TMP 149  Frequently Asked Questions (FAQ)

Enrollment
• Admission is by teams.
• Teams must interview with the teaching team prior to the class start date.
• Enrollment application period for teams closes on December 4th.
• The class list and any wait-listed students will be posted online by midnight December 12th.

Students
• Each team must have at least 3 students. Preference is given to 4 student teams. No team may have more than 4 students.
• Exceptions for team size and external members will be made on a case-by-case basis. Note your special team needs on your application form. We will let you know on Day 1 of the class.
• This is very intense class with a very high workload. We expect you to invest at least 5-10 hours per week outside of the classroom.
• You cannot miss the first class without prior approval

Company Ideas
• Is this class for web startups only?
  No, anyone with any idea and preferably a product can form or join a team
• How do you determine whether our team has a good idea?
  We (the teaching team) don’t make that determination. The market will validate (or invalidate) your idea. The most important thing you can have is a hard-working team.

Team Formation
• Do I need to be part of a team before I enroll in class?
  Yes.
• Does my team need to have a product/business idea to enroll in TMP 149?
  Yes
• How do teams form? Will I be assigned to a team?
  We do not assign members to teams. The mixer sessions will introduce you to potential team members. We also suggest using LinkedIn to find students with an appropriate skillset. Don’t have a LinkedIn profile? Build one now, you’ll
have it for life.

- **How many people compose a team?**
  Typically, 4. At a minimum, two people who want to work like crazy – this approach is NOT recommended. Priority for enrollment will be given to teams with four enthusiastic members, then three enthusiastic members, then two members. Individuals (i.e., a team of “one”) will not be permitted to enroll without being a member of a team.

**Attendance and Participation**
- **You cannot miss the first class without prior approval**
- If you cannot commit to 15-20 hours a week as a team outside the classroom, this class is not for you.
- The startup culture at times can feel brusque and impersonal, but in reality is focused and oriented to create *immediate action* in time- and cash-constrained environments.
- If during the quarter you find you cannot continue to commit the time, immediately notify your team members and teaching team and drop the class.
- If you expect to miss a class, please let the TA and your team members know ahead of time via email.
- The teaching team WILL cold call on you in class. Be prepared.
- Your class participation grade will be based in large part upon constructive comments made to fellow student teams during their presentations. We expect your attention during our presentations and those of your fellow students. If you’re getting bored, tired or inattentive, step outside for some air. If we see reading email or browsing the web we will ask you to leave the class.
- We ask that you use a name card during every session of the quarter.

**Intellectual Property**
- **Who owns the intellectual property tested in the Business Model?**
  1. **You own** what Intellectual Property (patents, hardware, algorithms, etc.) you brought to class with you. No one has claim to anything you brought to class.
  2. You **all** own any intellectual property developed for the class (such as code for a web-based project) developed during class. If a team is working with a UCSB related-technology (i.e. either research from one of the team members or a UCSB patent), you **must** check with the Office of Technology & Licensing.
to better understand any UCSB licensing and royalties issues.

3. You and your team members need to disclose to each other what IP/Licensing rights any company you’ve worked at has to inventions you make at school.

4. If any or you decide to start a company based on the class, you own only what was written and completed in the class. You have no claim for work done before or after the class quarter.

4. If a subset of the team decides to start a company they do NOT “owe” anything to any other team members for work done in and during the class. All team members are free to start the same company, without permission of the others. (We would hope that a modicum of common sense and fairness would apply.)

- I feel my idea / Business Model may become a real company and the "next killer app" and I want to own it myself what should I do?
  This is more than likely the wrong class to take. Your slides, notes and findings will be publically shared. Your team owns everything done in class. Discuss Intellectual Property rights with your team from the beginning. If you can’t come to agreement with the team, join another team, pick another project, or drop the class. Remember anything you do and learn in the class is public.

- Will my Intellectual Property rights be protected when I discuss my ideas with the class?
  NO. This is an open class. There are no non-disclosures. All your presentations and Customer Discovery and Validation notes, business model canvas, blogs and slides can, and more likely will, be made public.

- This class is not an incubator. At times you will learn by seeing how previous classes solved the same class of problem by looking at their slides, notes and blogs.
  Keep in mind that successful companies are less about the original idea and more about the learning, discovery and execution. (That’s the purpose of this class.) Therefore you must be prepared to share your ideas openly with the class. It is a forum for you to "bounce" your ideas off your peers.
• I'm not comfortable sharing what I learn with others, what should I do?
  Don't take this class.

Help!
• What kind of support will our team have?
  The teaching team consists of four lecturers, one TA and at one mentor per team. A mentor is an experienced entrepreneur or venture capitalist assigned to your team. They've volunteered to help with the class and your team because they love startups. Their job is to guide you as you get of the building.

• How often can we/should we meet with our mentors?
  Your mentor is expecting to meet with you at least every week using an online video conferencing tool. You can email them or meet with them more often, or in person, as they have time for.

• Can I talk to a mentor not assigned to my team?
  By all means, do so. All the mentors are happy to help. However they cannot support your team full time unless your mentor decides to swap places with them.

• I have a busy schedule and my mentor can't meet when I want them to.
  Mentors have day jobs. Asking them to meet or reply to you ASAP is not acceptable. So plan ahead to allow for a reasonable amount of time for a reply or meeting. Be concise with your request and be respectful of their time. Ideally, you will meet via online videoconference on the same day, and at the same time each week in order to review your weekly progress.

• I need help now.
  You first stop is your TA. Email or sit down with the TA during the week if you have a problem. If you need something resolved sooner, email is the best way to reach members of the teaching team.

Team Dynamics
• What roles are in each team?
  Traditionally, each team member is part of the “customer development team”. You have to figure out how to allocate the work.
• What if my team becomes dysfunctional?
  Prepare to work through difficult issues. If the situation continues, approach the teaching team. Do not wait until the end of the quarter to raise the issue.

• What if one of my teammates is not "pulling his/her weight"?
  Try to resolve it within your team. If the situation continues longer than a week, please approach the teaching team. Final grades will also reflect individual participation and contribution.

Course Grading

• How do you determine our grade?
  15% Individual participation in class. You will be giving feedback to your peers.
  10% Completion of the Udacity online video course EP 245 no later than January 22nd. A Certificate of Completion emailed to the course TA is required as proof of completion for this assignment. Finishing past the due date will lower your grade by one letter each week that the assignment is overdue.
  30% Out-of-the-building progress as measured by blog write-ups each week.

  Team members must:
  1) update business model canvas weekly
  2) identify which team member did which portion of the work.
  3) detailed report on what the team did each week
  4) weekly email of team member participation

• 20% team weekly “lesson learned” summaries (see appendix for format)
• 25% team final report (see appendix for format)

• Does everyone in the team get the same grade?
  No. Individual participation and contribution is also considered. You will get to grade your team members on their contribution.
• **What kind of feedback can I expect?**
  Continual feedback weekly and online via LaunchPad Central. Substandard quality work will be immediately brought to your attention. If you have questions about your grade during the course, ask the teaching team – do not wait for the end of the course to ask!

• **Can I take this class Pass/No Credit?**
  No. Letter grade only.