



# **ENT4360 – Student Venture Creation Project**

University of Oslo  
Centre for Entrepreneurship

Jens Petter Falck

Spring 2019

### **Course content**

The purpose of the course is to build your in-depth understanding and hands-on experience with developing a start-up project from scratch. Student groups operating as founding teams will try to develop a start-up project of their own choosing in collaboration with a local incubator. The course also functions as a live laboratory for topics covered in *ENT4350 – Entrepreneurial Sales and Marketing* and *ENT4340 – Managing New Venture Growth*.

The aim of the student project is to facilitate the necessary learning. Thus the activities will be organized as group projects, not real companies.

### **Learning outcome**

After completing the course, the student will:

- Have advanced knowledge and deep understanding of what it takes to be an start-up entrepreneur
- Have developed your proficiency and self-confidence in defining and managing an independent start-up project from incubation and onwards
- Have developed your proficiency in working as a start-up entrepreneur, both to manage and to exploit uncertainties, lack of resources and the freedom to set direction
- Be able to identify and attract interest from potential customers and to bootstrap the commercialization process to ensure necessary progress
- Be able to work as a member of a self-governed founding team

### **Admission and prerequisites**

The course is available only for students admitted to the MSc in Entrepreneurship programme.

### **Teaching**

Project based work 3 days a week throughout the semester.

Each student group must qualify to enter presenting a proposition. Qualification criteria include quality of both an investor pitch and a project plan that includes clearly defined deliverables. Qualified groups will be given work space within an on-campus incubator, with access to resources such as mentoring, advice from other companies and ad-hoc events. Students in groups that do not qualify will work as interns in existing start-up companies.

Regular supervisory meetings with faculty.

### **Group regulations:**

- Each group shall consist of 4 to 5 ENT4360 students. Group size of 3 students can be allowed on a case-by-case basis. Only ENT4360 students can be group members.
- All students must be part of a group submitting a project proposal and entering the Student project qualification. Only members of groups that do not qualify are allowed to work as internt in an existing company.

<b>Project scope and aspiration:</b>
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- The projects should target opportunities or address issues of sufficient scope and size making them interesting, either commercially or socially.
- It must be realistic to develop the project into an interesting intermediate (early) milestone during the project period. There is however no requirement that the project shall or can be continued to its natural endpoint, either during or after the end of the course.
- Current expenses must be negligible.

<b>Project period and working hours:</b>
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- The Startup Projects runs for 19 weeks from Monday January 14<sup>th</sup> until Friday May 24<sup>th</sup>, three days a week.
- Working hours are on average three days a week except national holidays for 7,5 hours per day throughout the 19 week period.

<b>Working location</b>
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- Student teams working on a startup project will be given a dedicated office location in StartupLab.
- Students working as an intern in an existing startup company in StartupLab will work together with the company team in StartupLab throughout the internship period. It is not allowed for internship students to work remotely.

<b>Course outline</b>
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The student startup projects have mandatory project reviews throughout the project period. The date and time of the reviews including topics to be discussed and mandatory preparations are listed in the table below:

<b>Date</b>	<b>Time</b>	<b>Topics</b>	<b>Student team preparations and deliverables <u>before</u> class</b>
Mon. 14.1	09:15 -12:00	<ul style="list-style-type: none"> <li>• Introduction to ENT4360</li> <li>• Initial mapping of established groups and groups under formation</li> <li>• Idea generation kick-off</li> </ul>	<ul style="list-style-type: none"> <li>• Short presentation of established groups and student groups under formation</li> </ul>
Tue. 15.1	09:15 14:00	<ul style="list-style-type: none"> <li>• Idea presentation workshop</li> <li>• Facilitate establishment of student groups</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Each student shall bring to the workshop two “validated” ideas with potentially significant upside and/or impact</li> </ul>
Fri. 18.1	12:15 -15:00	<ul style="list-style-type: none"> <li>• Oral group presentation of initial idea the team will address for live feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Final team composition and proposed overall theme/problem the team will address, delivered by <u>January 17<sup>th</sup></u></li> </ul>
Fri. 25.1	09:15 -12:00	<ul style="list-style-type: none"> <li>• Oral group presentation of draft project proposal for live feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Draft project proposal, delivered by <u>January 24<sup>th</sup> at 13:00</u></li> </ul>

Mon. 4.2	10:15 -13:30	<ul style="list-style-type: none"> <li>• <b>Project qualification</b> – Agenda: <ul style="list-style-type: none"> <li>○ In-depth investor presentation</li> <li>○ Detailed project plan including work plan, action plan and project milestones</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete project proposal, delivered by <u>January 31<sup>st</sup> at 13:00</u></li> </ul>
Tue. 5.2	10:00	<ul style="list-style-type: none"> <li>• <b>Project kick-off</b> <ul style="list-style-type: none"> <li>○ Introduction to Start-up Lab etc.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
Fri. 1.3	09:15 -12:30	<ul style="list-style-type: none"> <li>• Project review 1 – Agenda: <ul style="list-style-type: none"> <li>○ Development since last review</li> <li>○ Current status vs. plan</li> <li>○ Plans and activities going forward</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Status report, delivered by <u>February 27<sup>th</sup></u></li> </ul>
Fri. 15.3	09:15 -12:30	<ul style="list-style-type: none"> <li>• Project review 2 – Agenda: <ul style="list-style-type: none"> <li>○ Development since last review</li> <li>○ Current status vs. plan</li> <li>○ Plans and activities going forward</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Status report, delivered by <u>March 13<sup>th</sup></u></li> </ul>
Fri 29.3	09:15 -12:30	<ul style="list-style-type: none"> <li>• <b>Midpoint review</b> – Agenda: <ul style="list-style-type: none"> <li>○ Development since last review</li> <li>○ Current status vs. plan</li> <li>○ Plans and activities going forward</li> <li>○ Updated project plan</li> <li>○ Updated investor presentation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Midpoint review material, delivered by <u>March 26<sup>th</sup></u></li> </ul>
Fri 12.4	09:15 -12:30	<ul style="list-style-type: none"> <li>• Project review 4 – Agenda: <ul style="list-style-type: none"> <li>○ Development since last review</li> <li>○ Current status vs. plan</li> <li>○ Plans and activities going forward</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Status report, delivered by <u>April 10<sup>th</sup></u></li> </ul>
Fri. 3.5	09:15 -12:30	<ul style="list-style-type: none"> <li>• Project review 5 – Agenda: <ul style="list-style-type: none"> <li>○ Development since last review</li> <li>○ Current status vs. plan</li> <li>○ Plans and activities going forward</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Status report, delivered by <u>May 1<sup>th</sup></u></li> </ul>
Fri. 24.5	09:15 -12:30	<ul style="list-style-type: none"> <li>• <b>Project Completion Meeting</b> – Agenda: <ul style="list-style-type: none"> <li>○ Presentation of final deliveries and milestones achieved during the project</li> <li>○ Updated in-depth investor presentation</li> <li>○ Project completion report describing and reflecting on the experience including a comparison of what was achieved vis-a-vis what was planned</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete project completion material, delivered by <u>May 21<sup>nd</sup></u></li> </ul>
Fri. 31.5		<ul style="list-style-type: none"> <li>• <b>Hand in individual reflection report</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Individual reflection report</b> due by <u>May 31<sup>st</sup></u></li> </ul>
Mon. 3.6	10:15 - 12:00	<ul style="list-style-type: none"> <li>○ <b>Joint debrief session</b></li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

The project reviews will be chaired by Jens Petter Falck and will take place in Ole-Johan Dahls hus. See the online course schedule for room details.

### **Group deliverables**

All team will have the following group deliverables:

1. **Project proposal** – By January 31<sup>st</sup> at 12:00 all teams shall deliver a complete project proposal. A preliminary draft version shall be delivered by January 24<sup>th</sup> at 12:00 for feedback. The proposal shall contain the following items:
  - a. In-depth investor presentation
  - b. Detailed project plan including work plan, action plan and project milestones

See “*2019 ENT4360 –Project proposal – Description*” for a detailed description of the structure of the proposal, formal requirements and evaluation criteria.

2. **Project review status reports** – Before each project review as specified in the course outline above, all teams shall deliver a status report covering the following agenda items:
  - a. Development since last review
  - b. Current status vs. plan
  - c. Plans and activities going forward
  - d. Updated project plan (Midpoint Review only)
  - e. Updated investor presentation (Midpoint Review only)

3. **Project completion material** – By May 21<sup>st</sup> all teams shall deliver complete project completion material. The project completion material shall include the following items:
  - c. Presentation of final deliveries and milestones achieved during the project
  - d. Updated in-depth investor presentation
  - e. Project completion report describing and reflecting on the experience including a comparison of what was achieved vis-a-vis what was planned

See “*2019 ENT4360 –Project completion material – Description*” for a detailed description of the structure and format of the different elements of the project completion material, formal requirements and evaluation criteria.

### **Individual deliverables**

All students have the following individual deliverables:

1. **Individual reflection report** - By May 31<sup>st</sup> everyone shall deliver an individual reflection report reflecting systematically on their own learning experience and takeaways from the Startup Venture Creation Project.

See “*2019 ENT4360 – Individual reflection report – Description*” for a detailed description of the structure of the report, formal requirements and evaluation criteria.

## **Examination**

The course grade is calculated based on the following components:

- The Project Completion Material accounting for 40% of the total score.
- The Individual Reflection Report accounting for 20% of the total score.
- Group process evaluation accounting for 10% of the total score. The group performance score will be based on confidential peer-evaluations given at the end of the course.
- Individual contribution to the team effort accounting for 30% of the total score. The individual contribution score will be based on confidential peer-evaluation given at the end of the course.

In the group deliveries, students in each group are given the same score. Group members who do not fulfill their obligations can be scored individually from the group.

Failing a graded assignment does still allow participation in the remaining exams. All exams and assignments must be taken during the same semester.

Completion of mandatory attendance is required in order to pass the course.

## **Evaluation**

Feedback from our students is essential to us in our efforts to ensure and further improve the high quality of our programs and courses. All courses are subject to continuous evaluation. At regular intervals we also ask students on a particular course to participate in a more comprehensive, periodic evaluation of this course.