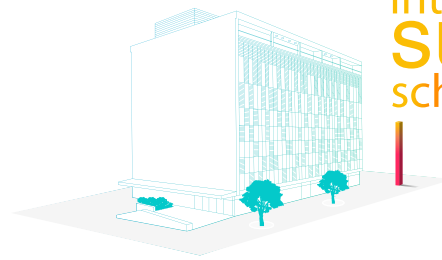




School of
Management
Leadership for Life



international
summer
school 2024
20 YEARS

COURSE SYLLABUS

ENTREPRENEURSHIP BOOTCAMP



June 4th - June 8th

Tuesday - Friday: 8:00 am - 2:00 pm

Saturday: 8:00 am - 12:00 m

At Uniandes Campus

Instructors

Daniela Ruiz Massieu

Instituto Tecnológico
Autónomo de México (México)



daniela.ruizmassieu@itam.mx

Fabian Acosta

Co-Founder and
Head of Tax at Legalnova



fa.acosta@legalnova.co

DESCRIPTION

Opportunity-oriented entrepreneurship is defined as startup activity that is innovative, scalable, and sustainable. This type of entrepreneurship requires a different set of skills than those employed by necessity or life-style entrepreneurs. This five-day bootcamp introduces participants to the key skills required to develop new innovation-driven-venture opportunities.

Participants should expect that the bootcamp will be intense, requiring active engagement and rapid assimilation of information.

The Uniandes Entrepreneurship Bootcamp is an intensive course for the development of entrepreneurial skills and the creation of high-impact entrepreneurship projects in the International Summer School at Universidad de los Andes School of Management and his Center for Entrepreneurship. This course will be held in English.

LEARNING OBJETIVES

By the end of the course, participants should expect to be able to:

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- Apply entrepreneurial skills to the development of a new venture project
- Create a collaborative new venture team with participants from different backgrounds
- Propose and defend a new venture project, both individually and as part of a small team
- Develop contacts with national and international experts to facilitate the future development of new venture projects

METHODOLOGY

The course is structured around the effectuation perspective, an evidence-based entrepreneurship theory. It also touches upon the disciplined entrepreneurship methodology. It will answer the following questions:

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- How do I find a problem and the possible opportunities to address them?
How do I find a solution that responds to reduce or resolve the problem ahead in a sustainable way?
- How do I present a new venture idea? What should a pitch deck include?
What is a business model? How do I design a business model?

These issues are addressed daily through the presentation of different tools that help the development of a course project in teams. The activities from 8 to 10 am and from 11 to 12 pm are directed by international instructors. Activities between 12 pm and 2 pm are supported by mentors from the Center for Entrepreneurship. Between 10:00 a.m and 10:30 a.m in the morning is the time for a break and between 12 and 12:30 is the time for lunch. The entrepreneurship projects will be presented in the closing session before a committee (Venture Capital representatives and entrepreneurship ecosystem leaders) who will choose two of the teams to award \$20.000.000 COP in cash. The projects will also have the subsequent support of the Center for Entrepreneurship at Universidad de los Andes.

MANDATORY READINGS

The following readings and materials are required:

Read, S., Sarasvathy, S., Dew, N. & Wiltbank, R. (2017). *Effectual entrepreneurship* (hereafter, EE). Abingdon: Routledge.

Ursache, M. (2020). *Disciplined entrepreneurship vs. lean startup vs. business model canvas*. Available at

<https://www.d-eship.com/articles/disciplined-entrepreneurship-lean-startup-business-model-canvas/>

Gompers, P. Gornall, W., Kaplan, S.N. & Strebulaev, I.A. (2021). How venture capitalists make decisions: An inside look at an opaque process. *Harvard Business Review*, 99(2), 70-78.

Hale, K. (2019). How to pitch your startup. Available at:

https://www.youtube.com/watch?v=17XZGUX_9iM&t=3s

In addition, participants may also find the following readings of interest:

Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken:

Wiley. Blank, S. & Dorf, B. (2020). *The startup owner's manual: The step-by-step guide for building a great company*. Hoboken: Wiley.

Lingelbach, D. (ed.) (2022). *De Gruyter handbook of entrepreneurial finance*. Berlin: De Gruyter.

Michalko, M. (2010). *Thinkertoys: A handbook of creative-thinking techniques*. Berkeley: Ten Speed.

Osterwalder, A. & Pigneur, Y. (2010). *Business model generation*. Hoboken: Wiley.

Sawyer, K. (2013). *Zig zag: The surprising path to greater creativity*. San Francisco: Jossey-Bass.

PROPOSED COURSE SCHEDULING

Day	Hour	Session	Instructor
Tuesday	8:00 am - 10:00 am	Problem Identification	Daniela Ruiz Massieu
	10:00 am - 10:30 am	Break	
	10:30 am - 12:00 m	Opportunity Exploration	Daniela Ruiz Massieu
	12:00 m - 2:00 pm	Pitch session: Who am I, my expectations, and idea	Daniela Ruiz Massieu Carolina Rodríguez R.
Wednesday	8:00 am - 10:00 am	Solution, idea and team for entrepreneurs	Daniela Ruiz Massieu
	10:00 am - 10:30 am	Break	
	10:30 am - 12:00 m	Whos your customer and Primary Market Research (PMR)	Daniela Ruiz Massieu
	12:00 m - 2:00 pm	Pitch session: My problem, solution, client and team	Daniela Ruiz Massieu Carolina Rodríguez R.
Thursday	8:00 am - 10:00 am	Value Proposition	Fabian Acosta
	10:00 am - 10:30 am	Break	
	10:30 am - 12:00 m	How to design a business model	Fabian Acosta
	12:00 m - 2:00 pm	Boost your pitch deck	Fabian Acosta Carolina Rodríguez
Friday	8:00 am - 10:00 am	How to present new venture ideas	Mentors
	10:00 am - 10:30 am	Break	
	10:30 am - 12:00 m	How to present new venture ideas	Mentors
	12:00 m - 2:00 pm	Pitch session: Mentors advice	Mentors Carolina Rodríguez
Saturday	8:00 am - 9:00 am	Warming up pitches	Mentors
	9:00 am - 10:00 am	Break	
	10:00 am - 12:00 m	Pitch competition	
	12:00 m - 2:00 pm	Award Ceremony	

SCHEDULE GRADES

Grades for each session and its activities are determined by the professor. The grade for the final presentation is determined by the jury. The individuals in the group winning the final pitch competition are not necessarily those who earn the highest grade in the course.

The grading scale ranges from 1.50 to 5.00 and is calculated to two decimal places. 5.00 is considered to be an outstanding grade. Students with a grade below 3.00 will fail the course.

Class attendance is mandatory. Should a student fail to attend 20% of the course sessions, he/she may fail the course.

The following is the grading breakdown:

Assignment	Weight
Pitch day two: "My problem, solution, client and team"	10%
Pitch day three: "Boost your pitch deck: Business model and value proposition"	10%
Pitch day four: Mentor advice session	10%
Challenges during the sessions	30%
Final pitch	30%
Class participation	10%

AWARD

\$40,000,000 COP in cash will be awarded to two projects (\$20,000,000 per team), chosen by a jury of experts. The winning project will also receive subsequent support from the Center for Entrepreneurship at Universidad de los Andes.

In order to receive this award, all members of the winning team must attend all course sessions.