Expectations

- There are no written assignments other than attendance. Grading is satisfactory or unsatisfactory based on attendance: you may miss a maximum of 2 lectures to receive 1 credit (a grade of satisfactory) for the course. We have a total of 13 classes throughout the fall.
- Given that attendance is so important, please make sure that you sign the attendance sheet as it circulates around the classroom. See me after class if you come in late and miss signing in.
- No electronic devices permitted. Please turn off all cellphones, laptops and wireless devices.
- Please arrive ON TIME. Late arrivals are distracting and disrespectful to our guest lecturers.

Schedule of Lectures

**August 26: Course Overview and Introduction to Entrepreneurship**
This introductory session will cover expectations, grading and attendance requirements, and will include a very brief and broad introduction to the following: corporate and social entrepreneurship; profile of an entrepreneur; common characteristics of successful entrepreneurs; and common myths about entrepreneurs; challenges unique to entrepreneurs.

Led by Karen Slaggert, Associate Director/ Gigot Center for Entrepreneurship at the Mendoza College of Business; Concurrent Assistant Professional Specialist Faculty

**September 2: The Importance of Entrepreneurship: Impact on Society and the Future**
Why is it so important to talk about entrepreneurship? What role do entrepreneurs play in our future? How do entrepreneurs – traditional or corporate – fit into the future? Change is accelerating, driven partly by exploding rates of technological change; rapidly changing political, demographic and economic climates; an increasing awareness of sustainable development; and a laser focus on preserving the environment. As a result, governments and business organizations are pressed to better anticipate change and understand the implications and opportunities that may evolve in a future that promises to be very different from today. Entrepreneurs will play a critically important role in shaping this future, so it’s important that we consider this unique opportunity for entrepreneurs from the outset.

Led by Sam Miller, Director, Gigot Center for Entrepreneurship at the Mendoza College of Business

**September 9: Social Entrepreneurship**
Social ventures – both for-profit and not-for-profit – solve a particular social, humanitarian, or environmental problem, or address a profound human need. Based upon their potential for sustainability, social ventures demonstrate potential for growth as well as a measurable social and/or environmental impact. Just as a traditional entrepreneur identifies a business opportunity, develops a business model, and galvanizes resources, so too does the social impact entrepreneur – with a focus on creating long-term systemic change. This session will highlight examples of successful social entrepreneurs and enterprises, and provide criteria for you to consider as potential for social impact, including: Does your existing venture or proposed new product/service demonstrate financial and social/environmental sustainability (also known as the double- or triple-bottom-line)? Does your venture serve the community/public good in an innovative way? Is your solution a short-term or short-sighted response to a market need? Or is the solution one that has the opportunity to create significant social/environmental value, as well as scale?

Led by Melissa Paulsen, Assistant Director, Gigot Center for Entrepreneurship; Melissa is responsible for Social/Micro Venturing Initiatives in the Mendoza College of Business
September 16: Writing a Business Plan: Why is it important? How to do it?
You’re ready to move forward with your new venture – and now you need to write a business plan. The business planning process requires a lot of time, work and effort and can be overwhelming and stressful. Do you really need to spend time and effort developing a business plan? Should you even bother? Yes!!! Planning is one of the most important, yet often underestimated, parts of starting a business. Many businesses fail from lack of research, goals and a thorough plan. A business plan gives you direction, helps you qualify your ideas and clarifies the path you intend to take with your business. This session will address the importance of the business planning process, and will explore the essential elements addressed in every good business plan, including some common business planning pitfalls, with tips on how to avoid mistakes.

*Led by David Brenner, Executive Director of Innovation Park at Notre Dame; member of the Irish Entrepreneurs Network and the Irish Angels Investing Group.*

September 23: Design Thinking – A Human-Centered Approach to Innovation
The myth of innovation is that brilliant ideas leap fully formed from the minds of geniuses. The reality is that most innovations come from a process of rigorous examination through which great ideas are identified and developed before being realized as new offerings and capabilities. Design thinking is a user-centered approach to identifying and addressing unmet needs. The goal of design thinking is to reduce the risk of new products and services through a systematic process of defining ‘what is’, considering ‘what if’, and testing ‘what wows’ before moving into a learning launch. This session will focus on ways to infuse design thinking into every level of an organization, product, or service to drive new alternatives for business and society.

*Led by Wendy Angst, Associate Teaching Professor in the Mendoza College of Business*

September 30: Recognizing Opportunities and Developing Ideas
Businesses run on ideas. Those companies most skilled in identifying big new ideas have the highest odds of driving growth and creating shareholder value. Identifying, recognizing and creating opportunities is the first most critical step to grow the business for leaders of startups OR established organizations. Tonight we will cover the key steps consumer goods companies follow to create winning ideas: identifying gaps in the marketplace, defining the target audience, generating ideas, developing and qualifying the best ideas, understanding how an idea becomes a profitable opportunity and gaining retailer acceptance. Whether you see yourself as an emerging entrepreneur or intrapreneur, this session will provide you with a clear understanding of how to effectively bring new ideas to life.

*Led by Liz Harvey and Brian Shook, Partners with Quintessent Marketing*

October 7: IDEAS CHALLENGE
The challenge is simple. Bring an idea to share. Present a 60-second “pitch” to explain your new business idea: an amazing new scientific or engineering technology, a service, or a product that will impact lives! No registration is necessary – those pitching will sign in upon arrival. This “elevator pitch” simulates a chance encounter with an investor on an elevator, so you’ll have just 60 seconds to pitch your idea to a potential investor: no PowerPoint slides are allowed! Don’t have an idea? Come simply to listen. The best ideas will be determined by audience vote and will win great prizes: cash prizes for the best ideas, $$ gift cards for Starbucks, Jimmy John's, Five Guys, Chipotle and more.

*Giovanini Commons, lower level, Mendoza College of Business*

October 14: Funding Your Venture: Bootstrapping and Other Creative Approaches to Funding
Getting a start-up funded isn't easy. Raising money is one of the entrepreneur’s biggest challenges. Bootstrapping is an essential technique for many start-ups and can provide the most profitable long-term results and the greatest return on investment for its entrepreneurs. Traditional debt financing, friends and family, angel investors and venture capital are other common ways of raising money. “I’ve heard that venture capital firms want to take too much equity and control of my business, and angel investors aren’t taking enough interest – so how do I raise enough capital to start my business? What’s appropriate for me and where do I begin?” Funding Your Venture will explore the various ways in which an entrepreneur can seek equity and debt funding.

*Led by Gale Bowman, Managing Director of the Irish Angels Investing group*
October 28: **Building a Solid and Effective Management Team**

Building a solid management team is critical at every stage for a startup, whether preparing for eventual funding or financing or developing an exit strategy, yet presents many challenges. Attention to operations and corporate governance is critical in the early years from many perspectives. Along with sales and marketing, it is essential to consider and properly address the financial, human resources, regulatory, and risk management needs of a business. As a result, the need for a solid, realistic plan is important, and hiring the right people to execute the plan becomes crucial. It’s vital to pay attention to the important details from the start! Allowing pivotal company decisions to be made by others without (much) meddling can be personally challenging, but entrepreneurs who build strong management teams will be liberated to focus on strategic issues while confidently delegating day-to-day tasks to those more skilled in these areas. Making the wrong hiring decision can have serious consequences. The challenges are significant, thus the need to address this important topic.

*Led by Joe Urbany, Professor of Marketing in the Mendoza College of Business and Co-Founder, Vennli; also Gary Gigot, Co-Founder/CEO, Vennli (Vennli.com is a cloud-based growth strategy software company)*

November 4: **Corporate Entrepreneurship or “Intrapreneurship”**

We live in a time of global entrepreneurial revolution. The development, application and enhancement of new technologies are occurring at a breathtaking pace. As the number of new ventures, products, technologies and patents literally explode world-wide, established companies are faced with a fundamental choice. They can either become victims of this revolution as aggressive, upstart firms move quickly in understanding their positions in existing markets (or creating entire new markets), or they can join the revolution by transforming themselves innovatively. We will examine the importance of innovation, and the unique role that has evolved for entrepreneurially-minded, innovative individuals who have become critical for corporate success. Thinking entrepreneurially is a marketable, necessary skill for anyone who hopes to be on the fast track within any successful organization!

*Led by Gaylene Anderson, Senior Innovations Officer, Cleveland Clinic Healthcare Innovation Alliance for the University of Notre Dame*

November 11: **Pitching Your Venture: Effective Presentation Skills are Crucial!**

Effective oral presentation skills are essential in pitching your new venture. What makes one presentation stand out from another? What will potential investors expect in your presentation? Are you worried that you haven’t had enough experience giving presentations to be effective? Making a good oral presentation is an art that involves attention to the needs of your audience, careful planning, and attention to delivery. This session explores the basics of effective oral presentation, focused specifically on setting you up for success in presenting your new venture.

*Led by University of Notre Dame Business Communications Professor Sandra Collins.*

November 18: **Protecting Your New Venture: Legal and Intellectual Property Issues**

Intellectual property and legal issues can be among the most critical concerns for any new venture. This session will cover the legal issues surrounding intellectual property and its importance throughout a company’s lifespan, providing a “crash course” on patents, trademarks, copyrights and trade secrets. We will discuss IP issues commonly faced at the time of forming new businesses; explore the role of IP when a new business raises financing; and consider the impact of IP on an acquisition of the business. This session will also cover additional legal issues not specifically related to IP, including choice of entity, tax concerns, in other words, the decision-making process in forming the start-up, including timing, documents, and issues in determining the capital structure of the business organization (licensing, patents, choice of entity, tax concerns, etc.).

*Led by Dick Cox, Director of the Office of Technology Transfer at the University of Notre Dame, and Karen Deak, a PhD geneticist who serves as the Director of Notre Dame’s Master of Science in Patent Law*
November 25  NO CLASS (THANKSGIVING BREAK)

December 2: **Lean Launchpad: Transforming the Way New Products are Launched**

A startup is not simply a small version of a full-size company. A startup is nothing more than a hypothesis of a solution to a problem. Your job as an entrepreneur is to discover a business model that works before you run out of money and time. The Lean Launchpad process is designed to help you use few or no resources to develop an effective solution, and to identify whether your startup has what it takes to be successful. You’ll learn where you need to make pivots, and even learn when to walk away. We’ll cover the process from "nail it" to "scale it" in the process, and we’ll revisit the various stages of funding in order to determine what investors are looking for.

*Led By Kelly Schwedland, Entrepreneur-in-Residence, Elevate Ventures*

**Students – please note:**

*Lecture Capture Notification: Notre Dame is testing a lecture capture system. This system allows us to record and distribute lectures and other audio and video recordings to you in a secure environment. Because we will be recording in the classroom, your questions or comments may be recorded. Video recordings will typically only capture the front of the classroom. If you have any concerns about your voice or image being recorded, please speak to me to determine an alternative means of participating. No material will be shared with individuals outside of your class and faculty and staff who require access for support or specific academic purposes without your express permission. These recordings are jointly copyrighted by the University of Notre Dame and your instructor. Posting them to another website, including YouTube, Facebook, Vimeo, or any other site without express, written permission may result in disciplinary action and possible civil prosecution.*