The innovative, opportunistic, and sustainable nature of entrepreneurial pursuit can benefit public health initiatives, especially when entrepreneurship identifies economically self-sustaining solutions to public health challenges. This three-credit course will introduce students to basic concepts and case studies of commercial and social entrepreneurship as applied to the pursuit of public health. This course features many guest speakers with successful experience in public health entrepreneurship in for-profit, non-profit and government arenas.

The core of this course is a real-world group project in which students will work in groups to build their own startups, refining both their idea and how they sell their idea throughout the semester by applying the Lean Startup model, engaging customers, pivoting when necessary, and refining their pitch. In this course, you will be graded based on how well you improve your idea and your pitching by incorporating feedback from your instructors and potential customers.

COURSE REQUIREMENTS

Class Participation - 30%
Students are expected to attend all classes. Since class time will often be used for groups to work on their startups, it is imperative that students attend class to contribute to the growth of their group’s startup. Please let both the course TA and your group know if you cannot attend a class. This portion of your grade will be measured accordingly:

- Course attendance – 15%
- How your team rates your involvement – 15%

Customer Engagement, Idea Development, and Practice Pitching 30%
In this course, we teach the Lean Startup model, which requires periodic customer engagement and idea development. For this portion of your grade, you will use both the Lean Startup canvas and two practice pitches to improve your idea and how you sell your idea to customers and potential investors.

- Customer Engagement – 10%
- Idea Development – 10%
- Practice Pitching (2 practice pitches worth 5% each) – 10%

Final Project: Final Pitch and Completed Lean Canvas – 40%
Throughout the semester, you will polish your idea and your pitch by incorporating feedback from your instructors, your peers, and your potential customers. As such, at the end of the semester, you will submit a completed Lean Startup Canvas for your venture and give a final pitch to a panel of judges.
• Completed Lean Canvas – 20%
• Final Pitch – 20%

REQUIRED COURSE TEXT:
• The Lean Startup by Eric Ries
• Periodic additional required readings will be posted on Sakai

RECOMMENDED TEXTS:
• Enterprising Nonprofits: A Toolkit for Social Entrepreneurs, J. Gregory Dees
• Public Health Business Planning: A Practical Guide, Stephen N. Orton, Anne J. Menkens and Pamela Santos

CLASS SCHEDULE:
Assignments listed below are due at the beginning of the class under which they’re listed, unless otherwise noted.

JANUARY 7

• DISCUSSION TOPIC(S):
  o Overview of the course, reviewing the syllabus
  o Student Introductions
  o Introduction to Entrepreneurship and the LEAN model – Charles Merritt, (Professor of the Practice, Richards Donohoe Social Entrepreneur in Residence, Department of Economics)
• ASSIGNMENT(S):
  o Be in a team by the end of the class

JANUARY 14

• DISCUSSION TOPIC(S):
  o Resources for Social Entrepreneurs at UNC – Mathilde Verdier (Program Coordinator at the CUBE)
• ASSIGNMENT(S):
  o Read Chapters 1 and 2 of the course textbook

JANUARY 21

• DISCUSSION TOPIC(S):
  o How Startups work and get funded – Bill Wofford and Vickie Brooking (Hutchison Law PLLC)
Market research and customer identification for startups – Josiah Drewry (Librarian for Business, Economics, and Sociology, Davis Library UNC) and Cynthia Reifsnider, (Director, Research Services and Knowledge Management, Frank Hawkins Kenan Institute of Private Enterprise at UNC Chapel Hill)

- **ASSIGNMENT(S):**
  - Read Chapter 3 of the course textbook
  - In your group, work on filling in spaces 1-4 of the LEAN canvas model during today’s class
  - Define your target market: Identify at least 3 potential customers and engage at least 1 potential customer directly to get feedback on your venture

**JANUARY 28**

- **DISCUSSION TOPIC(S):**
  - GUEST ENTREPRENEUR: Share your Entrepreneurship Story: Earl Martin Phalen
  - Pitch coaching
  - Example pitches
- **ASSIGNMENT(S):**
  - Read Chapter 4 of the course textbook
  - Turn in sections 1-4 of your venture’s LEAN business model canvas

**FEBRUARY 4**

- **DISCUSSION TOPIC(S):**
  - Marketing for social ventures
  - GROUPS PRESENT:
    - Summary of Customer feedback
    - Revised sections 1-4 of the LEAN canvas for their idea
- **ASSIGNMENT(S):**
  - Today during class, work on filling out the full Lean canvas for your venture
  - Read Chapter 5 of the course textbook
  - Turn in summary of customer feedback
  - Turn in Revised sections 1-4 of the LEAN canvas model

**FEBRUARY 11 – PRACTICE PITCH DAY 1**

- **DISCUSSION TOPIC(S):**
  - GROUPS PRESENT: Each group pitches and receives feedback
- **ASSIGNMENT(S):**
  - Just pitching

**FEBRUARY 18**

- **DISCUSSION TOPIC(S):**
  - GUEST SPEAKER: Share your Social Entrepreneurship Story
  - Legal issues for social entrepreneurs
• ASSIGNMENTS
  o Read Chapter 6 of the course textbook
  o After this class:
    ▪ Talk to one additional potential customer about your idea

FEBRUARY 25

• DISCUSSION TOPIC(S):
  o GROUPS PRESENT: Summary of customer feedback, Revised LEAN canvases
• ASSIGNMENT(S):
  o Read Chapter 7 of the course textbook
  o Turn in summary of customer feedback
  o Turn in revised LEAN canvases

MARCH 4

• DISCUSSION TOPIC(S):
  o Financial reporting for startups
  o GUEST ENTREPRENEUR: Share your Social Entrepreneurship Story
• ASSIGNMENT(S):
  o Read Chapter 8 of the course textbook

MARCH 11 – SPRING BREAK, NO CLASS

MARCH 18

• DISCUSSION TOPIC(S):
  o GUEST ENTREPRENEUR: Share your Social Entrepreneurship Story
  o Grant writing to fund social ventures
• ASSIGNMENT(S):
  o Read Chapters 9 and 10 of the course textbook

MARCH 25 – PRACTICE PITCH DAY 2

• DISCUSSION TOPIC(S):
  o GROUPS PRESENT: Each group pitches and receives feedback
• ASSIGNMENT(S):
  o Just pitching

APRIL 1

• DISCUSSION TOPIC(S):
  o GUEST ENTREPRENEUR: Share your Social Entrepreneurship Story
  o Leadership/Personnel issues for Social Ventures
• ASSIGNMENT(S):
  o Read Chapter 11 of the course textbook
APRIL 8

- **DISCUSSION TOPIC(S):**
  - Inside the Buy/Sell Transaction: Perspectives from both sides of selling a startup – Daniel Pomp, PhD (GeneSeek) and Jason Lilly (Neogen)
- **ASSIGNMENT(S):**
  - Read Chapter 12 of the course textbook

APR 15

- **DISCUSSION TOPIC(S):**
  - GUEST ENTREPRENEUR: Share your Social Entrepreneurship Story
- **ASSIGNMENT(S):**
  - None

APR 22 – LAST CLASS - FINAL PITCH DAY

- **DISCUSSION TOPIC(S):**
  - GROUPS PRESENT: FINAL PITCHES
- **ASSIGNMENT(S):**
  - FINAL PITCH
  - FINAL LEAN CANVAS DUE

MONDAY, APRIL 27 @4PM – FINAL EXAM (for undergrads only)