Start up School@KU, Spring 2016 Curricula and Guest Lecturer Roster

Purpose:
Provide EECS students, Catalyst company founders and other interested students, faculty with an entrepreneurial mindset and a fundamental understanding regarding how to start a startup (adapted from Stanford’s CS 183); motivate further development of entrepreneurial skills.

Pedagogy:
- Flipped classroom: students consume provided materials (identified by class below) prior to class meetings
- Class sessions conducted by guest lecturers on the respected topic for that evening plus answer questions for that topic. Other material (personal experiences) are welcome additions.
- Each session consists of guest lecture led discussion of respective seminar topic’s videos and readings which the students have reviewed previous to the class (90-120 minutes). Dinner for participants is provided. Location: BTBC.

Lecture 1, March 2nd: Key Components of Successful Startups
How to Start a Startup: Ideas and Products (Sam Altman, Dustin Moskovitz)
http://startupclass.samaltman.com/courses/lec01/
How to Start a Startup: Team and Execution (Sam Altman)
http://startupclass.samaltman.com/courses/lec02/
Optional: Lecture 3: Before the Startup (Paul Graham)
http://datab.us/iIjclg-ELQ#Lecture%203%20-%20Before%20the%20Startup%20%28Paul%20Graham%29

Lecture 2, March 9th: Generating Ideas
Reading: How To Get Startup Ideas (Paul Graham)   http://paulgraham.com/startupideas.html
Reading: The 10X Rule for Great Startup Ideas
http://thenextweb.com/entrepreneur/2015/07/13/the-10x-rule-for-great-startup-ideas/#gref
Reading: Real innovation is about solving problems, not having ideas http://thenextweb.com/voice/2015/02/25/real-innovation-is-about-solving-problems-not-having-ideas/
How to Get Started (Stanley Tang – Doordash) to 15:50
Optional: Competition is for Losers (Peter Thiel-Pay Pal)
http://datab.us/5_0dVHMPjIo#Lecture%205%20-%20Competition%20is%20for%20Losers%20%28Peter%20Thiel%29
Note: no seminar 3/16 due to Spring Break

Lecture 3, March 23rd: Building Product
Building Product, Talking to Users and Growing (Adora Cheung-Homepoint)
http://datab.us/yP176MBG9Tk#Lecture%204%20-%20Building%20Product,%20Talking%20to%20Users, %20and%20Growing%20%28Adora%20Cheung%29
How to Build a Product Users Love (Kevin Hale – WuFoo)
http://datab.us/sz_LpBAGYypb#Lecture%207%20-%20How%20to%20Build%20Products%20Users%20Love%20%28Kevin%20Hale%29
Optional: How to Run a User Interview (Emmett Shear – Justin.tv and Twitch)
http://datab.us/qAs7eXItMk#Lecture%2020%20-%20How%20to%20Run%20Interview%20%28Emmett%20Shear%29
Lecture 4, March 30th: Financing Your Startup (Marc Andreessen – Netscape; Ron Conway – SV Angel; Parker Conrad – Zenefits)
http://datab.us/uFX95HahaUs#Lecture%209%20%20How%20to%20Raise%20Money%20Marc%20Andreessen,%20Ron%20Conway,%20Parker%20Conrad
The Pitch to Investors (Michael Seibel – Justin.tv) beginning at 19:35 ; Investor Meeting Roleplay (Dalton Caldwell – App.net and Qasar Younis – Talkbin)

Lecture 5, April 6th: Growth (Alex Schultz-Facebook)
http://datab.us/n_yHZ_vKjno#Lecture%206%20-%20Growth%20Alex%20Schultz%29
Getting the First $1M in Sales (Tyler Bosmeny – Clever) to 19:00; http://datab.us/SHAh6WKBgiE#Lecture%2019%20-%20Sales%20and%20Marketing;%20How%20to%20Talk%20to%20Investors%20Tyler%Bosmeny;%20YC%20Partners%29
Reading: Five Ways to Build a $100M Business (Crishtoph Janz – Point Nine Capital) https://medium.com/point-nine-news/five-ways-to-build-a-100-million-business-82ac6ea8ff9#.k7xc2r2tu

Lecture 6, April 13th: Operating the Startup (Keith Rabois – Khosla Ventures Partner and Square COO)
http://datab.us/6fQHLK1aIBs#Lecture%2014%20-%20How%20to%20Operate%20Keith%20Rabois%29
Optional: Later Stage Advice (Sam Altman – Y Combinator) http://datab.us/59ZQ-rf6ilc#Lecture%2020%20-%20Later-stage%20Advice%20Sam%20Altman%29

Guest lecturer schedule and links to respective experience highlights:

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Topic</th>
<th>Guest Lecturer</th>
<th>Link to Guest Lecturer Experience Highlights</th>
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<tbody>
<tr>
<td>3/2</td>
<td>Key Component of Successful Startups</td>
<td>Wilton Risenhoover</td>
<td><a href="https://www.linkedin.com/in/risenhoover">https://www.linkedin.com/in/risenhoover</a></td>
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<td>3/9</td>
<td>Generating Ideas</td>
<td>Brian McClendon</td>
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<td>4/13</td>
<td>Operating the Startup</td>
<td>Jeff Stowell</td>
<td><a href="https://www.linkedin.com/in/jeffreystowell">https://www.linkedin.com/in/jeffreystowell</a></td>
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