



**WATSON LAB
Spring 2020**

COURSE NAME: Lab I, 3 Credits - WSE 401
Lab II, 3 Credits - WSE 402
Lab III, 3 Credits - WSE 403

BRIEF DESCRIPTION: Entrepreneurship Lab I - Clarity;
Entrepreneurship Lab II - Money;
Entrepreneurship Lab III - People

INSTRUCTOR: Molly Ganley

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OFFICE HOURS: Tuesdays, 12:00 PM - 2:00 PM

OFFICE LOCATION: The Institute

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TIME OF COURSE: Wednesdays, 9:00 AM - 1:00 PM
Wednesdays, 2:00 PM - 5:00 PM
Fridays, 10:00 AM - 11:00 AM (Pods)

DURATION: Lab I: 5 Weeks, 480 minutes per week
Lab II: 5 Weeks, 480 minutes per week
Lab III: 5 Weeks, 480 minutes per week

Catalog Description:

Students learn and apply skills to their ventures through guided experiments and hands-on assignments. Each lab is designed for students to apply new skills and refine existing skills to develop and strengthen their social ventures. No prerequisite is necessary, however the course assumes that each student is working on a social entrepreneurial endeavor.

Lab I focuses on skills related to *concept clarity*, including effective goal setting, project management, compelling storytelling, and branding techniques.

Course Learning Outcomes (L.O.):

Upon completion of the course, students will be able to:

- L.O. 1: Describe the goal setting process and practice creating and achieving goals relevant to the progress of a social enterprise (SE 3.2)
- L.O. 2: Practice working collaboratively with peers to overcome common challenges faced by their peers during the process of starting a social enterprise (SE 3.3)
- L.O. 3: Identify effective techniques and tools for delivering a pitch (SLO 13.5, SLO 13.7, SE 3.1)
- L.O. 4: Identify key elements to building an effective brand (SLO 11.5, SE 3.1)

Lab II focuses on skills related to *financing and funding*, including fundraising, budgets, bookkeeping and sales.

Course Learning Outcomes (L.O.):

Upon completion of the course, students will be able to:

L.O. 1: Practice working collaboratively with peers to overcome common challenges faced by their peers during the process of starting a social enterprise (SE 3.3)

L.O. 2: Analyze best practices in sales techniques for reaching customers (SLO 11.5, SE 3.1)

L.O. 3: Create a financial budget and projections for a social venture (SLO 1.1, SLO 1.2, SE 3.1)

L.O. 4: Synthesize and employ best practices for small business accounting (SLO 1.4, SE 3.1)

Lab III focuses on skills related to *building a network* including tools for collaboration, connecting with customers, and analysis of legal issues.

Course Learning Outcomes (L.O.):

Upon completion of the course, students will be able to:

L.O. 1: Practice working collaboratively with peers to overcome common challenges faced by their peers during the process of starting a social enterprise (SE 3.3)

L.O. 2: Practice building relationships and meeting with mentors, engaging mentors, following up with mentors, thanking mentors and maximizing the value of mentors' time (SE 3.4)

L.O. 3: Practice the skills of relationship building necessary for forming a coalition of partners, team-members and advisors (SLO 13.2, SLO 13.3, SLO 13.4)

L.O. 4: Synthesize complex legal concepts as they pertain to incorporating a social venture (SLO 9.4, SE 3.1)

Students will demonstrate that they have met these objectives through the completion of a series of assignments, which are all listed below.

COURSE REQUIREMENTS

Required Text/Videos: There is no textbook for this course, however required readings and videos are outlined below and highlighted in pink.

Deliverables: Students will complete a series of assignments throughout the course of the semester. These are called *Deliverables* and can be found in the course outline (*Deliverables* are highlighted in green) and the assessment breakdown is found directly below. Each Deliverable will be assessed for the quality of the submission. All Deliverables must be submitted via Google Classroom.

Exercises / Optional Readings: These are suggested activities or optional readings to be completed outside of workshops, but will not be turned in on Google Classroom. Select exercises will be peer reviewed during the following workshop. These are highlighted in blue.

A red "J" indicates that this can (but does not need to) be submitted jointly, if in a founder-free agent partnership and must be accompanied by a [Deliverable Division Form](#).

Assessment:

LAB I	Item	Due	Weight
I	Deliverables		60%
	Semester Goals	9am on Wed, Feb 5	20%
	One Pager - J	9am on Wed, Feb 26	20%

	Pitch Deck - J	9am on Wed, March 4	20%
II	Clarity Checkpoint: Pitching in Class	During class on Wed, March 4	10%
III	Skill Sprints	<i>Day of Lab, by midnight (11:59 PM)</i>	20%
	Skill Sprint: Goals	--	5%
	Skill Sprint: Storytelling	--	5%
	Skill Sprint: Branding	--	5%
	Skill Sprint: Pitching	--	5%
IV	Participation and Attendance	Ongoing	10%
	TOTAL	--	100%

LAB II	Item	Due	Weight
I	Deliverables		40%
	Budget & Bookkeeping System - J	9am on Wed, April 8	20%
	Marketing Plan - J	9am on Wed, April 22	20%
II	Scholar-Led Challenge	---	25%
III	Skill Sprints	<i>Day of Lab, by midnight (11:59 PM)</i>	25%
	Skill Sprint: Excel	--	5%
	Skill Sprint: Accounting	--	5%
	Skill Sprint: Budgets	--	5%
	Skill Sprint: Sales	--	5%
	Skill Sprint: Marketing	--	5%
V	Participation and Attendance	Ongoing	10%
	TOTAL	--	100%

LAB III	Item	Due	Weight
I	Deliverables		40%
	Legal Plan - J	9am on Fri, March 20	20%
	Website - J	9am on Wed, April 29	20%
II	People Checkpoint (Ledger)	9am on Wed, April 29	20%
III	Skill Sprints	<i>Day of Lab, by midnight (11:59 PM)</i>	15%
	Skill Sprint: Etiquette	--	5%
	Skill Sprint: Law	--	5%
	Skill Sprint: Website	--	5%
IV	Pods Participation	Ongoing	15%
V	Participation and	Ongoing	10%

	Attendance		
	TOTAL	--	100%

OVERVIEW OF STRUCTURE

9:00 AM - 11:30 AM: Skills Workshops

The first part of the day focuses on a valuable skill for students' entrepreneurial journeys. Lab is the place where students learn and apply entrepreneurial skills. These labs are designed to encourage active application of new skills and refinement of existing skills in order to accomplish goals specific to student ventures.

11:30 AM - 1:00 PM: Scholar Led Challenge

During the Scholar Led Challenge, Scholars will have the chance to lead a workshop to use the intelligence of the room to help them brainstorm solutions to a specific challenge they are facing in their venture. Each workshop will have approximately 3 Scholars leading a challenge session.

1:00 PM - 2:00 PM: Lunch

Students have one hour break for lunch

2:00 PM - 5:00 PM: Skill Sprint

During this time, students work on that day's afternoon "skill sprint", which proves competency of that day's skill and takes between 2 and 3 hours to complete. This will usually be submitted on Google Classroom. If the skill sprint has been completed, the student can support other members of his/her group in completing the skill sprint.

OVERVIEW OF COURSE SCHEDULE AND ASSIGNMENTS

Wed, Jan 22 - Week 1 Orientation - No Class

Deliverables for next week:

- None

Pre-work for next week:

- [A Founder's Guide to Discipline](#)
- [Setting Goals With OKRs](#)
- [Company OKR Examples](#)
- [Techstars Toolkit: Make Progress with Goals](#) (optional video)
- [Techstars Toolkit: Get More Done](#) (optional video)

Wed, Jan 29 - Week 2 - Goals (Part of Lab I: Clarity)

In this session, students open their Lab experience, learn frameworks for goal setting and project management, and are introduced to design thinking.

Deliverables for next week:

- [Semester Goals](#)

Pre-work for next week:

- [What's On The Agenda? How To Run Effective Meetings](#)
- [Professional Etiquette Exercise](#)

Wed, Feb 5 - Week 3 - Professional Etiquette *(Part of Lab III: People)*

This session equips students with strategic and tactical guidance for developing effective professional relationships.

Deliverables for next week:

- None

Pre-work for next week:

- [How To Tell A Great Story](#)
- [The Eight-Word Mission Statement](#)
- [The Clues To A Great Story](#)
- [Techstars Toolkit: Give Your Elevator Pitch](#) (optional video)

Wed, Feb 12 - Week 4 - Storytelling *(Part of Lab I: Clarity)*

This session helps students communicate their venture concept using various storytelling frameworks.

Deliverables for next week:

- None

Pre-work for next week:

- [20 Actionable Tips To Build A Winning Visual Brand Identity](#)
- [10 Golden Rules Of Personal Branding](#)
- [Brand Your Business: Techstars Toolkit](#) (optional video)

Wed, Feb 19 - Week 5 - Branding *(Part of Lab I: Clarity)*

This session guides students through creating and assessing brands.

Deliverables for next week:

- [One-Pager](#)

Pre-work for next week:

- [Techstars Toolkit: Master Your Pitch](#)
- [How to Design a Pitch Deck: Lessons from a Seasoned Founder](#)
- [30 Legendary Startup Pitch Decks And What You Can Learn From Them](#)
- [Pitch Deck Examples, Tips, and Templates](#)

Wed, Feb 26 - Week 6 - Pitching *(Part of Lab I: Clarity)*

This session shows students how to structure, design, and deliver a 4-minute pitch.

Deliverables for next week:

- [Pitch Deck \(Clarity Checkpoint, turn in on Classroom\)](#)
- [Four-Minute Pitch \(Clarity Checkpoint\)](#)

Pre-work for next week:

- [30 Legendary Pitch Decks](#) (optional reading)

Wed, March 4 - Week 7 - Clarity Checkpoint *(Part of Lab I: Clarity)*

In this session, every student pitches their venture and receive feedback on their presentation.

Deliverables for next week:

- None

Pre-work for next week:

- [Alternatives To Establishing A Nonprofit](#)
 - The chart on page 7 is the only required reading in this guide: [Which Legal Structure Is Right For My Social Enterprise?](#)
 - [Legal Exercise](#)
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***Mon, March 9 - Week 8 - Law** (Part of Lab III: People)

This session explains various legal concerns associated with starting a venture.

Deliverables for next week:

- [Legal Plan](#)

Pre-work for next week:

- [Google Sheets 101](#)
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***Fri, March 20 - Week 9 - Spreadsheets** (Part of Lab II: Money)

In this session, students walk through key uses of spreadsheets for entrepreneurs.

Deliverables for next week:

- None

Pre-work for next week:

- [Financial Statements 101](#)
 - [Accounting And Financial Statements](#)
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***Mon, March 23 - Week 10 - Accounting** (Part of Lab II: Money)

In this session, students learn about good accounting practices and key financial statements.

Deliverables for next week:

- None

Pre-work for next week:

- [How to Create a Business Startup Budget](#)
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Wed, April 1 - Week 11 - Budgeting (Part of Lab II: Money)

This session helps students develop and/or strengthen a budget for their venture.

Deliverables for next week:

- [Budget & Bookkeeping System](#)

Pre-work for next week:

- [Entrepreneurial Selling](#)
 - [Sales Exercise](#)
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Wed, April 8 - Week 12 - Sales (Part of Lab II: Money)

This session helps students understand how to sell their venture's product or service.

Deliverables for next week:

- None

Pre-work for next week:

- [Entrepreneurial Marketing](#)
- [Marketing Exercise](#)
- [Google for Startups: Getting Started with Google Advertising, First Email Marketing Campaign](#) (optional video)

Wed, April 15 - Week 13 - Marketing *(Part of Lab II: Money)*

This session helps students understand best practices for marketing their venture's product or service.

Deliverables for next week:

- **Marketing Plan**

Pre-work for next week:

- [12 Critical Elements Every Website Homepage Must Have](#)
- [The Beginner's Guide to SEO \[Search Engine Optimization\]](#)

Wed, April 22 - Week 14 - Website *(Part of Lab III: People)*

This session guides students through establishing and/or improving their venture's website.

Deliverables for next week:

- **Working Website Link**
- **People Checkpoint Ledger**

Pre-work for next week:

- None

Wed, April 29 - Week 15 - People Checkpoint *(Part of Lab III: People)*

This session focuses on Summit preparation.

Deliverables for next week:

- None

Pre-work for next week:

- None

Wed, May 6 - Week 16 - Alumni Network Introduction & Next Steps *(Part of Lab III: People)*

In this session, students conclude their Lab experience, learn about the Watson alumni network, and discuss their individual next steps in small groups.

A FEW GUIDING PRINCIPLES

Do not use skepticism as an excuse for inaction: We believe in the mantra: "This approach could be totally wrong, but it is a hypothesis worth disproving." Innovation always starts with an educated guess - then it is a process of trial and error. Sometimes we predict correctly from the outset, but more often, we make mistakes and stumble across unexpected findings, which lead to new questions and progress. We do not use skepticism as a thinly veiled excuse for inaction or remaining in our comfort zones.

Enjoy it: Students witness and go through different experiences and screw-ups throughout their time at Watson. Watson is meant to be a safe place to experiment, pivot, get things wrong, mess up, and then get things right. Enjoy it! We are here to throw ourselves deeply into the work we are passionate about. Work hard and don't forget that joy is the basis for what we do.

Mutual respect: Feel free to disagree with something someone says or does, but first empathize with them and acknowledge the merits in their point of view, and feel free to offer a respectful disagreement, taking into account the best practices of nonviolent communication.

Peer to peer feedback: Peer to peer feedback that students give each other has been found to be some of the most helpful advice. Students will have the opportunity to receive feedback on assignment by mentors, Preceptors and the Watson team, but don't forget that the feedback of peers will form the foundation of personal and professional development.

Statement of inclusivity: The Preceptor and class members in this course strive to support an inclusive learning community, respecting those of all backgrounds and beliefs. As a community, we aim to be respectful to all people regardless of race, ethnicity, religion, age, veteran status, ability, immigration or economic status, gender or sexual orientation.

Other needs: If students have any other needs that may require accommodations (special arrangements) or if students will miss a class because of a religious holiday, please contact the Preceptor.

POLICIES & ASSESSMENT

Late Work: Meeting deadlines is an important part of building a successful venture and establishing credibility as a professional. As such, deliverables *not* received by the deadline given by the Preceptor will be given at maximum half credit.

Watson Institute's Policy on Academic Honesty/Integrity: Integrity and honesty are essential to Watson Institute's mission and community standards. Preceptors, staff and students must accept their responsibility to uphold and abide by the highest standards of integrity and honesty. Violations of the Academic Honesty Policy include, but are not limited to, the following:

1. *Cheating:* Intentionally using or attempting to use unauthorized materials
2. *Fabrication:* The intentional and unauthorized invention or falsification of any information or citation in an academic exercise.
3. *Plagiarism:* Intentionally or unintentionally representing the words or ideas of another as one's own in any academic exercise.
4. *Facilitation:* Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty
5. *Falsification of Injury:* The intentional fabrication or distortion of an injury or illness used as an excuse to miss workshops or meetings.
6. *Misrepresentation of External Performances/Commitments:* The intentional embellishment of outside commitments used as an excuse to miss workshops or meetings.

Procedures: Preceptors who have evidence of a possible violation of the academic honesty policy must formally report the incident to the Director of Programs.

Simple Rubric for Assessing Deliverables:

Credit	Timeliness & Quality
Full Credit	Turned in on time and with high quality and effort. Complex thought process and presents original ideas and analysis
Half Credit	Turned in on time, but with minimal effort exerted, or turned in late, with sufficient effort exerted.
No Credit	Could be turned in on time, turned in late, or not turned in at al. If turned in, entire sections are incomplete and very little effort was exerted.

Grading Scale: Each student's final grade is based on the final average for the course requirements as compared to the university grade scale.

A	93 - 100
A-	90 - 92
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	77 - 79
C	73 - 76
C-	70 - 72
D+	67 - 69
D	60 - 66
F	0 - 59

Extra credit is not applicable or available in this course.