

# Course details

Startup Experience

Build like an entrepreneur



# Combine and get credits

- Startup Experience (9 ECTS)
- **TU-E4130 - Refresher on Business Research** (1 ECTS).
  - Design thinking
  - For students with no previous experience in user driven design or user research.

# Sprints

- Course consists of 5+1 sprint
- Sprint 1: Intro
- Sprint 2: How to work systematically
- Sprint 3-5: Develop and validate your concept
- Sprint 6: Finalize

# Sprint content

- New understanding of customers
- Update concept based on new information
- Present the current best understanding
  
- One supporting topic
  
- Personal learning reflection (video)

Week N

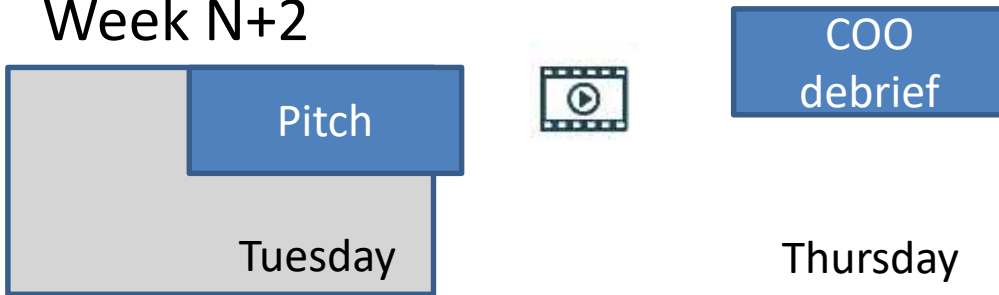
COO  
handover



Week N+1



Week N+2



**Sprints**

# Not in the mycourses calender

- CEO Brief (Doodle)
- Team coaching sessions
  - Doodle to book
- COO debrief – Thursdays at 13:00 for COO's
- Exam times during exam weeks (Doodle)

# Roles

- CEO – builds the team
  - Responsible for the team's well-being and performance
  - Main role in sprint 0
  - Not graded
- COO – runs operations for one sprint
  - Rotating role, each member takes turns
  - Graded, based on team performance and own reflection

# During each sprint

- Interact with at least 20 customers/team
  - First 1-2 iterations interviews are OK
  - Later iterations need to be based on testing with early prototypes
- Deliver one pitch
  - Content based on the status of your project work
- Deliver one assignment
- Update your Lean Canvas and Value Prop canvases
  - Included in COO report



# Sprint team deliverables

## Assignments

- 0 – Team agreement
- 1 – Team working model
- 2 – Marketing campaign
- 3 – Market analysis
- 4 – Investment proposal

## Presentations

- 5 pitches
- Final presentation
- Concept video

# Sprint personal deliverables

## Reflection video

- 1-2 minutes
- Your personal reflection over what you have experienced and learnt during the sprint
- Uploaded in team forum
- Deadline Wednesday after each pitch
- COO must give comments on all videos by Thursday  
COO De-brief

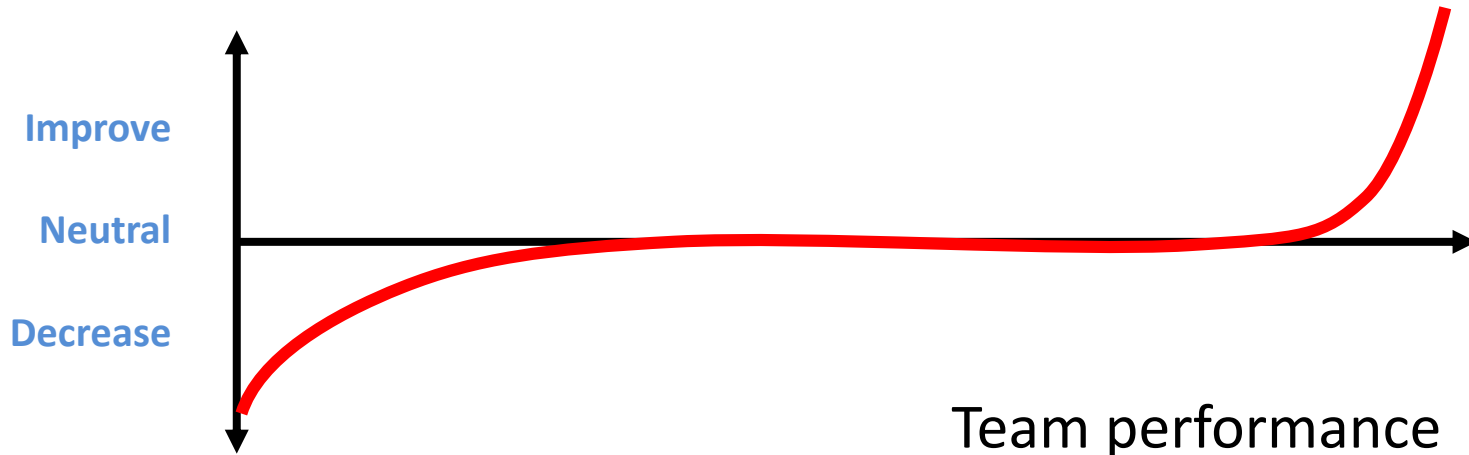
# “Exams”: 1 team + 2 personal

- Final presentation + concept video – team
- Oral exam – individual
- COO performance – individual
  
- Mid-term “exam” – team, mandatory but not graded

# Grading

Your actions impact on your grade

Grade



Team performance

# Grading principles

- Evaluation done by staff after each sprint, 2 grades/sprint
  - Pitch
  - Deliverable
- You will get an estimate of your grade after each sprint
- At the end of the course
  - All grades OK = grade 3
  - Positive or negative grades increase or lower grade
  - Roughly 0.5 grade/cumulative grades
  - Capped

# Personal grade

- Default persona grade = team grade
  - In special situations personal grade can be +/-1 OR Fail
- Personal grade based on
  - COO performance
  - Oral exam
- Failing the course
  - Excessive absences (missing more than 1 pitch session or multiple absences from lectures/workshops)
  - Free-riding
  - Not performing the COO duties (not enough customer interactions, missing reporting)

# CEO candidates

- Still open for a couple of CEO applications
  - We will announce the CEO's on Thursday
- Special CEO training session
  - Friday 09:00 – 10:30 or Monday 09:00 – 10:30
  - <https://doodle.com/poll/cs2ggaggrc74vshw>