# Syllabus: Startup Crash Course

**January 7th – January 31st**  
**TU Berlin Winter University 2019**

## Week 1 January 7th-13th

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### 9:00 - 10:30
- **Entrepreneurial thinking I**
- **Startup myths**
- **Ideation I**
- **Idea game**

### 11:00 - 12:30
- **Welcome breakfast and introduction**
- **Entrepreneurial thinking II**
- **Startup trends**
- **Ideation II**
- **Cultural session**

### 14:00 - 16:00
- **Intro session**
- **Group game**
- **Cultural session**
- **Idea pitch**

### 16:30 – 19:00
- **Welcome dinner**

## Week 2 January 14th- 20th

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### 9:00 - 10:30
- **Intro to BMC**
- **Value proposition I**
- **Key activities I**
- **Key resources I**
- **No class**

### 11:00 - 12:30
- **Customer segments I**
- **Value proposition II**
- **Key activities II**
- **Key resources II**
- **Cultural session**

### 14:00 – 16:00
- **Customer segments II**
- **USP game**
- **Basic BMC pitch**
- **Cultural session**

### 16:30 – 19:00
- **Cultural session**

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**Note:** Some sessions are marked as "Cultural session" and may involve interactive activities or discussions.
### Week 3 January 21<sup>st</sup>- 27<sup>th</sup>

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<td>9:00 - 10:30</td>
<td>Key partners I</td>
<td>Customer relations I</td>
<td>Cost structure I</td>
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<td>14:00 - 16:00</td>
<td>Channels</td>
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No cultural program, so that students can potentially travel by themselves.

### Key

| Study session | Assessment | Cultural Program |
**Assessment information**
Minimum of 80% attendance required for successful completion.
This course is highly interactive and is composed of various learning methods, including presentations, group discussions, individual and group tasks, role games. The students also have an opportunity to meet real players of Berlin startup scene, since some topics are explained by guest speakers. Due to the course methods a big part of course assessment is based on the in-class participation of the students.

Your assessments will be weighted as follows:
- General class participation 60%
- Idea pitch 5%
- Basic BMC 5%
- BMC pitch 10%
- Final pitch 20%

**Reading list**
You are not required to read those materials in advance.

Week 1

Week 2
Business Model Generation – Alexander Osterwalder & Yves Pigneur
Business Model You: A One-Page Method For Reinventing Your Career – Timothy Clark

Week 3

Week 4
Slicing Pie: Funding Your Company Without Funds – Mike Moyer
General:
Business Model You – Tim Clark, Alexander Osterwalder, Yves Pigneur
The Lean Starup – Eric Ries
The 4-hour work week – Timothy Ferriss