iteration, and Experimentation
4	Lecture 4: Iteration & Startup Debate	• Case Study: Lean Canvas • Problem, Solution, Value Proposition & Unfair Advantage
5	Lecture 5: Customer Research & Lifetime value	• Customer Segments, Personas & User Journey • Market Research: Process, Failures & Biases • Customer Segments, Revenue Model & Lifetime Value
6	Group Review & Presentations	• Every group will present draft Lean Canvas • Group Consultations
	Recess week	
7	Lecture 6: Customer Acquisition Cost & Quantitative Marketing	• Channels & Unit Economics • Cost Structure • Paid Acquisition Overview & Frameworks
8	Lecture 7: Marketing to VCs	• Submission of Lean Canvas • Pitch Deck Fundamentals • Fundraising Presentations

9	Lecture 8: VC Funds & Economics	• LPs vs. VC. vs. Angel • VC Economics • Fund Structures
10	Lecture 9: Failure Patterns & Regulatory Affairs	• Why Startups Fail • Societal Changes and Messaging
11	Submission	• Deepavali Holiday (Oct 31) • Submission of Pitch Deck
12	10: Elevator Pitch & Startup Ranking	• Every group will attend & pitch
13	Lecture 11: Career Planning	• Results from Startup Ranking • Career Trajectory & Pitfalls • Submission of Reflection Journal