

Building Startups

6 module, 2019-2020 academic year

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Course description

Interest in Internet entrepreneurship has been growing rapidly in recent years, since the Internet is the most open environment for ideas, which attracts many beginning entrepreneurs. At the same time, many startups do not live to see the product launch on the market: startup mortality in the first year of operation is about 90%. This course, on the one hand, will satisfy the demand for knowledge in startups, and on the other, it will increase the quality of startups.

The course aims to build competencies in the field of Internet startups, to understand the key parameters that influence the development of the company in this area, the mechanisms for creating new products, business, and its evaluation

The objectives of the course:

- Build an understanding of the process of creating a viable startup
- Familiarize with models and tools of the entrepreneurship
- Form practical skills in the field of Internet project management and the development of a small company

Course requirements, grading, and attendance policies

Course does not have any prerequisites.

Attendance policy – to the instructor's knowledge, no slides exist that alone could improve critical thinking ability. Course videos do not replace class room and play only supportive role. In order to benefit from the course it is important to get a business idea and developing it through the course to a business.

Grading policy = $0.6*HA + 0.4*Project$ (HA –home assignments; Project - final project pitch).

Course contents

1. Introductory
 - a. What is startups
 - b. Idea: sources of ideas for a startup, how to test your idea
 - c. The startup team. How to assemble and motivate a startup team
2. Customer Discovery
 - a. Target audience
 - b. Value proposition
 - c. Customer development interviews
3. Pre-analysis
 - a. Business model, lean canvas
 - b. Market analysis
 - c. Competitor analysis

4. Building product
 - a. MVP
 - b. HADI
 - c. Landing page and basic metrics
 - d. Problem solving interviews
5. Startup metrics and economics
 - a. Monetization models
 - b. Unit-economy
 - c. Metrics of growth, evaluation
 - d. Startup Finance
6. Scaling startup
 - a. Channel testing and preparation for scaling
 - b. Marketing communications. Setting up sales. PR startup.
 - c. Investment. Sources of investment. Types of investors. When to go to investors and whether it is necessary. Fund Requirements. Why funds fail.
7. Preparation and pitching the projects

Description of course methodology

Course is based on methodology lean startup. During the course students need to come up with their own idea and develop it to real small business. Each home assignment is essential practical step of the project. On lectures, we use business games and cases to learn main methods and techniques by doing.

Course materials

Required textbooks and materials

Will be provided on lectures

Additional materials

- Course IIDF Internet Entrepreneurship on YouTube
<https://www.youtube.com/playlist?list=PLz0jAa66OYaDx-m43wBRDGD-b2OfmiUbV>
 - Эрик Рис, Бизнес с нуля // М.: Альпина Паблишер, 2015 г.
 - Стив Бланк, Стартап: настольная книга основателя// М.: Альпина Паблишер, 2015 г.
 - Фитцпатрик Роб, Спроси маму. Как общаться с клиентами и подтвердить правоту своей бизнес-идеи, если все кругом врут? // М.: Альпина Паблишер, 2019
 - Article “Трекшн карта. Как один Василий масштабировал стартап”,
<http://startupmagic.ru/2015/10/trekshn-karta-kak-odin-vasilij-masshtabiroval-startap/>
 - Article “Как научиться продавать при помощи клиентов: применение customer development на практике”, <https://vc.ru/flood/17532-customer-development>
 - Article “Почему не нужно делать идеальный продукт”, <https://tceh.com/post/ne-nuzhno-delat-idealnyj-produkt/>
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Academic integrity policy

Cheating, plagiarism, and any other violations of academic ethics at NES are not tolerated.