

**M17-542 Introduction to Evidence Based Entrepreneurship
COURSE SYLLABUS – SPRING 2017**

INSTRUCTOR: **Emre Toker**

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COURSE TIMES and LOCATION

Monday, 4:00 - 5:30pm
Location: TBD

COURSE DESCRIPTION

This course provides an overview on how to identify viable new venture concepts in the biomedical field, build plans for a sustainable and scalable enterprise, and get ventures off the ground. In addition to the workshop, students will engage in hands on practice applying these concepts to their own venture capital idea as well as be exposed to venture capital resources available at Washington University and in the local St. Louis area. This class is specifically targeted at scholars already holding or currently pursuing an advanced degree in a health science field.

Specific learning objectives:

- 1) Know the basic components to identifying a venture idea and determining its feasibility.
- 2) Become familiar with entrepreneurial resources available at Washington University and in the St. Louis area.
- 3) Know the key basics to get your venture idea off the ground.
- 4) Be able to develop financial projections for a venture idea.
- 5) Be able to draft a narrative for your venture idea.
- 6) Gain experience developing a venture idea.
- 7) Be able to paint a *defensible* picture of the future, based on information available today.

TEXTBOOK

There is no required textbook for this class. The Instructor will assign relevant current publications of national entrepreneurial thought leaders.

CLASS ATTENDANCE

In class participation is an important part of the coursework taken as part of the MSCI and the clinical research training programs within the CRTC. As a MSCI and CRTC program requirement, students are expected to physically attend at least **75% of class sessions** for each course they take. Students whose professional duties or personal circumstances prevent them from meeting this program attendance requirement must receive prior written approval of the instructor, and agree on an alternate plan to achieve course objectives and earn academic credit.

GRADING POLICY

The grading scale will be as follows:

Grades/sub-grades			
A+ (98% to 100%)	B+ (88% to 89%)	C+ (77% to 79%)	D: 69.49% to 59.50%
A (93% to 97%)	B (83% to 87%)	C (73% to 77%)	F: 59.49% to 0%
A- (90% to 92%)	B- (80% to 82%)	C- (70% to 72%)	

Grades will be determined as follows:

Attendance and participation: 50%

Reflection papers from 2 entrepreneurial activities: 20%

Venture idea group project: 30%

HOMEWORK

In addition to the course attendance and participation requirement, there are three deliverables that go into your grade and experience for this course, two reflection papers and a group venture capital project.

1. Reflection papers from entrepreneurial activities

In addition to the material covered in class, you should observe practice application of this material. You are required to select 2 events to attend and write a 2-3 page reflection paper for each event discussing what you learned from attending and how you would apply that knowledge to development of your venture idea.

Recommended events to attend:

- Bear Cub Fund Competition attendance <http://ideabounce.com/bearcub15summer>
- Boeing Challenge attendance <http://skandalaris.wustl.edu/boeing-challenge/>
- IdeaBounce attendance <http://skandalaris.wustl.edu/getstarted/>
- Venture Café <http://www.vencafstl.org>

Full list of practical experiences available:

http://crtc.wustl.edu/images/files/2016_Entrepreneurial_Practical_Experiences.pdf

Make sure to have your selected experiences approved by Mr. Toker ahead of time to make sure they will be appropriate for this course and the idea learning opportunity for your area of interest.

2. Venture capital project

During Module 2 you will be assigned to a group. Groups will be organized by area of venture interest when possible. Each member will identify their own venture idea to pitch to the group. The group will select one venture idea to work together on.

Project outline

- a. Venture idea
- b. Assessment of viability of your idea
- c. Defined strategies to sustain and scale your idea
- d. Targeted startup funding sources
- e. Financial projections
- f. Project narrative

CLASS MATERIALS

All class materials and lecture recordings will be posted to Blackboard <https://bb.wustl.edu>. You will need your WUSTL key to access.

OFFICE HOURS

Office hours will be 3:30-4pm in the CRTTC, 2nd Floor Wohl Clinics Building, and by appointment. Please contact me at toker@wustl.edu to schedule a time to meet.

DISABILITY POLICY

Washington University is committed to providing accommodations and/or services to students with documented disabilities. Washington University's Cornerstone: Center for Advanced Learning Disability Resources is the University's official resource for students with disabilities and students with suspected disabilities. DR assists students with disabilities by providing guidance and accommodations to ensure equal access to our campus, both physically and academically. To learn more about its services, initiate the process of formal documentation and/or to arrange for accommodations, please contact Disability Resources <http://cornerstone.wustl.edu/DisabilityResources.aspx> at the start of the semester.

CLASS SCHEDULE

Class	Date	Topic	Assignments
MODULE 1: UNDERSTANDING THE CONCEPTS			
1		Entrepreneurship reality check: Let's get started	
2		Ideation: How to form your new venture idea	
3		Validation: How to assess the viability of your new venture	
4		Strategies: How to sustain and scale your new venture	First experiential reflection paper due
5		Funding: How to get your new venture off the ground	
6		Putting it all together: Financial projections	
7		Putting it all together: The narrative	
MODULE 2: APPLYING THE CONCEPTS TO YOUR VENTURE IDEA			
8		Pitch your venture capital idea to the group. Group selects venture capital idea for their project.	
9		Groups presentations of venture capital ideas. Group work: Assessment of viability of idea	Second experiential reflection paper due
10		Group work: Defined strategies to sustain and scale your idea	
11		Group work: Targeted startup funding sources	
12		Group work: Financial projections	
13		Group work: Project narrative	
14		Group presentations your venture project	Venture project due