EN TP 6360 - Startup Launch I

EN TP 6360 Startup Launch I (3 semester credit hours) This course is designed to refine and validate a specific business concept based upon a student's new venture idea. The course utilizes a structured customer discovery/validation methodology that requires early customer engagement and the development and validation of a comprehensive business model. Key assumptions will be validated utilizing primary and secondary market research, interviews with prospective customers and other industry participants, and field testing of Minimum Viable Products. Students or student teams will be selected and enrolled on the basis of a business concept proposal approved by the faculty. Multiple projects will proceed through the course as a cohort, guided by faculty and mentored by experienced entrepreneurs. Cubicle space in the Venture Development Center may be applied for. EN TP 6360 utilizes the same customer discovery/validation process used in EN TP 6365. Instructor consent required. (3-0) R