Starting and Running an Entrepreneurial Company  
B7739  
BIDDING ONLY  
Schedule  

1. September 9  
   Introduction to Entrepreneurship (Session #1)  
   Fri. 12:30am  
   Warren 208  
   Course Introduction and Guidelines  
   Guest Resource  
   Jerry Shafir, Founder/Former CEO Kettle Cuisine  
   Due Before The First Class:  
   Paper:  
   Bio (1 page max). Please summarize your career and personal interests, as well as your interest in entrepreneurship and what you hope to gain from this course. No resumes please.  
   Due Next Class:  
   Reading:  
   Entrepreneurship: Can the Touch Be Taught  
   After 8 Long Years, A Watched Pot  
   Jerry Shafir: A Simmering Success Story  
   Don’t Let the Skeptics Dissuade You  
   Raising Money From Family  
   The Numbers  
   The Sure Thing  
   Friends Don’t Always Make Good Partners  
   Case Study: (Due September 23)  
   Serendipity Software  
   1. What should Ann do about Alan and why?  
   2. What should Ann do about Tom and how?  
   3. What could Ann have done in the past to have helped prevent the current situation?  

2. September 10  
   Getting Started (Session #2)  
   Sat. 3:45pm  
   Warren 208  
   Guest Resource:  
   Yael Alkalay, Founder/CEO Redflower  
   Due Next Class  
   Reading:  
   Everything You Don’t Want to Know  
   Strategy vs. Tactics from a VC  
   The Trouble with Angels  

3. September 23  
   Raising Money (Session #3)  
   Sat. 8:30am  
   Warren 208  
   Guest Resource:  
   Tom Potter, Founder Brooklyn Brewery; Founder/CEO NY Distilling  
   Case Study Due This Class: Serendipity
Due Next Class

Reading:
Mission, Vision & Passion
Getting Down to Business
Seven Keys to Shaping the Entrepreneurial Organization

Case Study: (Due October 7)
Make Me An Offer
1. How much would you pay and explain your logic?
2. What payment terms would you propose and explain your logic?
3. What would you do to convince them to sell the company to you?

4. October 7
   Partners (Session #4)
   Fri. 8:30am
   Warren 208

   Guest Resources
   Scott Smedresman, Partner McArter & English

   Case Review This Class: Serendipity
   Case Study Due This Class: Make Me An Offer

   Due Next Class
   Reading:
   Enthusiasm, The Spark That Ignites
   What is Leadership?
   Bennis Book – Forward
   How to Create a People Building Organization
   The Culture of Winning
   Corps Business “Structure”
   By the People For the People
   The Art of Motivation
   Managing Your Career
   Herb Kelleher Has One Main Strategy
   On a Scale of 1 to 10 How Weird Are You

5. October 8
   Selling (Session #5)
   Sat. 8:30am
   Uris 142

   Guest Resource
   Christine Hunsicker, Founder/CEO Gwynnie Bee

   Due Next Class
   Reading:
   Attention Must Still Be Paid
   The Five Habits of a Top Salesperson
   39.5 Rules of Sales Success
   Sales Tips – Listen
   Become a Sales Superstar
   High Tech Marketing Illusion
The D-Day Analogy

Case Study: (Due October 21):
The Vertical Storage Module
1. What price would you *retail* the unit at and explain your logic?
2. Provide a *detailed* one year market plan for 100k and explain your logic?

6. October 21
Private Companies (Session #6)
Guest Resource
John Katzman, Founder Princeton Review & Noodle
Rich Katzman, Former CEO Kaz Industries

Case Review This Class: Make Me an Offer
Case Study Due This Class: The Vertical Storage Module
Final Project Selection Due Today
Due Next Class
Reading:
The Entrepreneur – 21 Golden Rules by Heinicke
(This short book has been provided to you)

7. November 5
Marketing (Session #7)
Guest Resource
Jeff Braverman, CEO, Nuts.com

Case Review This Class: The Vertical Storage Module
Due Next Class
Reading:
Legal and Tax Issues
Sole Proprietership vs. Corporation
Intellectual Property

Case Study (Due November 18):
Johnsonville Sausage (A)
What should Ralph Stayer do?

Final Project Selection Due Today

8 November 18
Culture (Session #8)
Guest Resources:
Jason Ackerman, Founder/Chairman Fresh Direct

Due Next Class
Reading:
How to Write a Winning Business Plan
Make Your Plan Compelling
The Executive Summary
Why Business Plans Don’t Deliver
Business Plan Guidebook
Outline for a Business Plan

Case Study Due This Class: Johnsonville Sausage
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<th>Date</th>
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<th>Guest Resource</th>
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<tr>
<td>November 19</td>
<td>Sat. 3:45pm</td>
<td>Mentors/Boards (Session #9)</td>
<td>Uris 142</td>
<td>Dick Sweeney, Founder Keurig</td>
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<td>Just What Is a Family Business</td>
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<td>Equality Is Often Unfair</td>
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<td>Why Family Businesses Are Best</td>
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<td>Why Every Business Can Be a Family Business</td>
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<td>December 3</td>
<td>Sat. 12:30pm</td>
<td>Mentors/Boards (Session #10)</td>
<td>Uris 142</td>
<td>Barbara Corcoran, Founder Corcoran + Shark Tank</td>
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<td>What’s Luck Got To Do With It</td>
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<td>A Graceful Exit</td>
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<td>December 9</td>
<td>Fri. 8:30am</td>
<td>Wrap Up (Session 11)</td>
<td>Warren 208</td>
<td>Dylan Lauren, Founder/CEO Dylan’s Candy Bar</td>
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<td>Quiz on Reading Materials</td>
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<td>You’ve Got To Find What You Love – Steve Jobs</td>
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<td>December 10</td>
<td>Sat 8:30am</td>
<td>Final Presentations (Session #12)</td>
<td>Uris 142</td>
<td>Each team makes a 5 minute oral presentation</td>
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