

Syllabus: Startup Crash Course TU Berlin Winter University 2020

Week 1 January 6th -10th

	6	7	8	9	10
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Welcome Day! Orientation and 1st session	Entrepreneurial thinking I	Startup myths	Ideation I	Idea pitch
11:00 - 12:30		Entrepreneurial thinking II	Startup trends	Ideation II	Cultural Program
13:30 - 15:30		Group game	Cultural Program	Pitch basics	
16:00 +					

Week 2 January 13th- 17th

	13	14	15	16	17
	Monday	Tuesday	Wednesday	Thursday	Friday
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 Program
13:30 - 15:30	Customer segments II	USP game	Cultural Program	Basic BMC pitch	
16:00 +	Cultural Program				

Week 3 January 20th- 24th

	20	21	22	23	24
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Key partners I	Customer relations I	Cost structure I	Revenue structure I	No class
11:00 - 12:30	Key partners II	Customer relations II	Cost structure II	Revenue structure II	
13:30 – 15:30	Channels	Brand game	Cultural Program	BMC pitch	
16:00 +	Cultural Program				

Week 4 January 27th-31st

	27	28	29	30	31
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Funding I	Numbers I	Pitch game I	Hot seat	No class
11:00 - 12:30	Funding II	Numbers II	Pitch game II	Final pitch to the expert jury I	Feedback session
13:30 - 15:30	Investors	Build it game	Cultural Program	Final pitch to the expert jury II	Certificate Ceremony
16:00 +	Cultural Program				

Key

Lecture	Field Trip or Practical	Assessment	Cultural Program activity*
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*The cultural program timetable will be emailed to you shortly before your course starts. For more information about the cultural program, and for examples of previous schedules, head here: https://www.tu-berlin.de/menue/summer_university/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

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company – Steve Blank

Week 2

Business Model Generation – Alexander Osterwalder & Yves Pigneur

Business Model You: A One-Page Method For Reinventing Your Career – Timothy Clark

Week 3

Close.io Blog - <http://blog.close.io/author/steli-efti>

Week 4

Slicing Pie: Funding Your Company Without Funds – Mike Moyer

General:

Business Model You – Tim Clark, Alexander Osterwalder, Yves Pigneur

The Lean Startup – Eric Ries

The 4-hour work week – Timothy Ferriss