

**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 and Thursdays: 5:00 – 7:00 PM**

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

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**Office hours:** By Appointment Only

**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. For those students taking the course as a part of the INET Certificate they will receive credit on a graded basis. They should also register under EXP 396. 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.

### **Required Materials and Readings**

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

### **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. 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 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

## Entrepreneurs Bootcamp Fall 2021 Schedule (Monday Section, 5pm-7pm)

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

\*\*Guest speakers & schedule subject to change.

|                   | <u>Date</u>                | <u>Session Overview</u>   | <u>Speaker(s):</u>                                     |  |
|-------------------|----------------------------|---|--|--|
| <b>Session 1</b>  | Aug 26                     | <b>The Business Model Canvas</b>  | Dr. Christine Wildes                                   |  |
| <b>Session 2</b>  | Sept 2<br><b>Labor Day</b> | <b>No session</b>   |  |  |
| <b>Session 3</b>  | Sept 9                     | <b>The Business Model Canvas<br/>“My BMC and How It Evolved”</b><br>An example canvas with Bootcamp graduate guest speaker. | Bootcamp graduate William Burroughs DAMB               |  |
| <b>Session 4</b>  | Sept 16                    | <b>“The Art of the Pitch”</b>   | Keith McMunn – Awesome Inc.                            |  |
| <b>Session 5</b>  | Sept 23                    | <b>Marketing for Startups</b>   | Shirie Hawkins, Community Ventures Corp.               |  |
| <b>Session 6</b>  | Sept 30 <sup>th</sup>      | Lessons Learned from an Entrepreneur  | Daniel Kustelski – Chalkline Sports                    |  |
| <b>Session 6</b>  | Oct 7                      | <b>1<sup>st</sup> MILESTONE – 5-minute pitches of Business Model Canvas. All team members must participate in pitching.</b> | Feedback on the pitch will be conducted by VACE Staff. |  |
| <b>Session 7</b>  | Oct 14                     | <b>Legal Issues for startups and Basics of Intellectual Property</b>  | Laurie Daugherty Esq.                                  |  |
| <b>Session 8</b>  | Oct 21                     | <b>The importance of networking</b>   | Chris Houghtaling – Raise Link                         |  |
| <b>Session 9</b>  | Oct 28                     | <b>UK Fall Break No Session</b>   |  |  |
| <b>Session 10</b> | Nov 4                      | <b>“Who is Your Customer”</b>   | Marilyn Clark  |  |

|                   |        |  |   |
|-------------------|--------|--|---|
| <b>Session 11</b> | Nov 11 | <b>Understanding Your Competition</b>  | Adrian Magendzo Lewis<br>Honors College   |
| <b>Session 12</b> | Nov 18 | <b>Tips from an Entrepreneur</b><br><br><b>Basics of Startup Fundraising</b>                             | Wyatt Hench Bootcamp<br>Graduate State Street Ice<br><br>Warren Nash  |
| <b>Session 13</b> | Nov 25 | <b>2nd MILESTONE Practice session</b> – 10-minute pitches. All team members must participate in pitching | Teams will present their 10-minute pitches to a panel of judges. Feedback will be given to incorporate into your Pitch at the next session. |
| <b>Session 14</b> | Dec 2  | <b>Bootcamp 1.0 FINALE</b> – presentation of 10-minute pitches   | Teams will present their 10-minute pitches to a panel of judges. Pitches will be scored for prize money.                                    |
| <b>Session 15</b> | Dec 9  | <b>Bootcamp Graduation</b>   | Prize money awarded and certificates presented.   |

**The first milestone (presentations) will be heard by VACE Staff for general feedback. The second and third Milestone presentations 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. Note for those students taking the course as a part of the INET Certificate they will receive credit on a graded basis. They should also register under EXP 396

### **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**

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 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.

### **Academic Integrity**

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 at the following website: <http://www.uky.edu/Ombud>. 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 Rules 6.3.1* (see <http://www.uky.edu/Faculty/Senate/> for the current set of *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. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. 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.

### **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. 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 and via email at [drc@uky.edu](mailto:drc@uky.edu). Their web address is <http://www.uky.edu/DisabilityResourceCenter>.

### **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.