

**B&E 396, EXP 396/B&E EXP 650, EXP 650**  
**Gatton College of Business and Economics**  
**“Von Allmen Center for Entrepreneurship (VACE), Entrepreneurs Bootcamp 1.0”**  
**Offered Mondays: 5:00 – 7:00 PM**

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

**Course Instructors: The Von Allmen Center for Entrepreneurship**

Monday Section - Warren Nash | [warren.nash@uky.edu](mailto:warren.nash@uky.edu) | 859-257-6871 | Office Suite No. 444

**Office hours:** By appointment only via Zoom or in person.

**Course Description**

The University of Kentucky Von Allmen Center for Entrepreneurship (VACE) is home to the "Entrepreneurs Bootcamp Program 1.0 Bootcamp 1.0 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, faculty, clinicians, postdocs, and community mentors/entrepreneurs and investors, the Entrepreneurs Bootcamp 1.0 is open to those UK students interested in immersive learning. An option to earn a pass/no pass credit in this elective is available to eligible student team members who successfully complete the program as outlined in this syllabus. Bootcamp 1.0 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)

**Students should understand that these projects are ongoing to 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.**

**Prerequisites for students seeking class credit**

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 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. Bootcamp is also open to community Entrepreneurs.**

**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 human capital/resource requirements (including team building) of a small entrepreneurial business.
5. Create and present a pitch deck.

### **Required Materials and Readings**

Business Model Canvas (Author, Alex Osterwalder) – free online canvas

Other Course materials as assigned by the instructors throughout the class

### **Description of Course Activities and 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.**

### **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 1.0?**

Yes, but you must be willing to take on other team members onto your team. A student may also sign up to be a team member for an existing team. Descriptions of current teams can be found at - <http://vace.uky.edu/bootcamp/projects>

#### **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. If a team project should withdraw from the program, then VACE staff will attempt to reassign students to another team.

#### **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

## Spring 2022 Semester

### Spring 2022 - Important Dates

First day of classes	January 10
Last day to add a class	January 14
Last day to drop without a W or change grading option	January 28
Midterm	March 14
Finals Week	May 2-5
End of spring semester	May 6

### Entrepreneurs Bootcamp Spring 2022 Schedule (Mondays 5pm-7pm)

\*All sessions are subject to go entirely virtual (all participants must have computer access and video capabilities).

\*\*Any team not meeting a milestone automatically becomes ineligible for prize money, but can still graduate from the program.

	<b>Date</b>	<b>Session Overview*</b>	<b>Prior to Next Session Prep/Assignment</b>
<b>Session 1</b>	Mon January 10	<b>Bootcamp Kickoff Orientation</b> - VACE welcome -60-second pitch from Project Leaders. -Form teams -Sign the Non-Disclosure Agreement (NDA) for Bootcamp	-Communicate with your team and develop a plan on how you will engage with one another over the semester. -Everyone in the program must sign the NDA which will be provided by VACE staff.
	Mon Jan 17	<b>NO BOOTCAMP SESSION – MLK HOLIDAY</b>	
<b>Session 2</b>	Mon – Jan 24	<b>The Business Model Canvas (BMC)</b> with Dr. Christine Wildes	BMC – develop problem/solution, identify market segments and customers for the team’s product/service.
<b>Session 3</b>	Mon – Jan 31	<b>“My BMC and How It Evolved”</b> An example canvas with Bootcamp graduate guest speaker.	Continue to refine your Business Model Canvas

<b>Session 4</b>	Mon – Feb 7	<b>“Who Is Your Customer”</b> with guest speaker Dr. Leslie Vincent	Reach out to potential customers and incorporate result into the 5-minute pitch that will be presented at Session 6
<b>Session 5</b>	Mon – Feb 14	<b>“The Art of Pitching”</b>	Prepare five-minute pitch of Business Model Canvas
<b>Session 6</b>	Mon – Feb 21	<b>1<sup>st</sup> MILESTONE**</b> – 5-minute pitches of Business Model Canvas. All team members must participate in pitching.	Feedback sheets will be returned/emailed to teams. Continue refining the BMC.
<b>Session 7</b>	Mon – Feb 28	<b>Marketing for Startups</b>	
<b>Session 8</b>	Mon – Mar 7	<b>Branding</b> “How to prepare a short marketing Video”	
	Mon - Mar 14	<b>NO BOOTCAMP SESSION – SPRING BREAK</b>	
<b>Session 9</b>	Mon – March 21	Understanding early stage Expenses/Revenues for your Startup and early concepts of raising funds.	Create 2-3 slides on what early expenses are expected, and how you intend to generate revenues.
<b>Session 10</b>	Mon – March 28	<b>“Yes, There Is Competition!”</b>	Create 1-2 slides identifying the competition and how your startup compares, is better, or could partner.
<b>Session 11</b>	Mon – April 4	<b>Open Discussion about your idea/startup Pitch Practice</b>	
<b>Session 12</b>	Mon – April 11	<b>2<sup>nd</sup> MILESTONE**</b> – 10-minute pitches. All team members must participate in pitching	
<b>Session 13</b>	Mon – April 18	<b>Bootcamp 1.0 FINALE**</b> – presentation of 10-minute pitches	All scoresheets will be returned/emailed to teams. Incorporate feedback into the final presentations.
<b>Session 14</b>	Mon – April 25	<b>Graduation</b>	Winners Announced & Certificates Awarded

**The first two milestones (presentations) will be heard by VACE Staff and Mentors for general feedback. The final Millstone presentation will be heard and judged by 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 arrangement by the Faculty sponsor/VACE staff upon the student’s successful completion of the milestones outlined in this syllabus.

### **Attendance Policy**

Bootcamp is intended to mimic real-world expectations. This means consideration of your teammates, commitments, and team mentors helping you along the way. Success means 100% participation, hard work, dedication, and respecting the time of those involved. Building trust within your team is essential if you wish to develop a successful startup.

## Excused Absences and Acceptable Excuses

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**Excused Absences:** *Senate Rules 5.2.5.2.1* defines the following as acceptable reasons for excused absences: (a) significant illness, (b) death of a family member, (c) trips for members of student organizations sponsored by an educational unit, trips for University classes, and trips for participation in intercollegiate athletic events, (d) major religious holidays, (e) interviews for graduate/professional school or full-time employment post-graduation, and (f) other circumstances found to fit “reasonable cause for nonattendance” by the instructor of record. Students should notify the professor of absences prior to class when possible.

If a course syllabus requires specific interactions (e.g., with the instructor or other students), in situations where a student’s total EXCUSED absences exceed 1/5 (or 20%) of the required interactions for the course, the student shall have the right to request and receive a "W," or the Instructor of Record may award an "I" for the course if the student declines a "W." (*Senate Rules 5.2.5.2.3.1*)

## Religious Observances

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**Religious Observances:** 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. *Senate Rules 5.2.5.2.1(4)* requires faculty to include any notification requirements within the syllabus. 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.

## Verification of Absences

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**Verification of Absences:** Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.5.2.1* states that faculty have the right to request appropriate verification when students claim an excused absence due to: significant illness; death in the household, trips for classes, trips sponsored by an educational unit and trips for participation related to intercollegiate athletic events; and interviews for full-time job opportunities after graduation and interviews for graduate and professional school. (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.)

## Make-Up Work

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**Make-Up Work:** 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. According to *SR 5.2.5.2.2*, if a student adds a class after the first day of classes and misses graded work, the instructor must provide the student with an opportunity to make up any graded work.

### Excused Absences for Military Duties

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**Excused Absences for Military Duties:** If a student is required to be absent for one-fifth or less of the required course interactions (e.g., class meetings) due to military duties, the following procedure (per *SR 5.2.5.2.3.2*) shall apply:

1. Once a student is aware of a call to duty, the student shall provide a copy of the military orders to the Director of the Veterans Resource Center. The student shall also provide the Director with a list of his/her courses and instructors.
2. The Director will verify the orders with the appropriate military authority, and on behalf of the military student, notify each Instructor of Record via Department Letterhead as to the known extent of the absence.
3. The Instructor of Record shall not penalize the student's absence in any way and shall provide accommodations and timeframes so that the student can make up missed assignments, quizzes, and tests in a mutually agreed upon manner.

### Unexcused Absences

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**Unexcused Absences:** If an attendance/interaction policy is not stated in the course syllabus or the policy does not include a penalty to the student, the instructor cannot penalize a student for any unexcused absences. (*SR 5.2.5.2.3.3*)

### Prep Week and Reading Days

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**Prep Week and Reading Days:** Per *Senate Rules 5.2.5.6*, the last week of instruction of a regular semester is termed "Prep Week." This phrase also refers to the last three days of instruction of the summer session and winter intersession. The Prep Week rule applies to ALL courses taught in the fall semester, spring semester, and summer session, including those taught by distance learning or in a format that has been compressed into less than one semester or session. This rule does not apply to courses in professional programs in colleges that have University Senate approval to have their own calendar.

Make-up exams and quizzes are allowed during Prep Week. In cases of "Take Home" final examinations, students shall not be required to return the completed examination before the regularly scheduled examination period for that course. No written examinations, including final examinations, may be scheduled during the Prep Week. No quizzes may be given during Prep Week. No project/lab practicals/paper/presentation deadlines or oral/listening examinations may fall during the Prep Week unless it was scheduled in the syllabus AND the course has no final examination (or assignment

that acts as a final examination) scheduled during finals week. (A course with a lab component may schedule the lab practical of the course during Prep Week if the lab portion does not also require a Final Examination during finals week.) Class participation and attendance grades are permitted during Prep Week. The *Senate Rules* permit continuing into Prep Week regularly assigned graded homework that was announced in the class syllabus.

For fall and spring semester, the Thursday and Friday of Prep Week are study days (i.e. "Reading Days"). There cannot be any required "interactions" on a Reading Day. "Interactions" include participation in an in-class or online discussion, attendance at a guest lecture, or uploading an assignment. See *Senate Rules 9.1* for a more complete description of required interactions.

## Accommodations Due to Disability

**Accommodations Due to Disability:** In accordance with federal law, if you have a documented disability that requires academic accommodations, please inform your instructor as soon as possible during scheduled office hours. In order to receive accommodations in a course, you must provide your instructor with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754, [via email \(drc@uky.edu\)](mailto:drc@uky.edu) or visit their [website \(uky.edu/DisabilityResourceCenter\)](http://www.uky.edu/DisabilityResourceCenter). DRC accommodations are not retroactive and should therefore be established with the DRC as early in the semester as is feasible.

## Non-Discrimination Statement and Title IX Information

**Non-discrimination and Title IX policy:** In accordance with federal law, 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 \("Policy on Discrimination and Harassment"\) \(https://www.uky.edu/regs/ar6-1\)](https://www.uky.edu/regs/ar6-1). 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 \("Policy and Procedures for Addressing and Resolving Allegations of Sexual Assault, Stalking, Dating Violence, Domestic Violence, and Sexual Exploitation"\) \(https://www.uky.edu/regs/ar6-2\)](https://www.uky.edu/regs/ar6-2). Complaints regarding violations of University policies on discrimination, harassment, and sexual misconduct are handled by the Office of Institutional Equity and Equal Opportunity (Institutional Equity), which is located in 13 Main Building and can be reached by phone at (859) 257-8927. You can also visit [Institutional Equity's website \(https://www.uky.edu/eoo\)](https://www.uky.edu/eoo). Faculty members are obligated to forward any report made by a student related to discrimination, harassment, and sexual misconduct to the Office of Institutional Equity. Students can confidentially report alleged incidences through the

Violence Intervention and Prevention Center (<https://www.uky.edu/vipcenter>), Counseling Center (<https://www.uky.edu/counselingcenter>), or University Health Service (<https://ukhealthcare.uky.edu/university-health-service/student-health>).

Reports of discrimination, harassment, or sexual misconduct may be made to Institutional Equity [here](#).

### *Senate Rules 6.3.1 ("Plagiarism")*

**Plagiarism:** Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. 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. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty.

*Senate Rule 6.3.1* 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, 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.

### *Senate Rules 6.3.2 ("Cheating")*

**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.

### *Senate Rules 6.3.3 ("Misuse of Academic Records")*

**Misuse of academic records:** 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.

### **Statement on Diversity, Equity, and Inclusion (DEI).**

The University of Kentucky is committed to our core values of diversity and inclusion, mutual respect and human dignity, and a sense of community ([Governing Regulations XIV](#)). We acknowledge and respect the seen and unseen diverse identities and experiences of all members of the university community (<https://www.uky.edu/regs/gr14>). These identities include but are not limited to those based on race, ethnicity, gender identity and expressions, ideas and perspectives, religious and cultural beliefs, sexual orientation, national origin, age, ability, and socioeconomic status. We are committed to equity and justice and providing a learning and engaging community in which every member is engaged, heard, and valued.

We strive to rectify and change behavior that is inconsistent with our principles and commitment to creating a safe, equitable, and anti-racist environment. If students encounter such behavior in a course, they are encouraged to speak with the instructor of record or the [college's diversity officer](#), who is charged with addressing concerns about diversity, equity, and inclusiveness ([uky.edu/inclusiveexcellence/college-diversity-inclusion-officers](http://uky.edu/inclusiveexcellence/college-diversity-inclusion-officers)). Students may also contact a faculty member within the department, program director, the director of undergraduate or graduate studies, the department chair, or the dean. To submit an official report of bias, hatred, racism, or identity-based violence, visit the Bias Incident Support Services [website](#) (<https://www.uky.edu/biss/report-bias-incident>).