

## Startup Lab

COE 2701, CS 2701, MGT 4803

### Syllabus

#### 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 GTL moves to online instruction. Per the normal GT policy this fall, no online classes will be provided for individuals isolated due to COVID, unless due to COVID GTL would need to move to a distance format due to GT or French policy.

#### Instructor

Instructors	Email addresses
Dr. Paul Voss	Paul.voss@ece.gatech.edu

#### Grade distribution

<b>Class Participation</b>	<b>10 %</b>
<b>Exam 1</b>	<b>20 %</b>
<b>Exam 2</b>	<b>20 %</b>
<b>In-Class Quizzes</b>	<b>10%</b>
<b>Weekly Presentations</b>	<b>20%</b>
<b>Final Presentations</b>	<b>20%</b>

**Course 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

**Academic Integrity:**

Academic honesty is essential to achieve high-quality education and to maintain the value of a Georgia Tech diploma. 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. Cheating on quizzes, tests, and final exams will not be tolerated.

When uncovered, violations will be reported to the Dean of Students immediately. 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>