

Startup Lab
Fall 2024
COE 2701, CS 2701, MGT 4803

Syllabus

Instructor: Dr. Alka Citrin: *alka@gatech.edu*

Course Overview

Startup Lab teaches the principles of evidence-based entrepreneurship through customer discovery, rapid prototyping, and pivoting.

Learning Outcomes

By the end of this course, students should be able to

- Articulate the process of evidence-based entrepreneurship
- Create a proof of concept and prototype of a product or service
- Evaluate a business idea using the principles of evidence-based entrepreneurship

Residential Course Structure

During this semester, Startup Lab at GTL has a residential course structure. As a residential course, exceptions to the expectation of attendance will be granted for health reasons, or if GTE moves to online instruction due to the pandemic. If needed due to pandemic conditions, online classes will be provided.

Course Key Topics:

- Evidence based entrepreneurship.
- Business model canvas (BMC)
- Business thesis
- Customer discovery
- Value proposition
- Customer segments
- Hypothesis creation and testing
- Pivoting
- Minimum viable product development (MVPs)
- New (Agile) product development
- Teaming and founder roles for your startup
- Product/service delivery channels
- Key partnerships for your startup
- Key activities of your startup
- Key resources for your startup

Grading Criteria

Class Participation	10 % (points awarded for group work in class)
Exam 1	20 %
Exam 2	20 %
In-Class Quizzes	10% (short quizzes at the start of class as per schedule)
In class Presentations	15% (presentations graded by rubric)
Final Presentations	20% (team presentation graded by rubric)
Group Evaluations	5% (Evaluate group members based on criteria provided)

Grading Scale

Your final grade will be assigned as a letter grade according to the following standard scale:

1. A 90-100%
2. B 80-89%
3. C 70-79%
4. D 60-69%
5. F 0-59%

Academic Integrity:

Academic honesty is essential to achieve high-quality education and to maintain the value of a Georgia Tech diploma. Academic integrity embodies the principles of fairness and respect for others. While I encourage you to work together and to form study groups, it is important that you take responsibility for the content of all assignments. Collaboration is allowed on online homework and for course presentations. Cheating on quizzes, tests, and final exams will not be tolerated. When uncovered, violations will be reported to the Office of Student Integrity. A valuable resource for the Georgia Tech Student Code of Conduct and the Academic Honor Code is:

<http://www.catalog.gatech.edu/rules/18b.php>