Semester/Term: Spring 2020  
Credit Hours: Pass/Fall 3.0 Credits  
Meeting Days/Time/Location: Room 127; Thursday's 5:00 pm – 7:00 pm

**Instructor Information**

**Faculty Advisor:** Warren Nash  |  [warren.nash@uky.edu](mailto:warren.nash@uky.edu)  |  859-257-6871  |  Office No. 444

**Course Instructors:** The Von Allmen Center for Entrepreneurship  
Mariam Gorjian  |  [mariamgorjian@uky.edu](mailto:mariamgorjian@uky.edu)  |  859-218-6557  |  Office Suite No. 444  
Christine Wildes  |  [christine.wildes@uky.edu](mailto:christine.wildes@uky.edu)  |  859-304-1770  |  Office Suite No. 444/323B

**Course Description**

The University of Kentucky Von Allmen Center for Entrepreneurship (VACE) is home to the "Entrepreneurs Bootcamp Program 2.0. The Bootcamp 2.0 is a one semester, for credit program designed to provide undergraduate and graduate students with a hands-on experience in the development of a “real world” existing business concept/ideas, by helping to develop business/revenue models and conducting market research and customer validation. With a schedule of sessions created to foster collaboration among UK students, postdocs, staff, and community mentors/entrepreneurs and investors, the Entrepreneurs Bootcamp 2.0 is open to those UK students interested in immersive learning. An option to earn a pass/no pass or satisfactory/unsatisfactory credit in this elective is available to eligible student team members who successfully complete the program as outlined in this syllabus. Bootcamp 2.0 also will include potential opportunities for students to participate in student business plan competitions and other competitions depending on Bootcamp teams’ respective eligibility.

The Bootcamp Handbook is incorporated into this syllabus by reference and applies to this course except where the syllabus modifies the handbook’s language. This handbook is available electronically and by hard copy through the Von Allmen Center for Entrepreneurship. Also, all enrollees must read the handbook and sign the Non-Disclosure Agreement (NDA) associated with the program. See Section 9 of the handbook to review language about NDA’s. Both documents can be found on the VACE website:  [vace.uky.edu](http://vace.uky.edu) (click Bootcamp tab)

**Entrepreneurs Bootcamp 2.0 is comprised of those top teams selected from the 2019 Fall Entrepreneurs Bootcamp 1.0 based on performance and invited to participate in the program. No new ideas are normally accepted into Bootcamp 2.0. Exceptions may be made on a case by case basis.**

**The main focus of Bootcamp 2.0 is for teams to take a “deeper dive” into the elements (business/revenue model, customer validation, etc.) for the business idea. Students should understand that these projects are ongoing or will potentially be “real life” business ventures, and that they will be expected to take all tasks assigned to them seriously and will work to be a productive a team member.**
Course Prerequisites
All enrolled University of Kentucky current students (both undergraduate and graduate) are eligible to register for the course, however faculty/instructor pre-approval is required. There will be a limit on the total number of students accepted into the class. Because of Bootcamp’s demanding time commitment outside of regular classes, freshmen typically are not admitted into the program, unless they receive the prior approval of their academic advisor and the faculty advisor for the Bootcamp.

Note: The Bootcamp program is open to all UK undergraduate and graduate students regardless of whether a student is taking the Bootcamp for academic credit.

Student Learning Outcomes
This course is designed to give students direct experience in the commercialization of new ideas/technologies, services and products by new and expanding of existing startups which are located within the Commonwealth. These efforts will in turn help to grow Kentucky’s entrepreneurial ecosystem and its overall economy.

Upon completion of this course students will:
1. Understand the fundamental steps in commercializing new ideas/technologies, services and products.
2. Identify issues facing business startups (both profit and not-for-profit) with an emphasis on how to start a business as well as how to scale up, manage and grow such a venture.
3. Learn the value of, and how to, effectively network with different constituencies.
4. Explain the intellectual property issues, equity financing of startups, operational issues, the financial aspects of starting a business, marketing and legal matters, (including team building) of a small entrepreneurial business.

Required Materials
The Startup Checklist – David S. Rose – Will be supplied to all attending Bootcamp 2.0
Other resources:
- Business Model Canvas (Author, Alex Osterwalder) – free online canvas and videos
- Scaling Lean, Mastering The Key Metrics for Startup Growth (Ash Maurya)
- Other Course materials as assigned by the instructors throughout the class
- Use of IBIS World Market Database (VACE holds a license to this platform for Bootcamp only)

Technology Information and Requirements
Technical Support
For account help, contact UK’s Information Technology Customer Services online, by email, or by phone at 859-218-HELP (4357).

Activities and Assignments
Course Assignments
Bootcamp meets once a week during the semester and is divided into 2-hour sessions tailored to the entrepreneurial learning experience. Many sessions include guest speakers with topics including, but not limited to good team building and dynamics, developing business/revenue/cost/financial models, market research, customer validation; intellectual property, basics of company formation, effective business writing/communication, branding/marketing, pitching and effective networking.
Throughout the program, teams will be required to meet routinely outside of class in order to achieve specific milestones, such as developing written executive summaries, presenting at various sessions, and delivering the team’s final pitch. There also will be off-campus networking events which students will be required to attend.

Course Milestones & Assignments
All Milestones and assignments that will factor into the final pass/fail grade are provided in the course schedule below.

Bootcamp FAQ
Can I bring my own idea into Bootcamp 2.0?
Entrepreneurs Bootcamp 2.0 is comprised of those top teams selected from the 2019 Fall Entrepreneurs Bootcamp 1.0 and invited to participate in Bootcamp 2.0. No new ideas are normally accepted into Bootcamp 2.0. Exceptions may be made on a case by case basis. Descriptions of the invited teams can be found at - http://vace.uky.edu/venture-studio/BootcampProjects.php.

Are there any membership limits on teams?
It is preferred that a team have a minimum of two-three members to efficiently divide the workload, with a max of six members per team. Successful teams usually include a variety of expertise: finance, marketing, engineering, software, legal, or other specialty.

How does team placement work?
If possible, a student may be given an opportunity to indicate their preference for the team they would like to be placed on, but there will be no guarantees as to team placement.

What happens if a team lead decides not to complete the Bootcamp and there are students on the team taking the Bootcamp for academic credit?
If a team lead (the person bringing the idea into the Bootcamp) decides not to complete (i.e. drop) the Bootcamp, the following scenarios can be attempted by VACE staff:

a) Place the student taking Bootcamp for credit onto another team.
b) If a team placement cannot be found, the student could develop a hypothetical business case that they can continue to take through the remaining portion of the Bootcamp and meet all milestones outlined in the Bootcamp schedule below.
c) Or withdraw from the class.
# Tentative/Bootcamp Course Schedule (Subject to change)

NOTE - Except where noted below:

all sessions will be held in the Gatton College of Business and Economics

## Summary Description of Course Assignments

<table>
<thead>
<tr>
<th>Date</th>
<th>Session Topic 5:00 pm – 7:00 pm</th>
<th>Speaker(s):</th>
<th>Prior to Next Session Prep/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>January 16 New student orientation to teams Team Update 2 minutes each BMC 2.0 *Financial Doc Provided</td>
<td>Mariam Gorjian &amp; Christine Wildes</td>
<td>Chapter 1 Startup Checklist (Textbook)</td>
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<tr>
<td>Session 2</td>
<td>January 23 Customer Identification Create Start Profile &amp; Pitch it Pitch new BMC 3 minutes each (slides) Value Proposition Design</td>
<td>Leslie Vincent &amp; Christine Wildes</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Session 3</td>
<td>January 30 Part 1 - Pitch new BMC Part 2 – Milestone Table timeline for your startup</td>
<td>Christine Wildes &amp; Mariam Gorjian</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Session 4</td>
<td>February 6 MVP – Landing page Wix 30 second video PowToon Review *Written Assignment: Customer Channel, Marketing. Due Feb 20th.</td>
<td>Christine Wildes</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Session 5</td>
<td>February 13 Event – Steve Forbes - VACE in collaboration w/ The Institute of the Study Free Enterprise</td>
<td>Networking</td>
<td>Chapter 8</td>
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<tr>
<td>Session 6</td>
<td>February 20 “Writing Your Business Plan” -Review of how to write your business plan document based on the template and rubric scoring -Everyone will receive the template and rubric for the written business plan (no longer than 5-7 pages)</td>
<td>Team VACE</td>
<td>Chapter 12</td>
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<tr>
<td>Session 7</td>
<td>February 27 Revenue &amp; Funding Options Bootstrap to Venture; 30 minutes to create draft funding plan (Financial Excel Doc Provided) 1-minute present</td>
<td>Chad Eames Various Speakers</td>
<td>Chapter 5 Chapter 19 – 25</td>
</tr>
<tr>
<td>Session 8</td>
<td>March 5 Part 1 - Find and know your Competitors &amp; Partners Part 2 -Milestone #1 handout expectations, preparation, scoresheets (Mariam)</td>
<td>Taylor Bright</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Session 9</td>
<td>March 12 MILESTONE #1 10-Minute Presentations - Judges / Breakout rooms - Scoresheets - Business plans due (5-7 pages MAX)</td>
<td>Team VACE + judges</td>
<td>Spring Break next week – No Bootcamp</td>
</tr>
<tr>
<td>Spring Break</td>
<td>Spring Break March 16-20 NO BOOTCAMP this week</td>
<td>Spring Break March 16-20</td>
<td>Spring Break March 16-20</td>
</tr>
<tr>
<td>Session 10</td>
<td>March 26 Josh Konowe – “Lessons Learned from an Entrepreneur” (Lunch and Learn earlier in the day, but same talk – you do not need to attend the lunch) Handout – Preparation for</td>
<td>Guest speaker, and UK Alum / Serial Entrepreneur: Josh Konowe</td>
<td></td>
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</tbody>
</table>
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| Session 11 | April 2 | Scaling Lean | Christine, Mariam |
| Session 12 | April 9 | Session topic is TBA – potential guest speaker pending confirmation (Mr. Tom Lewis, founder of the Lewis Honors College at UK) |
| Session 13 | April 15 (note this is a Wednesday) | **Showcase / booth Tradeshow**<br>- $250 best booth award (based on audience votes) | Location: Room 307, Woodward Hall in the College of Business<br>Setup times TBA |
| Session 14 | April 23 | **MILESTONE #2– Bootcamp 2.0 Finale**<br>10-minute presentations & Submission of Business Plans | All team members must participate in pitching. |
| **SPECIAL Saturday** | April 25th | **WILDCAT CHALLENGE** | Student Teams only |
| Session 15 | April 30 | Bootcamp 2.0 Graduation, Winners announced | |

**Submission of Assignments**
The first two milestones (presentations) will be heard by VACE Staff and Mentors for general feedback. The final Milestone presentation will be heard and judged by VACE staff and/or a panel of outside judges based on criteria that will be given to the students in advance of such presentation. All team members will be required to participate in these pitches.

**Course Grading**
Academic Credit is awarded on a Pass / No Pass (undergraduate) Satisfactory/unsatisfactory basis (graduate students) arrangement by the Faculty sponsor/VACE staff upon the student’s attendance and successful completion of the milestones outlined in this syllabus.

**Attendance Policy**

**Excused Absences**
Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor. Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, [http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php](http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php)).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy. Per *Senate Rule 5.2.4.2*, students missing any
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Entrepreneurs Bootcamp 2.0 Spring 2020

graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences
Students may be asked to verify their absences for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Religious Observances (Senate Rules 5.2.4.2.4)

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays. Please check the course syllabus for the notification requirement. If no requirement is specified, two weeks prior to the absence is reasonable and should not be given any later. Information regarding major religious holidays may be obtained through the Ombud's website or calling 859-257-3737.

Make-Up Work (Senate Rule 5.2.4.2)

Students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The instructor must give the student an opportunity to make up the work and/or the exams missed due to the excused absence, and shall do so, if feasible, during the semester in which the absence occurred. The instructor shall provide the student with an opportunity to make up the graded work and may not simply calculate the student’s grade on the basis of the other course requirements, unless the student agrees in writing.

Accommodations Due to Disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. Visit the DRC website, email the DRC, contact them by phone at (859) 257-2754, or visit their office on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407.

Non-Discrimination Statement and Title IX Information
UK is committed to providing a safe learning, living, and working environment for all members of the University community. The University maintains a comprehensive program which protects all members from discrimination, harassment, and sexual misconduct. For complete information about UK's prohibition on discrimination and harassment on aspects such as race, color, ethnic origin, national origin, creed, religion, political belief, sex, and sexual orientation, please see the electronic version of UK's Administrative Regulation 6:1 ("Policy on Discrimination and Harassment"). In accordance with Title IX of the Education Amendments of 1972, the University prohibits discrimination and harassment on the basis of sex in academics, employment, and all of its programs and activities. Sexual misconduct is a form of sexual harassment in which one act is severe enough to create a hostile environment based on sex and is prohibited between members of the University community and shall not be tolerated. For more details, please see the electronic version of Administrative Regulations 6:2 ("Policy and Procedures for Addressing and Resolving Allegations of Sexual Assault, Stalking, Dating Violence, Domestic Violence, and Sexual Exploitation"). Complaints regarding violations of University policies on discrimination, harassment, and sexual misconduct are handled by the Office of Institutional Equity and Equal Opportunity (IEEO), which is located in 13 Main Building and can be reached by phone at (859) 257-8927. You can also visit the IEEO's website.

Faculty members are obligated to forward any report made by a student related to IEEO matters to the Office of Institutional Equity and Equal Opportunity. Students can confidentially report alleged incidences through the Violence Intervention and Prevention Center, Counseling Center, or University Health Services.

### Academic Integrity – Prohibition on Plagiarism (Senate Rules 6.3.1)

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found on the Academic Ombud page. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

*Senate Rule 6.3.1* (see current *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.
Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be, except under specific circumstances (e.g. Writing Center review or peer review) allowed by the Instructor of Record or that person's designee. Plagiarism may also include double submission, self-plagiarism, or unauthorized resubmission of one's own work, as defined by the instructor.

Students may discuss assignments among themselves or with an instructor or tutor, except where prohibited by the Instructor of Record (e.g. individual take-home exams). However, the actual work must be done by the student, and the student alone, unless collaboration is allowed by the Instructor of Record (e.g. group projects).

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

**Academic Integrity – Prohibition on Cheating (Senate Rules 6.3.2)**

Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. The fact that a student could not have benefited from an action is not by itself proof that the action does not constitute cheating. Any question of definition shall be referred to the University Appeals Board.

**Academic Integrity – Prohibition on Falsification/Misuse of Academic Records (SR 6.3.3)**

Maintaining the integrity, accuracy, and appropriate privacy of student academic records is an essential administrative function of the University and a basic protection of all students. Accordingly, the actual or attempted falsification, theft, misrepresentation or other alteration or misuse of any official academic record of the University, specifically including knowingly having unauthorized access to such records or the unauthorized disclosure of information contained in such records, is a serious academic offense. As used in this context, "academic record" includes all paper and electronic versions of the partial or complete permanent academic record, all official and unofficial academic transcripts, application documents and admission credentials, and all academic record transaction documents. The minimum sanction for falsification, including the omission of information, or attempted falsification or other misuse of academic records as described in this section is suspension for one semester. Students can reach the MLKC via phone at (859) 257-4130, by visiting them in Gatton Student Center Suite A230, via email, and by visiting the MLKC website.