

BET 300 – Foundations of Venture Creation
Winter 2021
Wayne Chang
Class size: 23
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Conrad

School of Entrepreneurship and Business

Instructor:

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BET 300

Foundations of Venture Creation

This course provides students with an introduction to the processes involved in moving an idea for a new venture from concept through to launch. The theoretical knowledge and practical skills needed to create a successful small entrepreneurial enterprise are developed. Topics include definition and evaluation of entrepreneurial opportunities, business planning, funding strategies and early- stage revenue models, legal issues and intellectual property protection. [Offered: F, W, S]

Instructor consent required.

BET 300 accepts a limited number of students who are actively engaged in the earliest stages of launching a business venture. This 'hands-on' course prepares students to get the most out of Enterprise Co-op, Velocity or other programs that provide an opportunity to experience entrepreneurship.

Students completing BET300 should consider taking BET320, BET340 and BET400. Please see full list of Conrad undergraduate entrepreneurship courses BET on our website.

These courses provide knowledge, tools and support for developing entrepreneurial mindset.

Course Objectives

Students completing BET 300 will become aware of key issues and challenges commonly faced by new ventures. They will gain specific knowledge and develop process skills to help them make critical decisions during the earliest stages of planning and launching their venture. Specific learning objectives include:

1. Understand the importance of networking and mentoring processes, and how to learn from entrepreneurial experiences.
2. Become familiar with the typical components of an entrepreneurial ecosystem, and the specific actors at U. Waterloo and in the Waterloo Region who assist start-ups.
3. Craft a clear value proposition.
4. Develop research skills understanding your problem space and customer segments
5. Develop and use strategic and lean process tools that are valuable to start-ups.
6. Develop understanding of Problem-Solution fit and Product-Market fit.
7. Gain experience evaluating opportunities and understanding customer needs.

8. Identify core components of a business model.
9. Develop and articulate your startup pitch presentations to specific audiences.
10. Develop your 10-20-30 startup pitch presentation foundation.

Course Student Independent Term Project – Learning Outcomes

Students will develop their entrepreneurial mindset through independent term project using Student-Led Individually Created Course (SLICC) framework. Specific learning outcome (LO) listed below:

LO-1. Research and Analysis – understanding context of venture idea

LO-2. Application of Skills – identifying and applying existing relevant skills
 LO-3. Learning new Skills – developing new skills relevant to the project
 LO-4. Mindset – developing specific mindsets

LO-5. Evaluation – reflections on learnings, approaches and experimentation, and business processes developed

Assessment

Item	Weight	Due Date
Item 1 How to research your Problem Space on your venture or not-for-profit idea Problem Pitch Competition Simulation – application form only Experiential Learning (EL) component -application form submission online and pdf copy submitted for grading	15%	Week-05 Friday, 10-Feb-23 or Sunday, 12-Feb-23
Item 2 How to concisely describe your current solution Value Proposition to the Velocity \$5,000 Pitch Competition: application form only Experiential Learning (EL) component -application form submission online and pdf copy submitted for grading	5%	Week-06 Friday, 17-Feb-23 or Week-07* Wed 22-Feb-23 *Wk-07 Reading Week
Item 3 How to create your Business Model for testing your assumptions Business Model Canvas – presentation slides & 8min audio recording Experiential Learning (EL) component	10%	Week-06 Friday, 17-Feb-23 or Sunday, 19-Feb-23
Item 4 Weekly groups workshop sessions (sync) and 1-1 Advisors sessions (async) Experiential Learning (EL) component with external entrepreneurship ecosystem network at UW and Waterloo Region -advisors and coaches sessions 1-1's as summary takeaway notes	20%	Week-01 to 12

<p>Item 5 Final Assignment Student Independent Term Project using SLICC framework (Student-Led Individually Created Course) -student selects from specialty topics list from Items 1-3 -SLICC proposal approval of topic based upon context of current stage development of venture or not-for-profit idea components -mid-project Reflection presentation 5min -Final SLICC workbook presentation and Final Reflection 10min</p>	50%	Week-05 to 12
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