Course Description
TMP 148A/268A is a 3-unit, P/NP course offered as a weekly lecture series intended for teams participating in the New Venture Competition (NVC). The objective of TMP 148A/268A is to develop the basic knowledge and skills for the fundamental planning and launching a business and to prepare students to apply to participate in the New Venture Competition. Whether you proceed to the NVC or not, this course will provide useful skills and knowledge for planning a startup business.

This course will use the framework of the written business plan to assist students in preparing for the NVC and for the launch of a startup company. It is not a course for the origination of a viable business idea. While taking a traditional approach to business planning, it will incorporate elements of the Business Model Canvas and the Lean Startup Movement. The resulting business plan will be used to develop an effective investor presentation.

Course Objectives
TMP 148A/268A is a series of weekly lectures developed to provide the basic knowledge and skills to be used in the creation of a business plan and investor presentation for a startup company.

Our objectives are:

● Taking ideas for a new product or service originated prior to the start of the course and building a written business plan around these ideas.
● Educating students on the basics of each section of a business plan: product definition, financial planning and modeling, market research, industry analysis, operations planning, team development.
● Providing students with the tools to research, prepare and produce a business plan.
● Introducing students to the process of working and producing results as a team.

Faculty Office and Contact Information
Office: Phelps 1314
Office Hours: 4pm Wednesdays, or by appointment
Email: mlistotts@tmp.ucsb.edu
Phone / Text: 415.786.2231
Course Materials

Required Texts (available at UCSB Bookstore, or online)

Optional / Reference Texts (available online)

Rhonda Abrams, Successful Research: Straight to the Numbers You Need-Fast!. Palo Alto, California; The Planning Shop, 2006

Cases and Articles
Articles and cases required for this course will be available in a CoursePak from Harvard Business Publishing for a small fee. Further information will be provided in class.

Additional Materials
Materials not distributed via CoursePak, but presented or referenced in class will be available via GauchoSpace.

TEAM FORMATION
It is highly recommended that students in this course work in 3-5 person teams, but 2 person teams are acceptable. Team organization will be completed by the end of the first class session on January 6th.

It is strongly recommended teams be formed before the first class session on January 6th. At the first class session teams should have an agreed-upon product or service which will form the basis of the business planning process.

Individual students seeking to join a team will be provided with the opportunity to recruit additional members or to join existing teams in the first class session.

If possible, each team should contain students with a variety of experiences and skills, including analysis and database and other research. One team member must have proficiency with Microsoft Excel and Powerpoint.

Waitlisted students may not join a team during the first class session. Once enrolled, the instructor will do her best to place each student on their preferred team, but may assign a waitlisted student to another team to accommodate size or other considerations.

COURSE DETAILS
Session Agenda

Each class may include one or more of the following five elements:

- **Lecture**: Classes will usually include a lecture on a relevant topic or a detailed discussion of one of the sections of the business plan.
- **Reading and case discussion**: In certain classes we will discuss the assigned case or reading. Students will be asked to summarize the materials and explore questions in a collaborative with their teammates and fellow students.
- **Speakers**: Guest speakers may be presenting on topics relevant to the class.
- **Mentor sessions**: Mentors from the business community may be invited to join a portion of our class to work with teams on relevant topics or to view and critique presentations.
- **Team presentations**: results from your customer interviews and market research

Required Work

All required work for this course will be submitted via GauchoSpace before the start of each week’s class. No work will be accepted after this deadline.

Readings and Case Discussions

When a case or reading is assigned for an upcoming class, each student must be prepared to discuss the work.

Attendance Policy

Class attendance is REQUIRED and will be recorded in each class via sign-in sheet. Attendance is part of the class participation portion of your grade. More than three (3) unexcused absences will dramatically affect your ability to pass this course. Please contact me or the teaching assistant in advance if you cannot attend a class session for any reason.

Technology (Laptops, Smartphones, etc.)

All technology is welcome in class. Use it appropriately for your benefit without disrupting or inhibiting your fellow students ability to learn and participate.

Exams

The final business plan and presentation will constitute your final exam. There are no mid-terms or other exams.

Class Materials

Other than the Harvard CoursePak and required texts, all other materials will be available via GauchoSpace or by email distribution. Please respect copyrighted materials and the wishes of any guest presenters in class.

**GRADING CRITERIA**

Grades will be awarded on a Pass/No Pass basis. A passing grade will be awarded if the following requirements are met:
Course Work (30%)
All course work specified in the Syllabus, including the Final Presentation document must be submitted on time and meet a satisfactory standard of completion.

Final Presentation (20%)
At the end of the quarter your team will present its investor presentation to the class.

Final Business Plan (20%)
This will be a written document combining the elements covered during the quarter.

Attendance (15%)
Unexcused absences put students at risk of receiving a No Pass grade. Excused absences will be evaluated at the discretion of the instructor.

Class Participation (15%)
Class participation is a meaningful portion of a student’s grade. Each student will be evaluated on her involvement in class discussions and preparedness for discussions of cases or other readings.

COURSE AGENDA
Please see GauchoSpace for the current and official agenda. A proposed agenda for the quarter will be provided but will change. We may choose to revise or restructure this plan to meet the objectives of the course and to accommodate guest lectures or other scheduling.