Syllabus: ENG 461 Technology Entrepreneurship

Hello and welcome to ENG 461, Technology Entrepreneurship. This semester we will be learning (almost) everything you need to know about starting your own company. Hopefully along the way some of you will see your own ideas blossom into working products and start-ups.

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Instructors

Brian Lilly is a really cool Professor from our very own University. He studied Engineering and Philosophy and owns several manufacturing businesses, and an eco-startup. (Ask him about it)

Email: blilly@illinois.edu

Ben Stoehr is a junior in CS and enrolled in the ILEE Dual Degree Program. He will hold office hours weekly. Please see/email him with any questions about the course.

Email: stoehr2@illinois.edu
Phone: 1(217)200-6248

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Grading

This class is mostly based on participation in three categories: In-Class, Case-Studies, and Project Progress.

**In-Class:** you are expected to contribute in a respectful and knowledgeable manner.

**TIME MANAGEMENT** is an important business skill. We expect you to be on time to every class. We will take attendance for participation. We only have one class a week, **SHOW UP**. Professor Lilly appreciates punctuality, not showing up halfway through class.

**PRESENTATION DAYS** will be held approximately every 5 weeks. You will schedule a 5-10 minute block to present your pitch as well as talk about your progress with
Professor Lilly and Ben. It is extremely important to show up **ON TIME, if not 5 minutes EARLY**. If you miss your slot you will have to wait until the end of sessions and attempt to see us at that time, or instead during office hours. There is no guarantee that you will get a make-up session.

**CASE STUDIES** will be assigned most weeks. Your written assignments are due the Wednesday night before class at 11:59 PM. Please bring either a paper or electronic copy to class to use as a reference during discussion. We will begin most classes with a half hour discussion about the study. This is a great time to get participation points.

**HAVE NO FEAR** Professor Lilly is a very animated lecturer. He is loud likes to joke around, **BUT HE’S A GREAT PROFESSOR** and will answer your questions directly and (fairly promptly) during class. **DO NOT** be afraid to ask questions and share insights, he loves to hear how his students think.

**Case Studies:** We will have ~13 Case Studies this semester. As mentioned before, they are due on Wednesday Night at 11:59 PM. We will discuss each study in class. Our goal of the case studies is to stimulate your business mind. Pay attention to the Case Study Critical Requirements. Really try to draw parallels between each study and your plans for the future. If you are a budding entrepreneur, you can learn a lot from these documents and our discussions.

Each case study is worth 10 points. (Out of what you say? I don’t know yet) **JUST DO THEM.**

On Compass you can view good and bad examples of Case Studies from previous semesters. Don’t submit one paragraph and take time to format your paper. It does not need to be longer than one page, size 12, Times New Roman. It should take you no more than an hour to complete each study and receive full credit.

**Project Progress:** In this course, we want to see you bring your ideas to life. Specifically, one idea that has great potential. By the third week you will decide on your semester long project. For this project, you may work alone or in a team (no more than 3 people), to construct a business model, minimum viable product, presentation, apply for grants, scholarships, incubators and accelerators and attempt to start a business. Your initial idea must be approved by the instructors, but we are pretty much open to everything.

We do not expect you form a full company and break a million dollars in sales in one semester but we want to see **REAL PROGRESS.** At each of the mini-meetings we will work with each team to create a milestone to be reached in the next month. These milestones are the criteria we will use to grade your work. Again, if a milestone is something big, it is probably ok that it was not reached, as long as significant effort has been shown.

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This class designed to be interactive, not overly-demanding, and we hope that you will enjoy it. It is a core class for the Innovation, Leadership and Engineering Entrepreneurship
program so we take our work seriously, and we want you to be an engaged and active student.
We want to see you advance and grow as engineers, entrepreneurs, and as adults.

** This syllabus will be updated throughout the semester **

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Course Schedule

August 25
- **Intro to Business with Professor Brian Lilly**
  - Hey let’s start a business!
- **Past Projects**
  - Greenlight Planet Microlution
  - ORange QC
  - Intelliwheels
  - Callahan & Corey Levi StartUp
- **Grants and Support**
  **Homework:**
  John Roughneen Case Study
  Submit Idea if Ready

September 1
- **John Roughneen Case Study**
- **Grants and Stuff**
  **Homework:**
  Jim Poss Case Study
  Submit Idea to Compass if Ready

September 8
- **Jim Poss Case Study**
- **Prototyping**
  **Homework:**
  Howard Head Case Study
  Must Submit Project Idea to Compass by September 15 11:59 PM

September 15
- **Howard Head Case Study**
- **Business Model Canvas**
- **Business Model Activity**
Homework: BuckyBalls Case Study

September 22: Pitch Day
- BuckyBalls Case Study
- Present 10 Ideas

Homework:
Get ready for One on One meeting

September 29
- One on One Meetings, NO CLASS

Homework:
Case Study

October 6: Business Plan Development
- Case Study
- Business Plan Development

Homework:
Case Study

October 13: Sales and Marketing
- Case Study
- Sales and Marketing Lecture

Homework:
Case Study

October 20: Market Research
- Case Study
- Market Research Lecture

Homework:
Get ready for One on One meeting

October 27: NO CLASS
- One on One Meeting, NO CLASS

Homework:
Case Study

November 3:
- Case Study
- Manufacturing and Booking-keeping Lecture

Homework:
Case Study
November 10: Packaging
  - Case Study
  - Product Liability Packaging Lecture
    Homework:
    Case Study

November 17: Types of Businesses
  - Case Study
  - Types of Businesses Lecture
    Homework:
    Case Study

November 24
  - THANKSGIVING, NO CLASS!
    Homework:
    Case Study

December 1
  - Networking Event